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Grow Your Business: Parallels Partner Resources

Scott Fallon, Sr. Director, Partner Marketing, Parallels

Top 10 ways to leverage Parallels Ecosystem

10. Engage with the community
9. Attend Summit because it's fun to listen to Russians pronounce "Virtuozzo"
8. Adopt operational best practices
7. Remind customers it's more fun to say "Plesk" than "cPanel"
6. Learn market opportunities and use tools to plan for them
5. Wasting valuable time deciding what to wear each day?
Two words: Red shirts.
4. Nothing says, "You need to buy cloud services from me" quite like a hoster rockin' a red polo shirt
3. Co-promote
2. Figure out what the hell Dan Havens was talking about in his keynote and charge other Summit attendees for the translation
1. (tie) Promote the latest products and keep your sales and marketing materials up-to-date


Engage with the community

New PartnerNet portal as hub of expanding Partner Program

- Partners sign up at <http://www.parallels.com/partners/alllogin/>
- Partner News
- Community Forums
- Beta program signup <http://www.parallels.com/tap>

Connect with ISVs and technology vendors

- APS, Storefront, PACM <http://www.parallels.com/cloudservices/>
- eNom reseller account with no setup fees <http://www.parallels.com/products/dnn/>



The advertisement features a graphic on the left showing a computer keyboard with a red keycap that has "http://www" written on it. A black mouse cursor arrow points to the key. Below the key, the words "File", "Edit", and "Format" are partially visible on other red keycaps.

"Does Easy Money Sound Good to You?"

Get a full eNom reseller account with NO set-up fees and start generating increased revenues today!

Sign up Today!

Adopt operational best practices

Support programs

- BizCrit Process
- Fast Lane
- Managed Services

Support Troubleshooting Guides

Follow best practices guidelines

New training and certification options

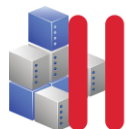


Example: support troubleshooting guides

- Parallels Plesk Panel for Linux
- Parallels Plesk Panel for Windows
- Parallels Virtuozzo Containers for Linux
- Parallels Virtuozzo Containers for Windows



**Parallels®
Plesk Panel**



**Parallels®
Virtuozzo Containers**

Troubleshooting Guide
Parallels® Plesk Panel for Linux

Control Panel

- **Error log:** /var/log/sw-cp-server/error_log
- **Access log:** /usr/local/psa/admin/logs/httpsd_access_log
- **Panel log:** /usr/local/psa/admin/logs/panel.log
- **Stop:** /etc/init.d/psa stop
- **Start:** /etc/init.d/psa start
- **Restart:** /etc/init.d/psa restart
- **php:** /usr/local/psa/admin/conf/php.ini
- **www:** /etc/sw-cp-server/applications.d/plesk.conf
- **features:** /usr/local/psa/admin/conf/site_isolation_settings.ini

Web Presence Builder

- **Log:** /usr/local/psa/admin/logs/sitebuilder.log
- **Install / upgrade Logs:** /usr/local/sb/tmp/
- **No service control** (working via sw-cp-server service).
- **/usr/local/sb/config**
- **/etc/sw-cp-server/applications.d/plesk.conf**
- **/usr/local/psa/admin/conf/php.ini**

SSO

- **Error Log:** /var/log/sw-cp-server/error_log

Troubleshooting Guide
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Control Panel

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- **Restart:** /etc/init.d/psa restart
- **php:** /usr/local/psa/admin/conf/php.ini
- **www:** /etc/sw-cp-server/applications.d/plesk.conf
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Web Presence Builder

- **Log:** /usr/local/psa/admin/logs/sitebuilder.log
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- **No service control** (working via sw-cp-server service).
- **/usr/local/sb/config**
- **/etc/sw-cp-server/applications.d/plesk.conf**
- **/usr/local/psa/admin/conf/php.ini**

SSO

Health Monitor

- **Logs:** /usr/local/psa/admin/logs/health_alarm.log
- **Stop:** /etc/init.d/sw-collectd stop
- **Start:** /etc/init.d/sw-collectd start
- **Restart:** /etc/init.d/sw-collectd restart
- **/usr/local/psa/admin/conf/health-config.xml**
- **/usr/local/psa/var/custom-health-config.xml**
- **/etc/sw-collectd/collectd.conf**

MySQL / Admin

- **Access and error log:** /var/log/mysqld.log
- **Stop:** /etc/init.d/mysqld stop
- **Start:** /etc/init.d/mysqld start
- **Restart:** /etc/init.d/mysqld restart
- **/etc/my.cnf**

Example: Operational Best Practices Guide

- PVC for Windows Best Practices



RECOMMENDED CONFIGURATIONS

Server Version	Memory	Processes and threads
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RECOMMENDED CONFIGURATIONS

Server Version		Memory (vprvmem)	Processes and threads (numproc)
Windows 2008 R2	Minimum	600 MB	90
	Recommended	1024 MB	120
Windows 2003	Minimum	300 MB	60
	Recommended	600 MB	120

Parallels Virtuozzo Containers for Windows has a native backup tool that lets you easily back up and restore the entire contents of the container. There is no need to install backup applications inside containers unless the application requires application-level backups (e.g., to restore individual Microsoft Exchange mailboxes). Customers can also use any of the supported third-party backup tools to back up and restore containers (click [here](#) for more information).

NOTE: We highly recommend backing up containers regularly.

NOTE: Do not install backup applications inside containers unless you want to create application-level backups. In that case, you'll need to install a VSS-aware application on an additional drive, rather than on the system drive (C:\)—or else place your data files on the additional drive. See the VSS Backup Inside Containers section for more details.

NOTE: To increase the reliability of the backup process, we recommend backing up large containers (greater than 60GB) to local storage and then transferring the resulting backups to network storage.

MIGRATION

Before migrating containers, you should always make sure that both the old and new physical servers have the same set of Microsoft updates and the same version of Internet Explorer installed.

DATABASES

Because Parallels Virtuozzo Containers has been verified with SQL Server and MySQL databases, we highly recommend using these databases inside containers. Other databases may not be able to allocate memory accurately enough to ensure reliable operation.

NOTE: If you plan to use databases other than SQL Server or MySQL inside a container, make sure that the memory limit for the container is set high enough to provide the optimal performance for the database(s) you're using.

4 http://www.parallels.com/products/pvc/info/windows/details/#Whats_New

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Parallels PVC for Windows: Best Practices and Known Limitations

6

Training and certification

- Open Enrollment training more convenient and less expensive
- Schedule at <http://www.parallels.com/trainingandcertification/openenrollment/schedule/>
- Also offering expanded Parallels Automation traditional training curriculum <http://www.parallels.com/trainingandcertification/onsitecatalog/>

Open Enrollment

Online classes offered

- Parallels Business Automation Standard
- Parallels Virtual Automation
- Parallels Virtuozzo Containers
- Parallels Plesk Panel
- SaaS Development & Implementation (APS)

Learn marketing opportunities and tools

Know

- SMB Cloud Insights™ Reports
- Industry news/commentary
- SMB content from other sources

