# Cloud Cloud Cloud Cloud

Cloud Cloud, Cloud, Cloud

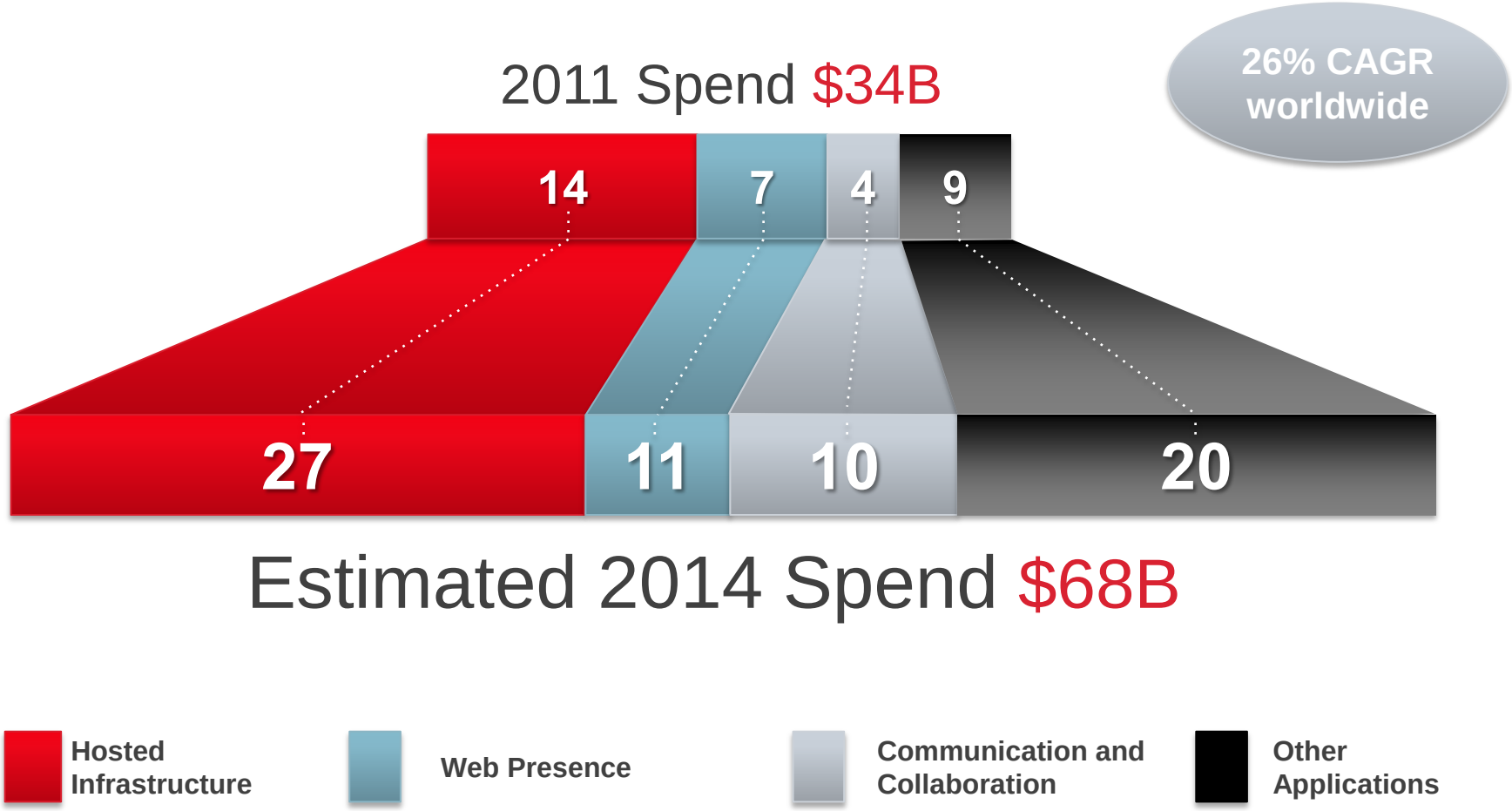
# Parallels Automation Roadmap

Oleg Melnikov, SVP, Automation

# Welcome

- Services SMBs buy
- Launched by PA partners last year
- New services, improvements and future directions

# Worldwide SMB Cloud Market is Growing Fast



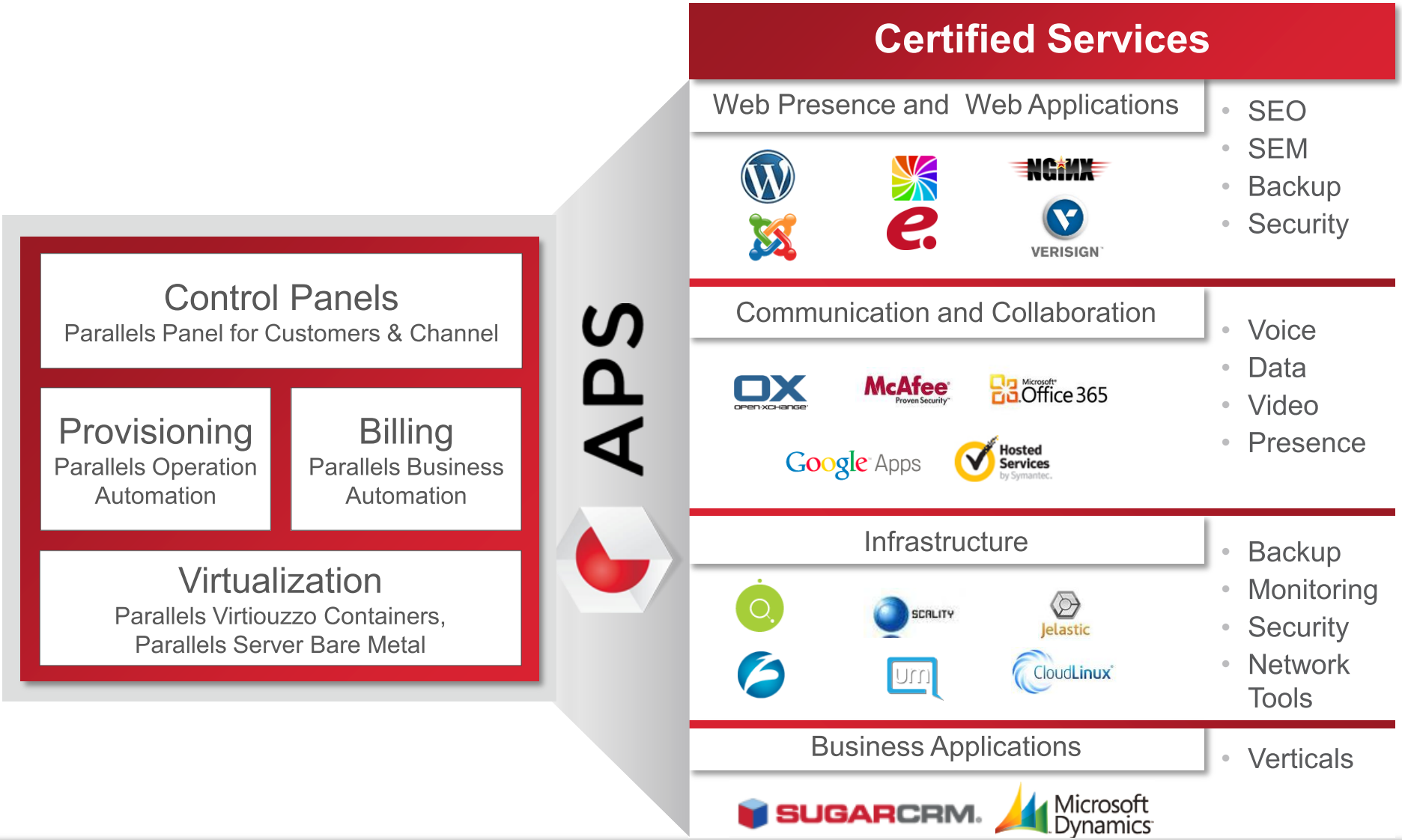

Source: Parallels SMB Cloud Insights™, 2012

# Cloud Value Chain Friction

- Securing the right service portfolio
- Knowing which services to add
- Rapidly bringing new services online
- Rapidly building channel

- Automating service delivery
- Effectively monetizing services
- Getting to market with minimal investment
- Complexity to choose and use services

# Parallels Automation Portfolio



# Launched by PA Partners Last Year

# Web Presence and Shared Hosting Improvements

## Shared Hosting NG

- IPv6 support
- Switched 3rd-party modules (PHP, ProFTPD, etc) to Cloud Linux
- Migration from Linux Shared Hosting
- Combined http and https folders

## Windows Shared Hosting

- Easy setup wizard
- Windows 2008 R2 support
- ASP.NET 4.0
- PHP 5.2.17
- Microsoft WebMatrix

## Parallels Web Presence Builder

- Easy to use site builder
- Tightly integrated

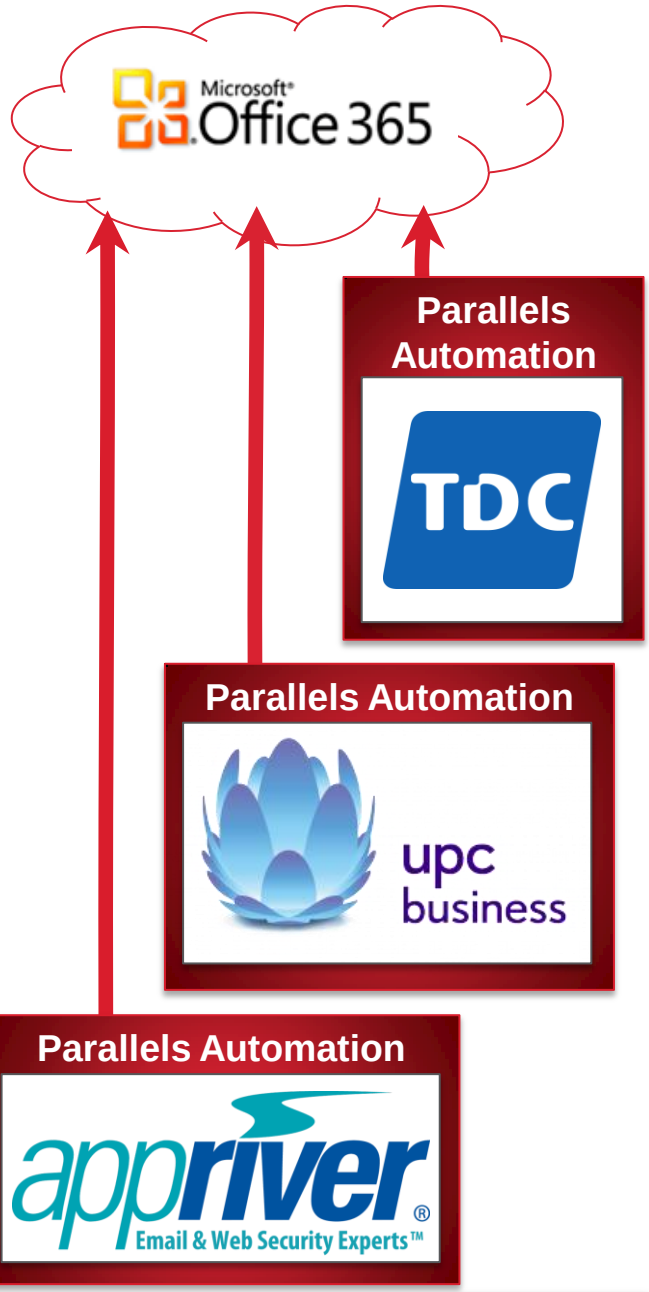
# Microsoft Office365 Syndication

## Benefits for Small Businesses

- Secure, anywhere access to email and calendars, Office Web Apps, web conferencing, and file sharing.
- Integration with known desktop applications (Outlook, Word, Excel, PowerPoint).
- 99.9% uptime guarantee

## Benefits for Cloud Provider

- Out of the box Office 365 integration co-developed with Microsoft - the fastest way to deploy Office 365 Syndication
- Higher margin through syndication program
- Ability to rapidly deliver future Office 365 services without coding (e.g. Intune)



# Symantec Live Office

LiveOffice
Your Archiving Experts

## Benefits for Small Businesses

- Email archiving solution compliant with federal and state regulation and laws
- Unlimited storage from the cloud for email archive of organization
- MS Outlook access to email archive

## Benefits for Cloud Provider

- Upsell existing Exchange customers with new email protection and archiving options
- Attract new vertical customers with regulation-compliant email solution
- Sell unlimited storage for email archive

# Symantec AntiVirus and AntiSpam

Symantec.cloud™

## Benefits for Small Businesses

- Trusted security brand
- Email filter with content control from the cloud
- Integration with Exchange email
- Comprehensive security solution for desktops, laptops and file servers
- Group management for administrators

## Benefits for Cloud Provider

- Upsell existing Exchange mailboxes with email filtering solution
- Offer advanced email content control
- Migrate existing customers from MessageLabs email security service

# Infratel Infra Cloud Receptionist

## Virtual Phone System for SOHO and SMB

- Integrated with Parallels Automation and Parallels Plesk Panel
- Set-up a professional phone presence in 30-seconds or less
- Choose local, toll-free, international or vanity numbers

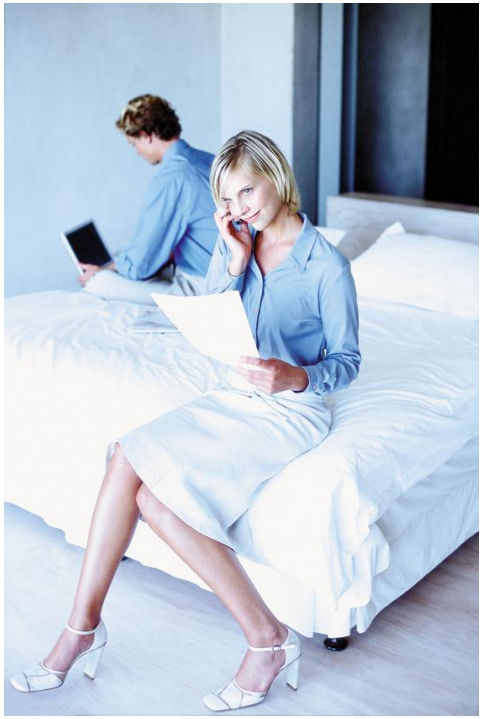
## Automated Attendant and Call Routing

- Professional IVR answers and routes calls based on caller ID, department or time of day
- Simple wizard-based user interface for easy set up and management
- Advanced options available for more robust functionality

## Grows With Your Business

- Web widgets to embed calling directly from your website
- Modules to allow outbound calling, full PBX and contact center
- Native iPhone and Android apps for enhanced manageability

Infra Cloud Receptionist™
Virtually Simple.



# Parallels Automation Cloud Infrastructure

## Intuitive Server Configurator & API

- Attract more customers by allowing them to order and resize cloud servers through intuitive configuration screens
- Customer can also create/resize/destroy servers through new REST API

## Hourly Billing

- Be more flexible by offering billing based on hourly usage. Customers pay only for their real usage.

## Enhanced Infrastructure

- Choose to run Containers or VMs.
- Private networks to securely connect multiple servers of one customer

# Microsoft Hyper-V Cloud

## Integrated via Microsoft Systems Center (SCVMM)

- Sell preconfigured VMs based on VM templates
- Upsell CPU, RAM, disk resources per VM
- Automated VM provisioning
- Traffic accounting and billing

## Parallels Plesk Panel integration

- Automatic Plesk license installation
- Single sign-on

## Integrated Customer Control Panel

- VM status and settings displayed
- Start/stop VM
- Launch remote console in browser

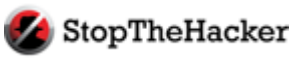
# Even More Applications and Services

## Parallels Automation for Cloud Marketplace

- High demand apps that SMBs want
- Turnkey business terms
- License brokerage
- Help desk

## Growing portfolio of high-value apps with PACM

- Bring new apps to market in days



# Changes in Parallels Automation Core

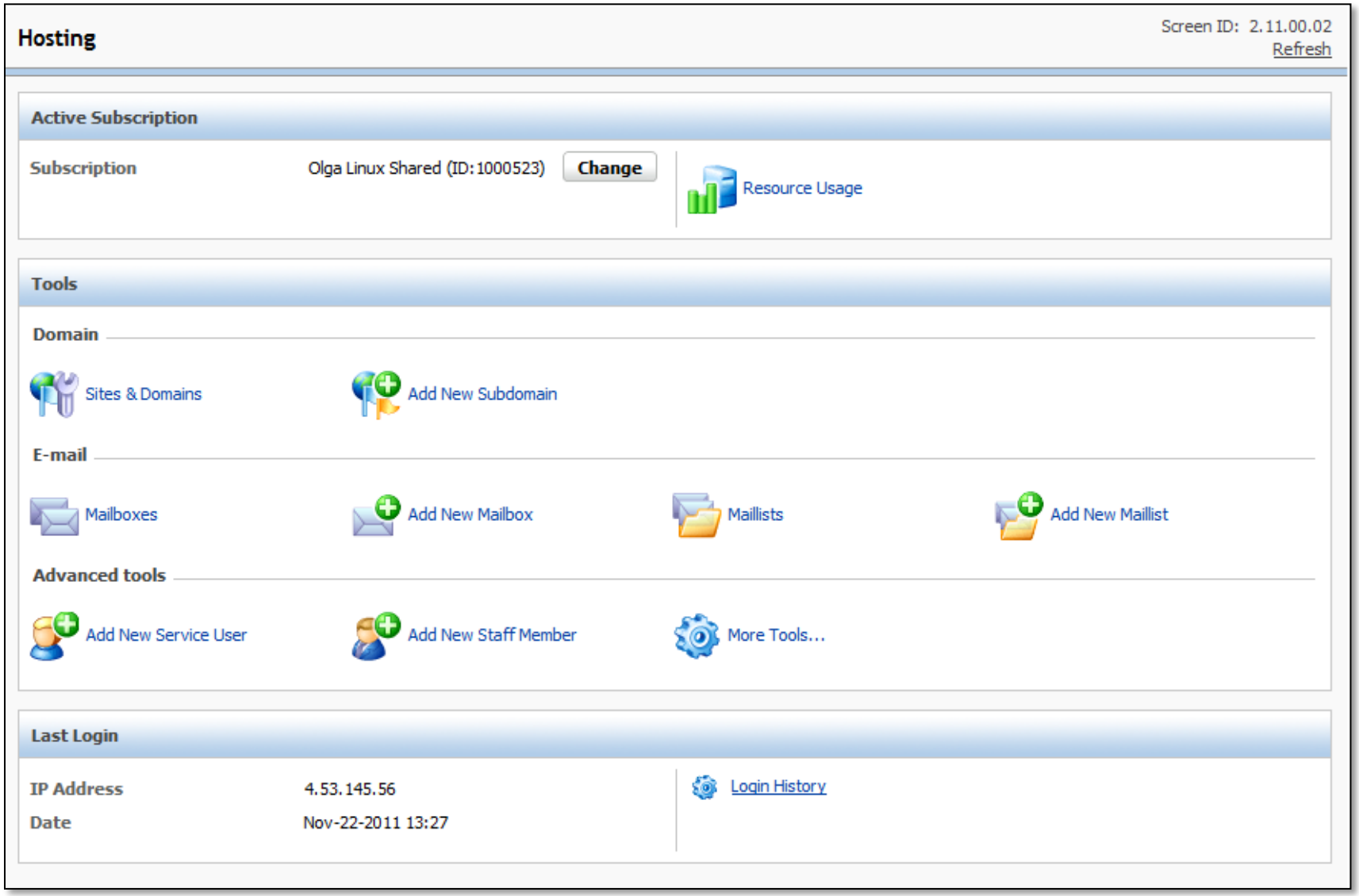
## New Reseller Wizard

- Onboard new resellers in simple multi-step wizard
- Update account configuration through same interface

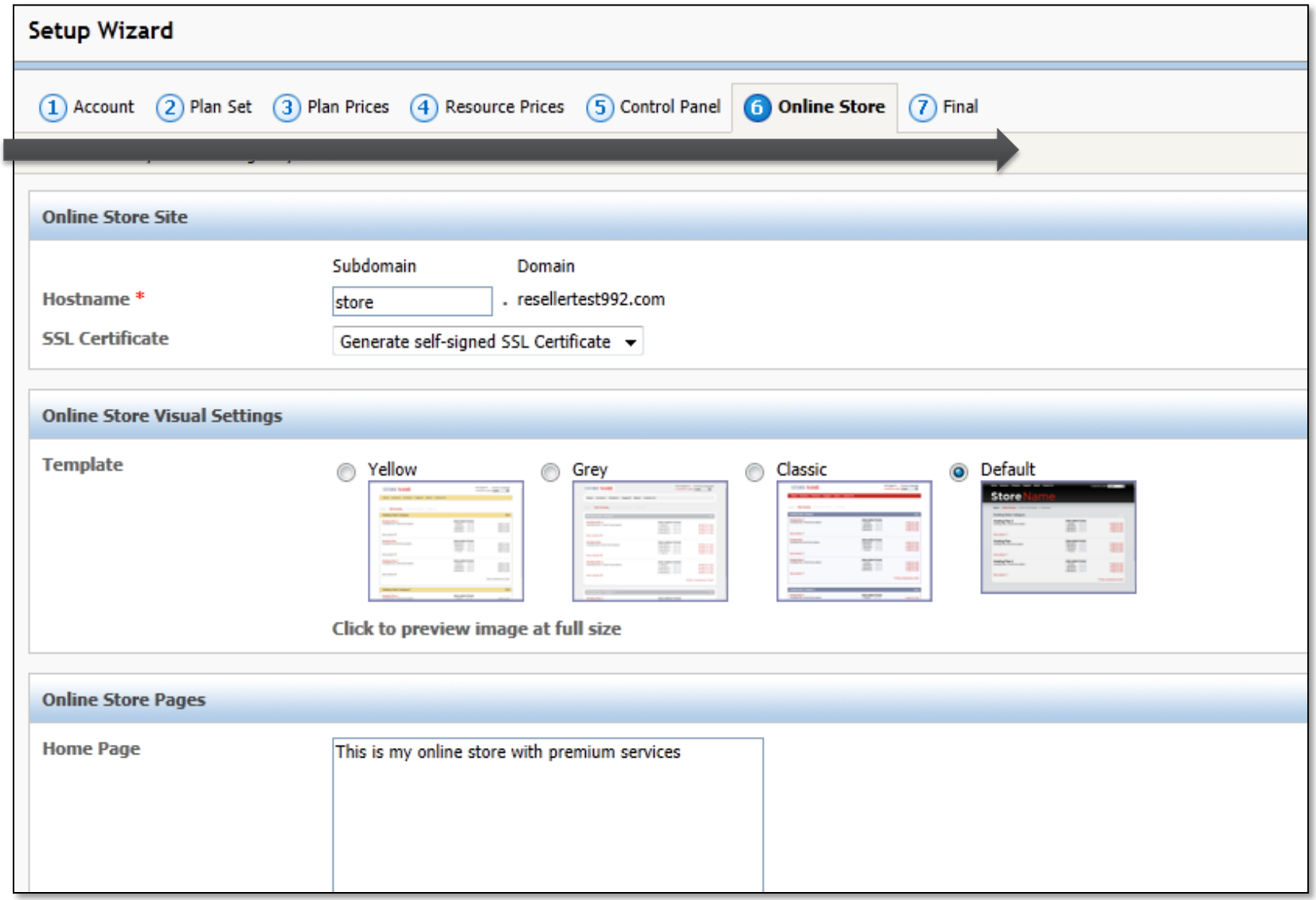
## Platform

- Windows 2008 R2 for core deployment
- PostgreSQL 9 as core database

# Updated Hosting Dashboard



# Reseller Setup Wizard



# New Services, Improvements and Future Direction

# Hosted PBX Opportunity

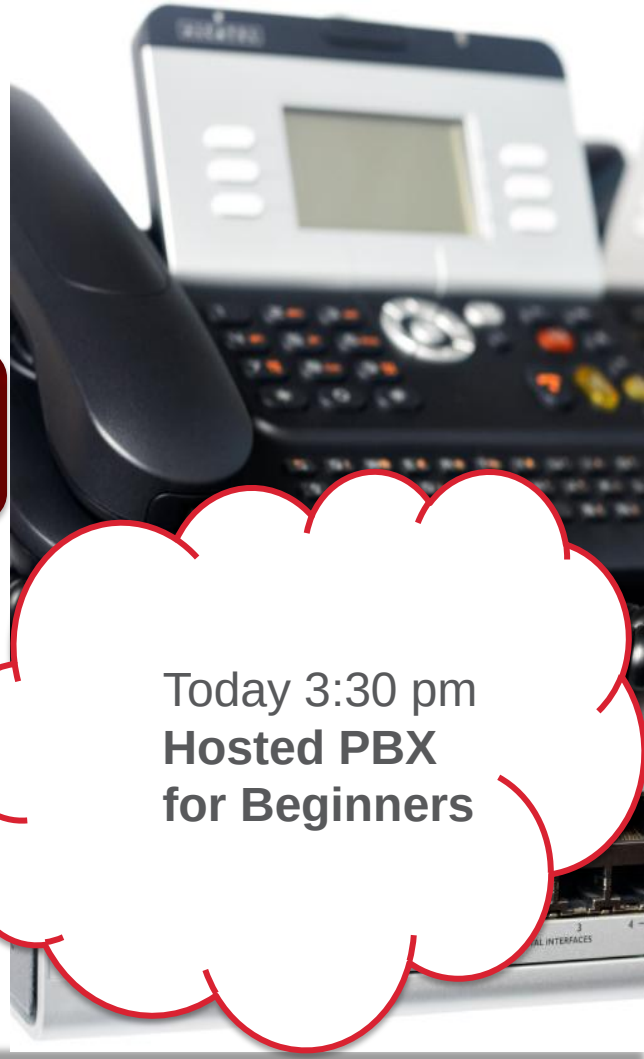
Fastest growing cloud service

75% Y-Y growth, reaching $1.4B in 2011

Estimated 30% CAGR growth to $3.0B in 2014

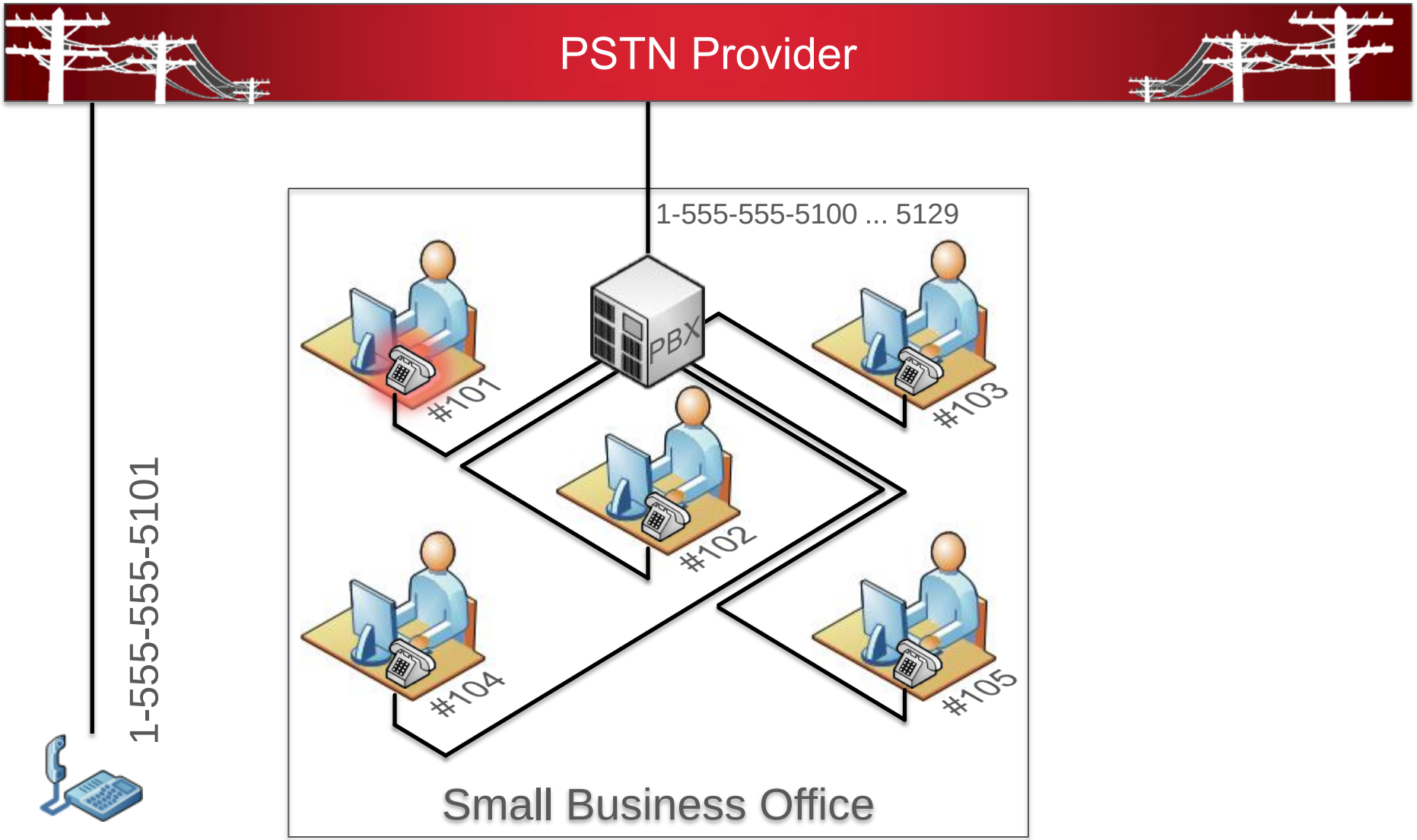
## Multiple growth drivers

- Most of the growth driven by SMBs are less than 20 employees who did not have a PBX
- SMBs with existing in-house PBX moving to Hosted PBX is the second largest group




Source:
Parallels SMB Cloud Insights 2012 , US Market

# Traditional Telephony



# Cloud-Based PBX

# Announcing Availability of Hosted PBX

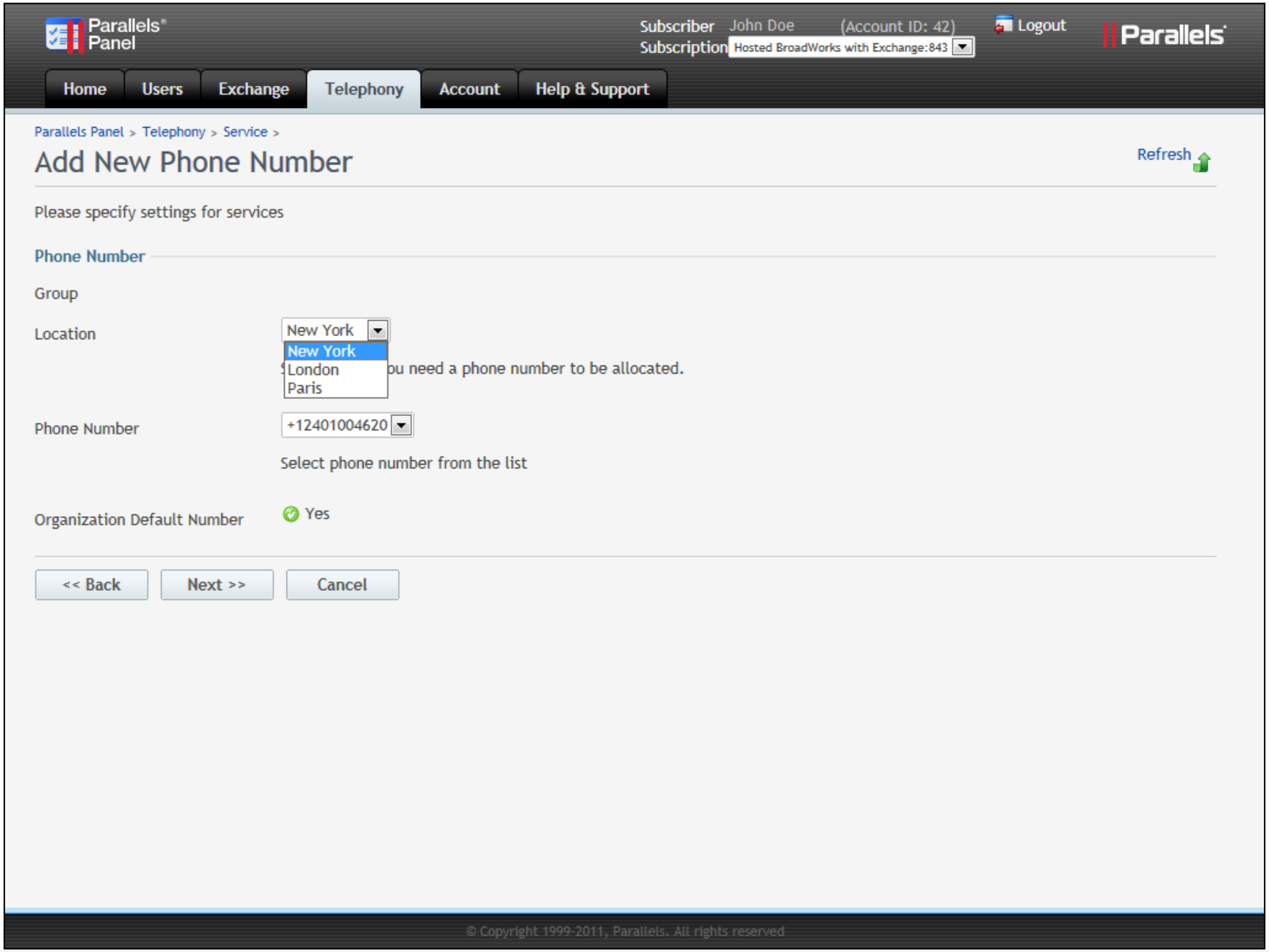
## VoIP and Telephony Powered by BroadWorks

### Benefits for Small Businesses

- Enterprise PBX features without upfront investments
  - Interactive Voice Response (IVR) – touch tone menus
  - Call group
  - Voice mail
- Simple setup in Parallels Control Panel
- Business efficiency with tightly integrated messaging and collaboration applications

### Benefits for Cloud Provider

- Offer essential communication service
- Bundle together with other services like email, instant messaging, web presence
- Use in-house BroadWorks or syndicate from a wholesaler


Parallels Panel
Subscriber John Doe (Account ID: 42)
Subscription Hosted BroadWorks with Exchange:843
Logout
Parallels
Home
Users
Exchange
Telephony
Account
Help & Support
Parallels Panel > Telephony > Service >
Add New Phone Number
Refresh
Please specify settings for services
Phone Number
Group
Location
New York
New York
London
Paris
u need a phone number to be allocated.
Phone Number
+12401004620
Select phone number from the list
Organization Default Number
Yes
<< Back
Next >>
Cancel
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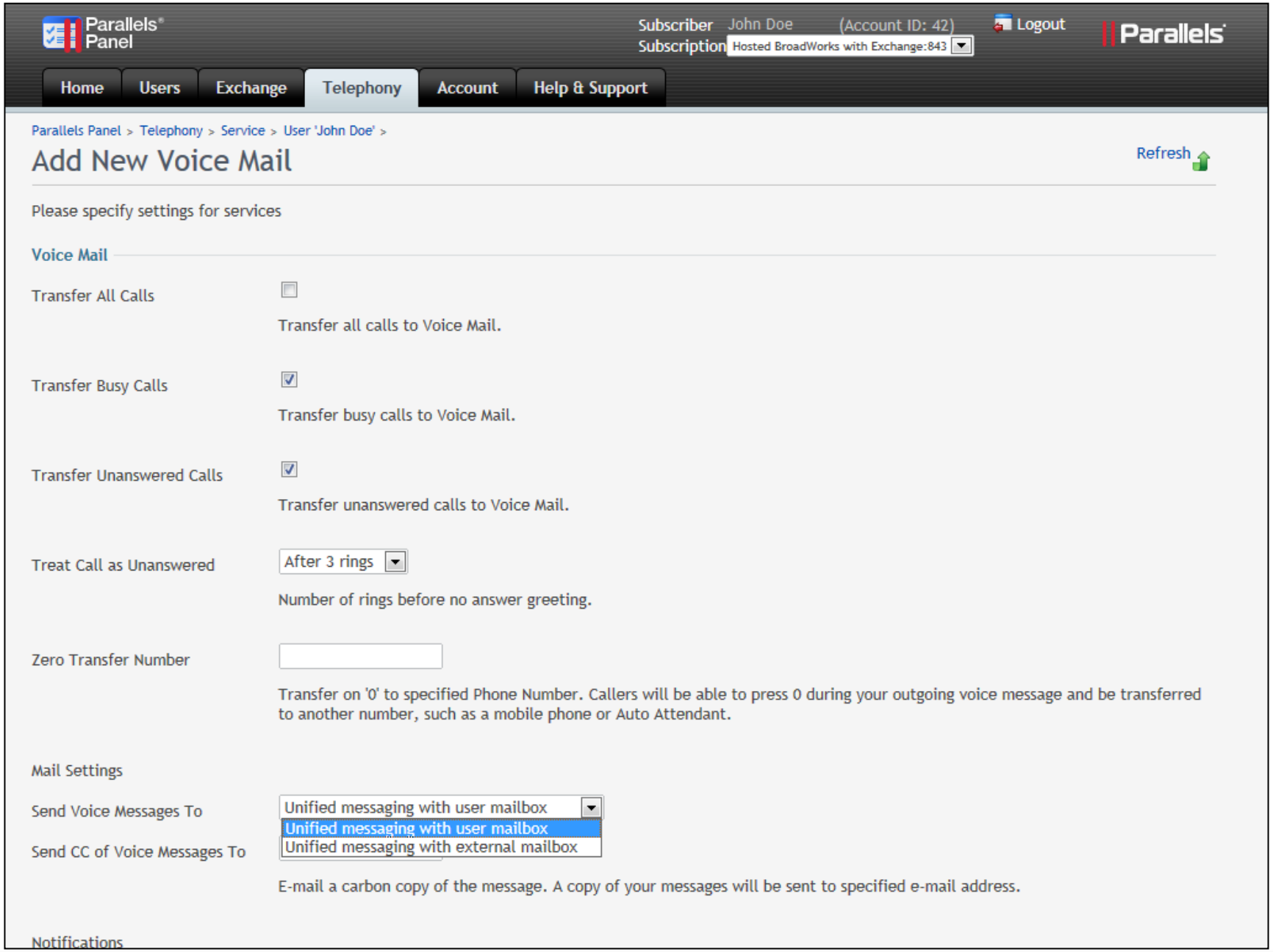
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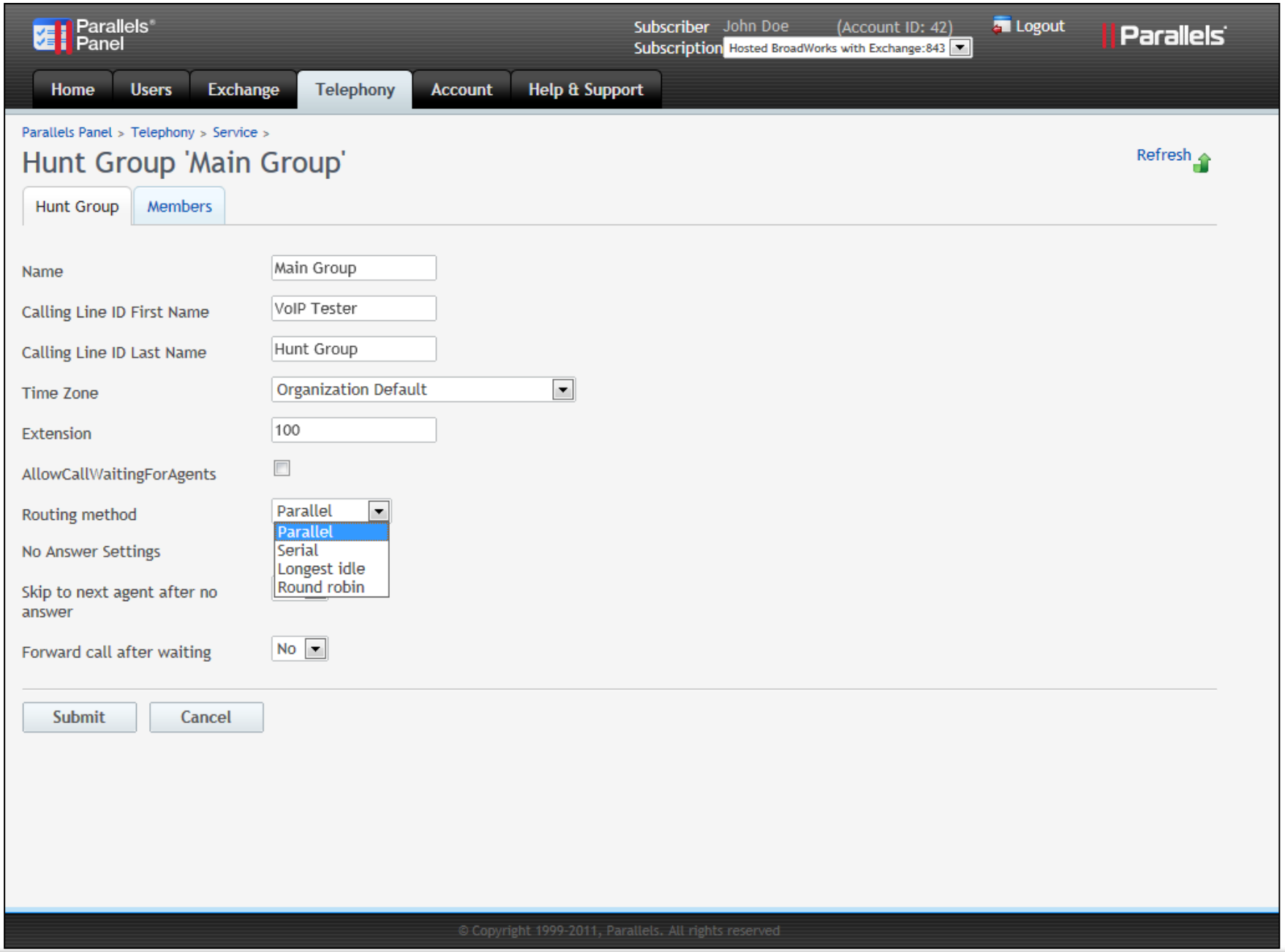
Subscriber John Doe (Account ID: 42)
Subscription Hosted BroadWorks with Exchange:843
Logout
Parallels
Home
Users
Exchange
Telephony
Account
Help & Support
Parallels Panel > Telephony > Service > User 'John Doe' >
Add New Voice Mail
Refresh
Please specify settings for services
Voice Mail
Transfer All Calls
Transfer all calls to Voice Mail.
Transfer Busy Calls
Transfer busy calls to Voice Mail.
Transfer Unanswered Calls
Transfer unanswered calls to Voice Mail.
Treat Call as Unanswered
After 3 rings
Number of rings before no answer greeting.
Zero Transfer Number
Transfer on '0' to specified Phone Number. Callers will be able to press 0 during your outgoing voice message and be transferred to another number, such as a mobile phone or Auto Attendant.
Mail Settings
Send Voice Messages To
Unified messaging with user mailbox
Unified messaging with user mailbox
Unified messaging with external mailbox
Send CC of Voice Messages To
E-mail a carbon copy of the message. A copy of your messages will be sent to specified e-mail address.
Notifications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Subscriber John Doe (Account ID: 42)
Subscription Hosted BroadWorks with Exchange:843
Logout
Parallels
Home
Users
Exchange
Telephony
Account
Help & Support
Parallels Panel > Telephony > Service >
Hunt Group 'Main Group'
Refresh
Hunt Group
Members
Name
Main Group
Calling Line ID First Name
VoIP Tester
Calling Line ID Last Name
Hunt Group
Time Zone
Organization Default
Extension
100
AllowCallWaitingForAgents
Routing method
Parallel
Parallel
Serial
Longest idle
Round robin
No Answer Settings
Skip to next agent after no answer
Forward call after waiting
No
Submit
Cancel
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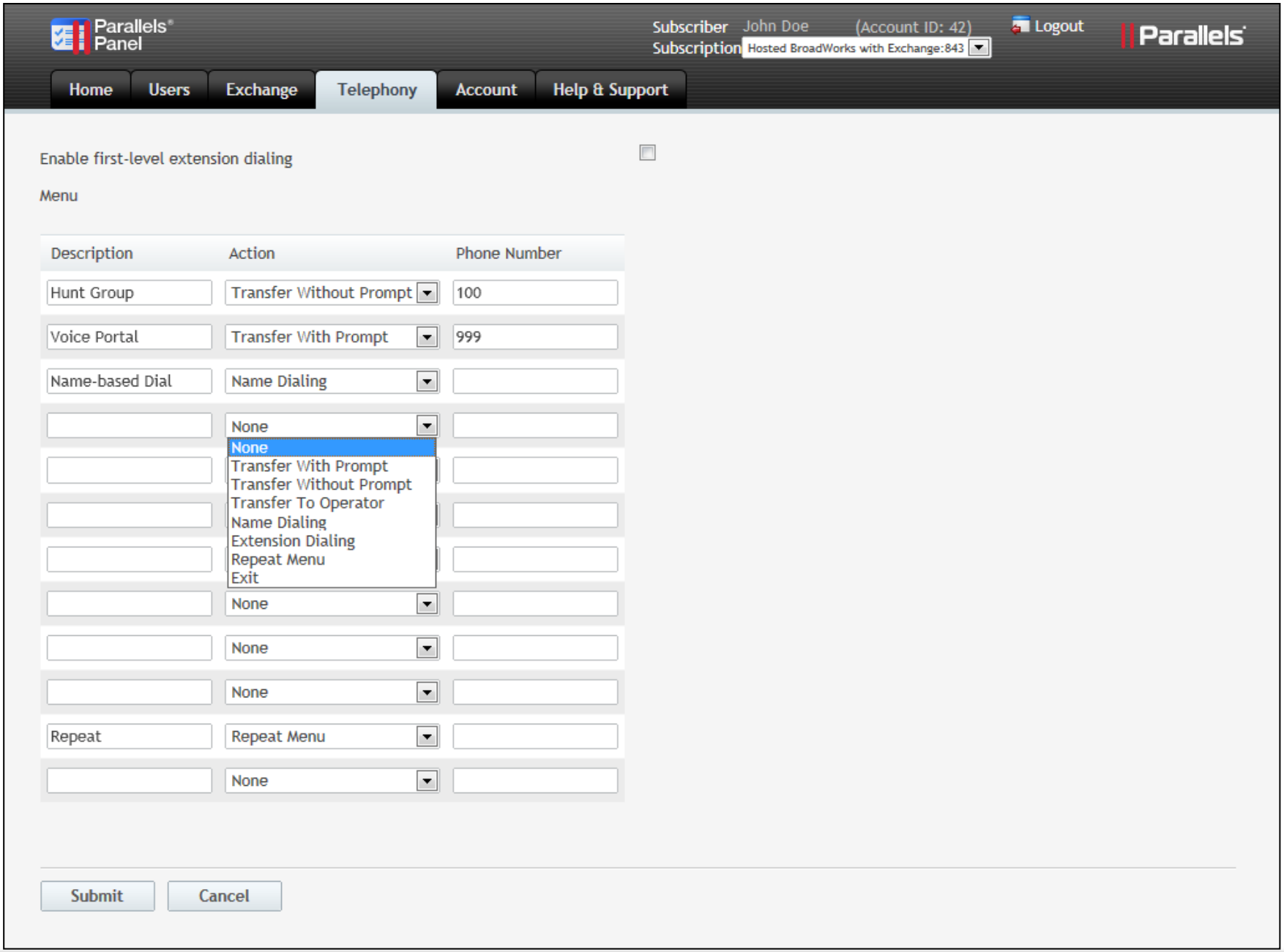
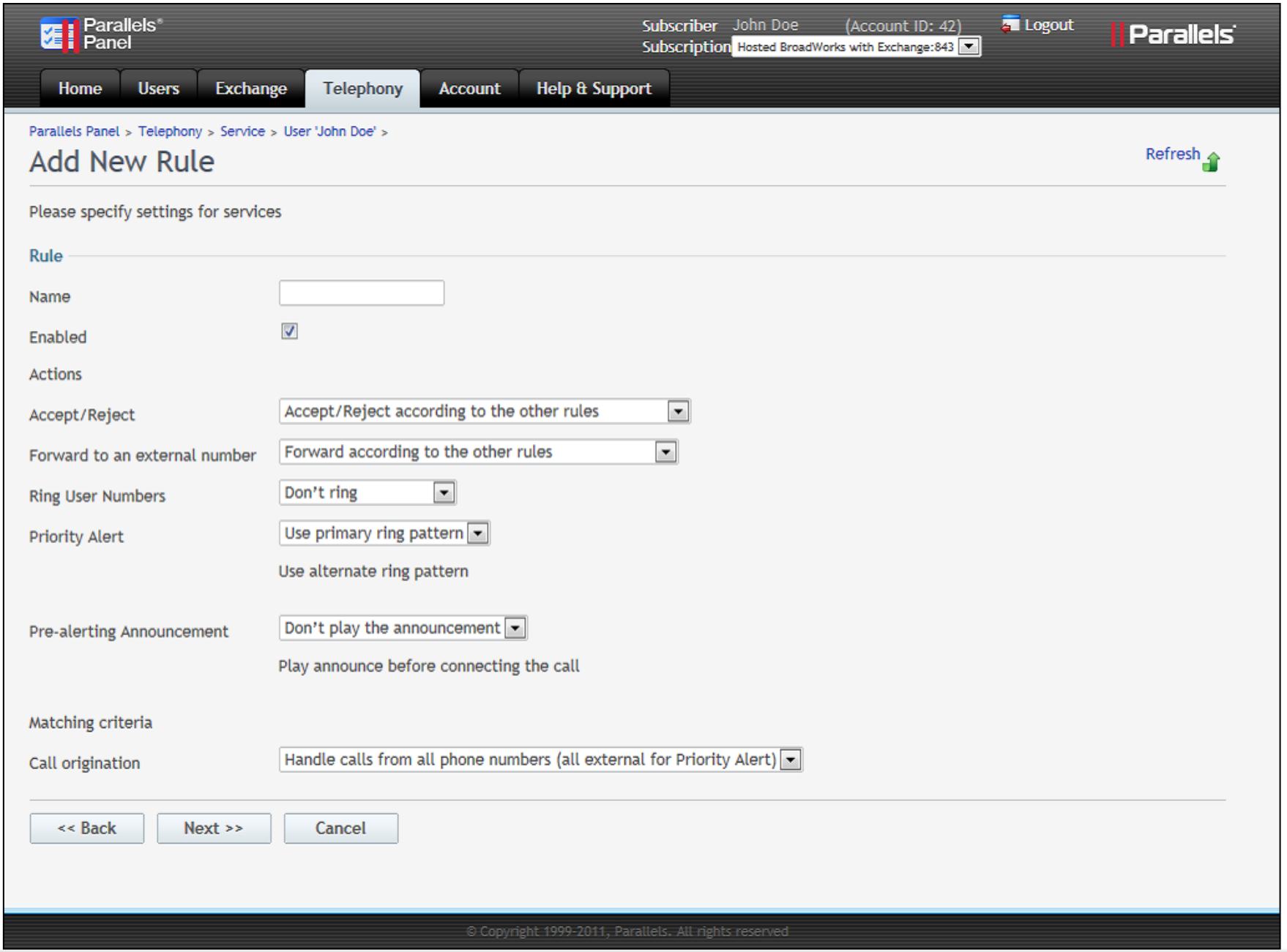

Parallels Panel
Subscriber John Doe (Account ID: 42)
Subscription Hosted BroadWorks with Exchange:843
Logout
Parallels
Home
Users
Exchange
Telephony
Account
Help & Support
Enable first-level extension dialing
Menu
Description
Action
Phone Number
Hunt Group
Transfer Without Prompt
100
Voice Portal
Transfer With Prompt
999
Name-based Dial
Name Dialing
None
None
Transfer With Prompt
Transfer Without Prompt
Transfer To Operator
Name Dialing
Extension Dialing
Repeat Menu
Exit
Repeat
Repeat Menu
Submit
Cancel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Subscriber John Doe (Account ID: 42)
Subscription Hosted BroadWorks with Exchange:843
Logout
Parallels
Home
Users
Exchange
Telephony
Account
Help & Support
Parallels Panel > Telephony > Service > User 'John Doe' >
Add New Rule
Refresh
Please specify settings for services
Rule
Name
Enabled
Actions
Accept/Reject
Accept/Reject according to the other rules
Forward to an external number
Forward according to the other rules
Ring User Numbers
Don't ring
Priority Alert
Use primary ring pattern
Use alternate ring pattern
Pre-alerting Announcement
Don't play the announcement
Play announce before connecting the call
Matching criteria
Call origination
Handle calls from all phone numbers (all external for Priority Alert)
<< Back
Next >>
Cancel
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# Introducing Hosted Microsoft Lync

## Benefits for Small Businesses

- Improve Productivity through rich presence and real-time collaboration
- Control Costs with Voice over IP (VoIP).
- Consistent User Experience across PC, desk and mobile phone

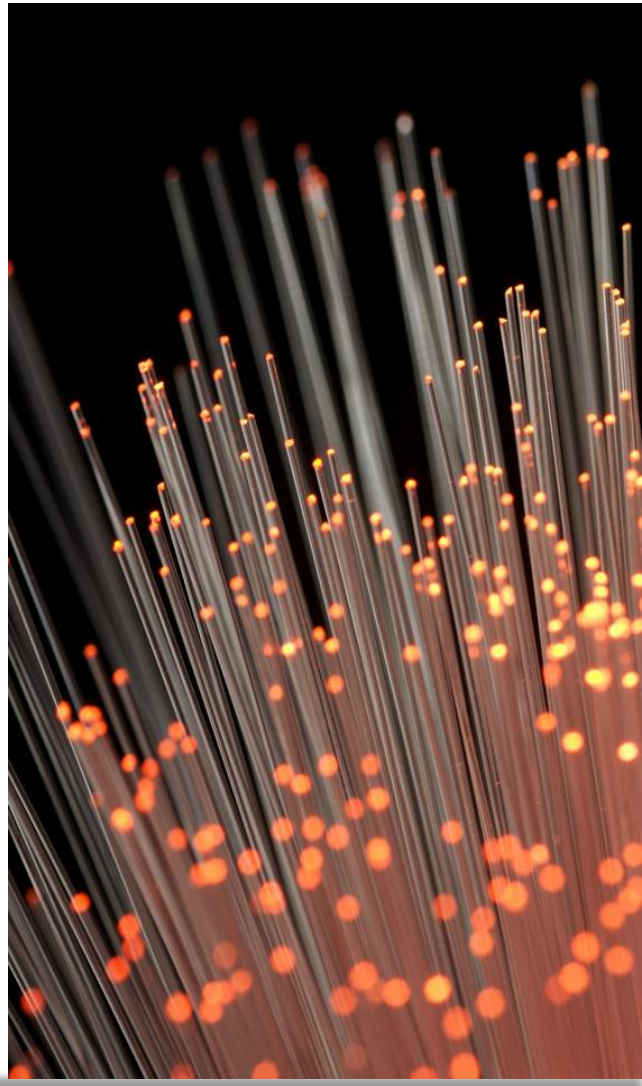
## Benefits for Cloud Provider

- Upsell Exchange mailboxes
- Supports Lync 2010 Enterprise and Lync SP1 Hosting Pack
- Bundle IM with telephony through SIP trunk or BroadWorks PBX to avoid churn

# Introducing Hosted Exchange 2010 SP2

## Benefits for Cloud Provider

- Public Folders are back!
- Hosted Exchange solution officially certified and supported by Microsoft: http://technet.microsoft.com/en-us/exchange/hh563895.aspx
- Uses Microsoft ABP: Address Book Policies for tenants isolation
- Uses Parallels WPE: Windows Provisioning Engine to replace HMC
- Allows seamless migration from Exchange 2007
- Provides clear roadmap for migration to Exchange 15



# VMware Zimbra

## Benefits for Small Businesses

- Feature-rich and affordable email, calendaring, tasking, documents, social media and enterprise applications
- Offline access with desktop client and anywhere access from mobile phone

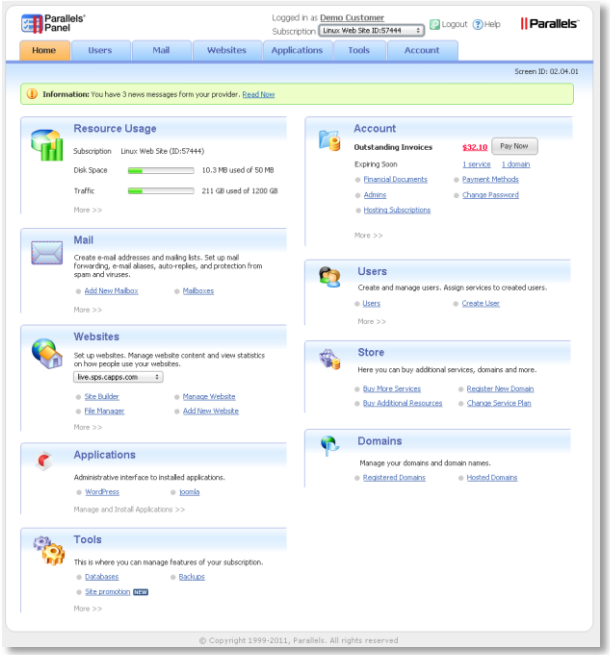
## Benefits for Cloud Provider

- Low cost full featured email server solution similar to Microsoft Exchange
- Automated provisioning and easy customer self-service keeps support costs low
- Flexible deployment scenarios
- Horizontal scalability

# New Unified User Interface

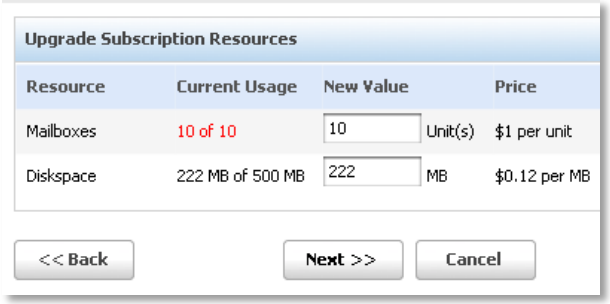
## Unified Parallels Panel

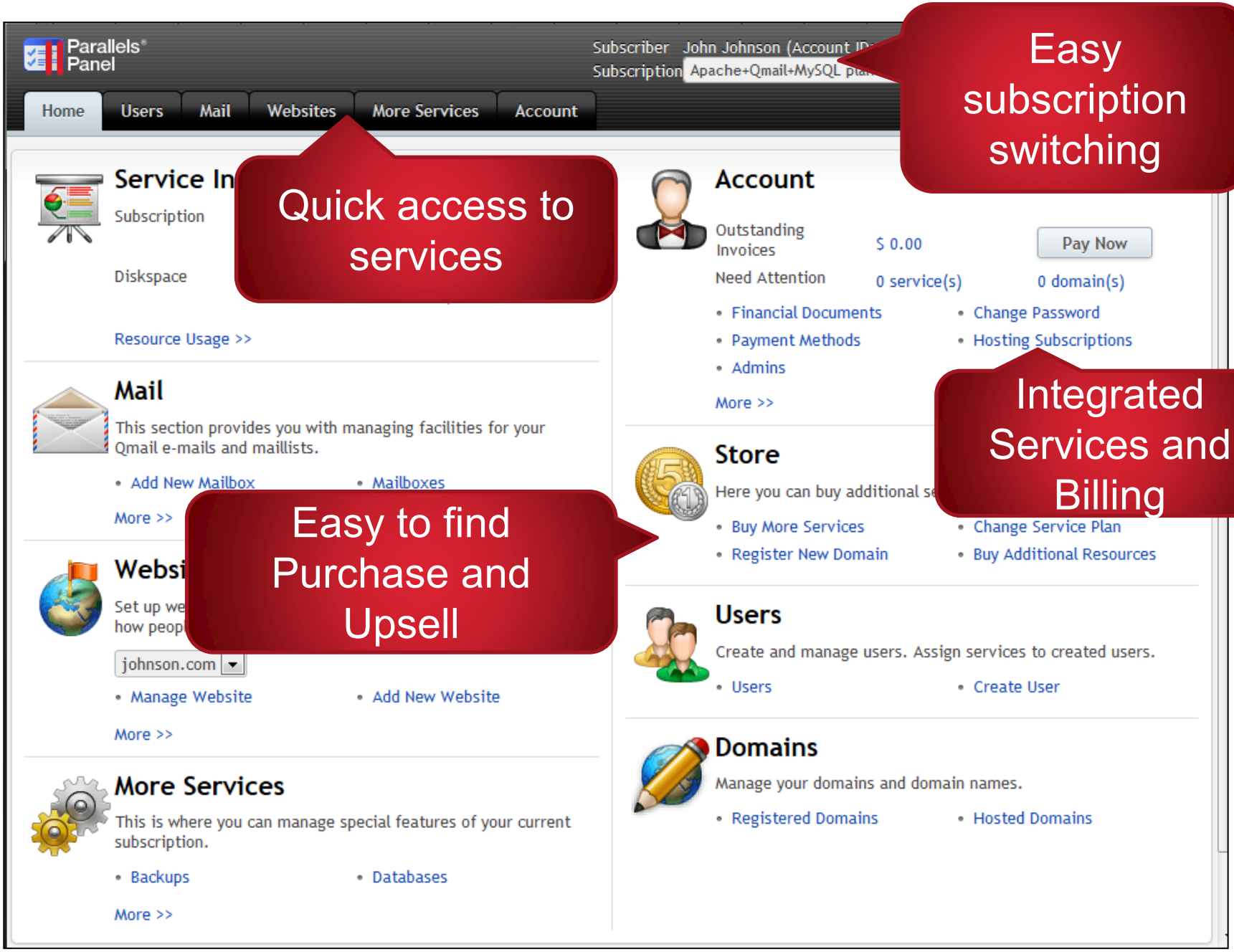
- Next generation end-customer panel
- Unified Parallels look and feel
- No re-training across Parallels products
- Integrated billing & services management
- Provides quick and easy access to key customer scenarios




## Improved Upsell

- Customers can purchase new resources right from service management screens
- Increase revenue for service providers




Parallels Panel
Subscriber John Johnson (Account ID
Subscription Apache+Qmail+MySQL pla
Home
Users
Mail
Websites
More Services
Account
Easy subscription switching
Quick access to services
Service In
Subscription
Diskspace
Resource Usage >>
Mail
This section provides you with managing facilities for your Qmail e-mails and maillists.
Add New Mailbox
Mailboxes
More >>
Easy to find Purchase and Upsell
Websi
Set up we
how peop
johnson.com
Manage Website
Add New Website
More >>
More Services
This is where you can manage special features of your current subscription.
Backups
Databases
More >>
Account
Outstanding Invoices
$ 0.00
Pay Now
Need Attention
0 service(s)
0 domain(s)
Financial Documents
Change Password
Payment Methods
Hosting Subscriptions
Admins
More >>
Integrated Services and Billing
Store
Here you can buy additional se
Buy More Services
Change Service Plan
Register New Domain
Buy Additional Resources
Users
Create and manage users. Assign services to created users.
Users
Create User
Domains
Manage your domains and domain names.
Registered Domains
Hosted Domains

# Future Directions

# More Shared Hosting Improvements

## Shared Hosting NG

- MySQL support in NG – host MySQL on NG webservers
- FastCGI support for density and performance
- Track resources consumption per webspace
- Ability to bill webspaces for actual usage

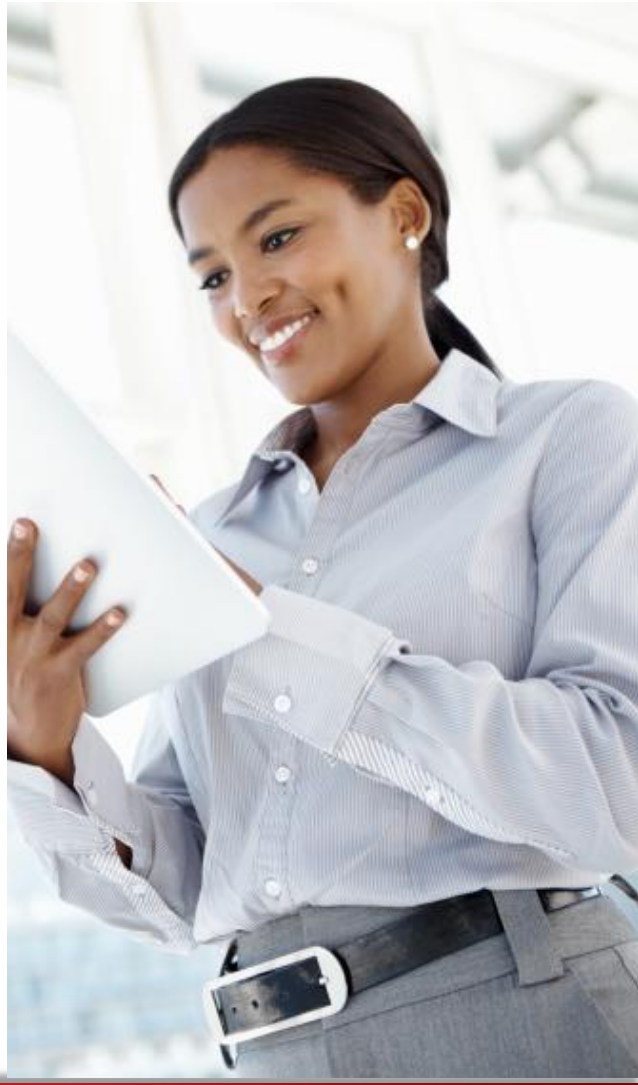
# Communication and Collaboration

## Hosted PBX

- Enable Midmarket Scenarios
- Add Call Center management to Customer Panel
- Enable new BroadWorks features
- Integrate with multiple PBX platforms
  - Mitel
  - Metaswitch

## Microsoft Exchange 15

- Continue support for Microsoft Exchange
- Aligned roadmap and features set
- Optimized for the cloud
- Seamless migration and upgrade



# Parallels Automation Cloud Infrastructure

## Next in PACI

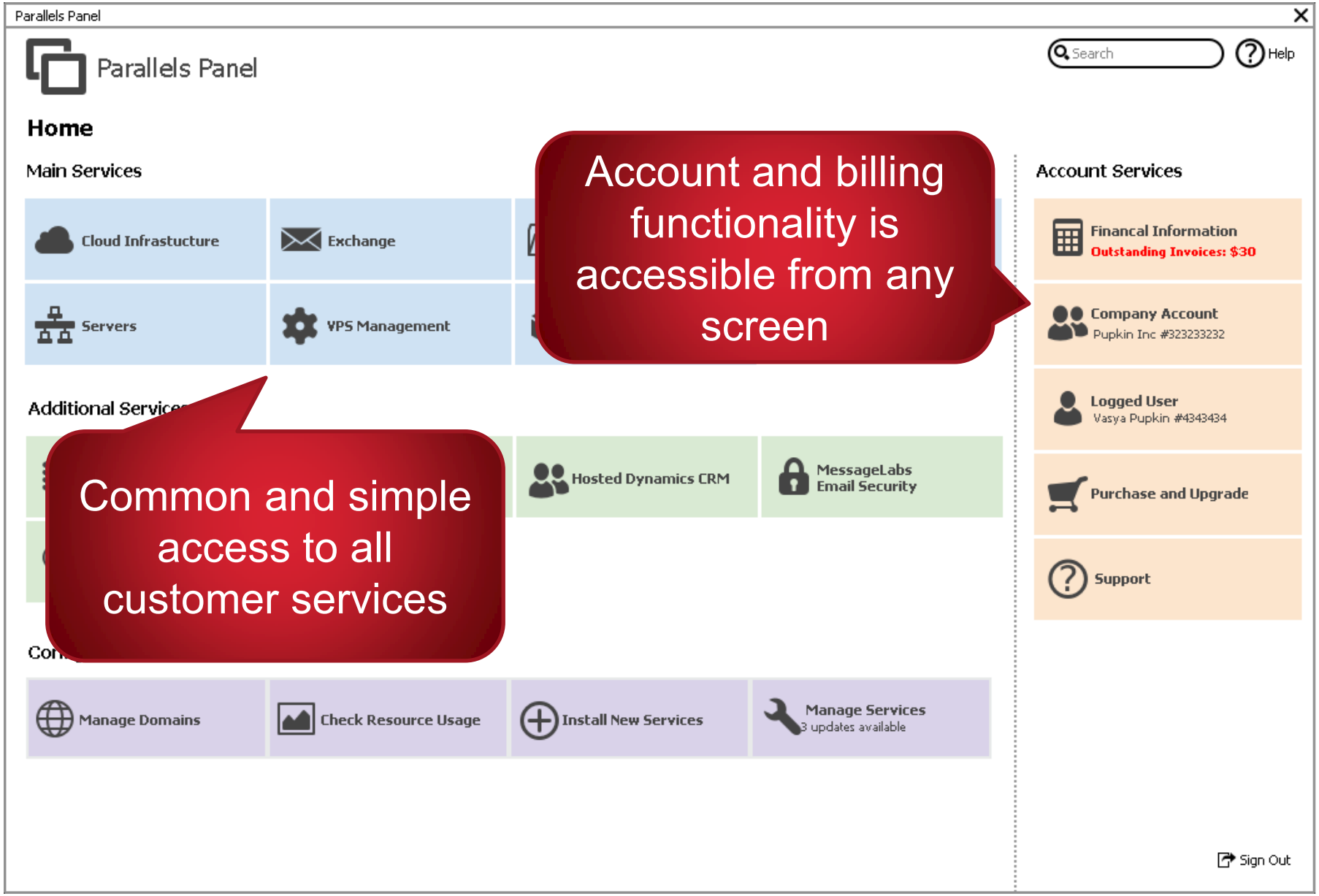
- Hypervisor agnosticism
- Support for cloud storage (Scality)
- Policy-based provisioning and scaling
- WYSIWYG Datacenter Design Wizard
- Parallels Cloud Storage
  - Instant server resize
  - Instant server migration for better load balancing

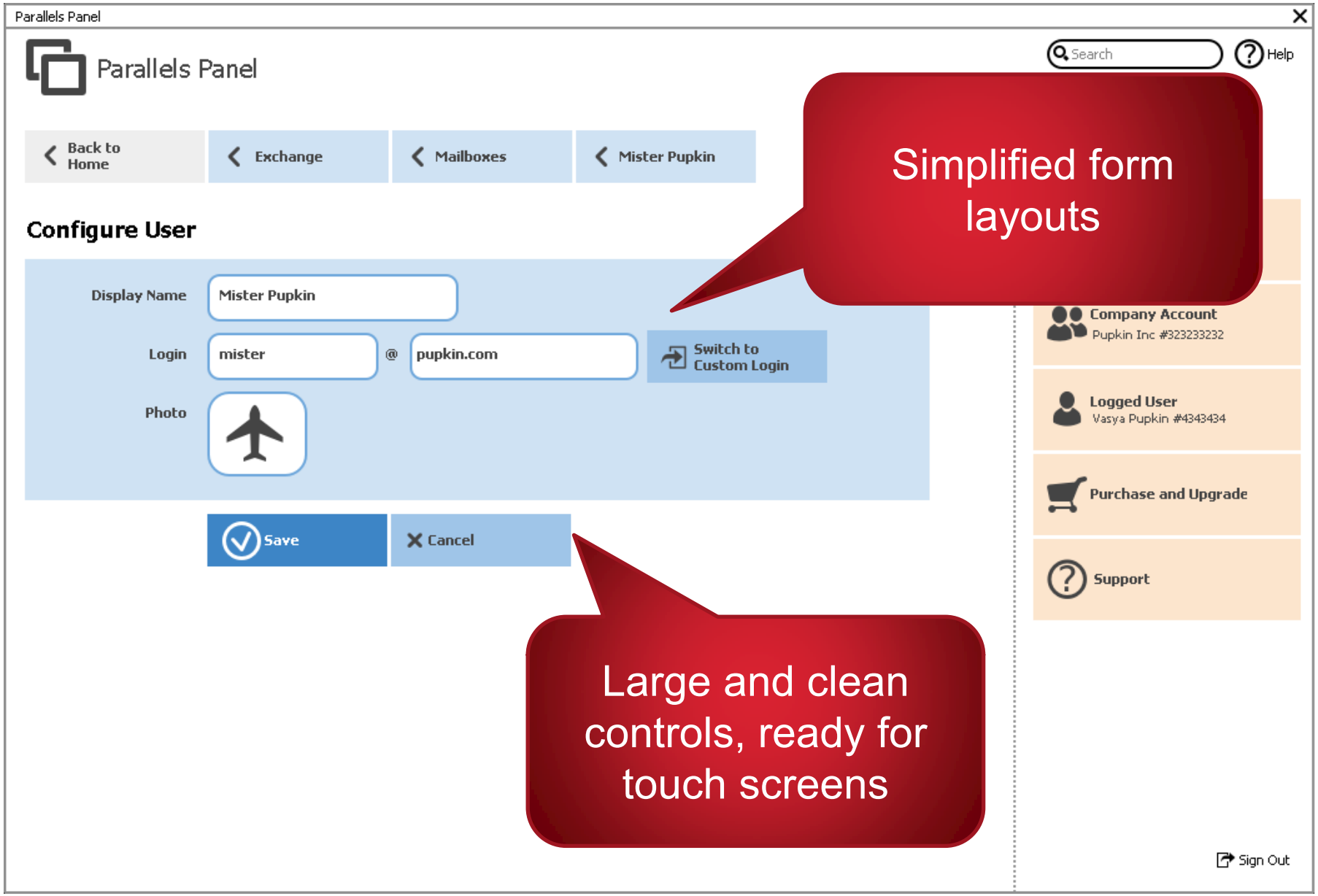
Today 3:30pm
**Parallels IaaS and Virtualization Roadmap**

# User Interface and Control Panels

## Continue the Momentum

- Customer-facing Control Panel unified across all Parallels products
- One product instead of standalone POA and PBA
- Modern user Interface (AJAX+HTML5)
- Simplified screens and scenarios
- Mass operations enabled for more scenarios
- End-to-end scenarios - not separate features
- “AppStore” – redesign for optimal application purchase experience


Parallels Panel
Parallels Panel
Search
Help
Home
Main Services
Cloud Infrastucture
Exchange
Servers
VPS Management
Account and billing functionality is accessible from any screen
Account Services
Financal Information
Outstanding Invoices: $30
Company Account
Pupkin Inc #323233232
Logged User
Vasya Pupkin #4343434
Purchase and Upgrade
Support
Additional Service
Hosted Dynamics CRM
MessageLabs Email Security
Common and simple access to all customer services
Manage Domains
Check Resource Usage
Install New Services
Manage Services
3 updates available
Sign Out


Parallels Panel
Parallels Panel
Search
Help
Back to Home
Exchange
Mailboxes
Mister Pupkin
Configure User
Display Name
Mister Pupkin
Login
mister
@
pupkin.com
Switch to Custom Login
Photo
Save
Cancel
Simplified form layouts
Large and clean controls, ready for touch screens
Company Account
Pupkin Inc #323233232
Logged User
Vasya Pupkin #4343434
Purchase and Upgrade
Support
Sign Out

# SaaS: Powered by APS

## Next in PA SaaS module

- Ability for APS applications to operate with resources of other APS applications
- AntiVirus and AntiSpam for mailbox
- Dynamic resources creation and management
- Rich control panel UI rendered from application metadata

## Fully automated certification process

- Submission,Testing, Publishing

Thursday 1:30pm
**SaaS 101: Grow profits by 50%**

# Parallels Automation Core

## Channel Management

- Simplify day to day channel operations
  - Mass updates and synchronization
  - Reporting
- Referral/Agent model for low-touch partners
- PA to PA syndication

## Integration

- External taxation services

# Learn More

- Visit Innovation Zone
- Meet the product team
- Visit other sessions
- Visit Expo Hall

- Today 2:20 pm
  **Expanding your channel with VARs: How UberGlobal did it**
- Today 3:30 pm
  **Hosted PBX for Beginners**
- Today 3:30 pm
  **Parallels IaaS and Virtualization Roadmap**
- Thursday 1:30 pm
  **SaaS 101: Grow profits by 50%**
- Thursday 4:20 pm
  **Sell more than you host – syndicate apps (Apptix)**

# Parallels Automation Product Team on Summit

Alec Istomin,

PA Product Management

Jan-Hendrik Benter,

PA Program Management

Timur Khakimyanov

PA Core

Anton Zlygostev

PA Messaging and Collaboration

Taras Yukish,

PA Maintenance

Maxim Sedelnikov

APS and PA SaaS

Victor Batraev

PBAS

# Questions?

Thank you

om@parallels.com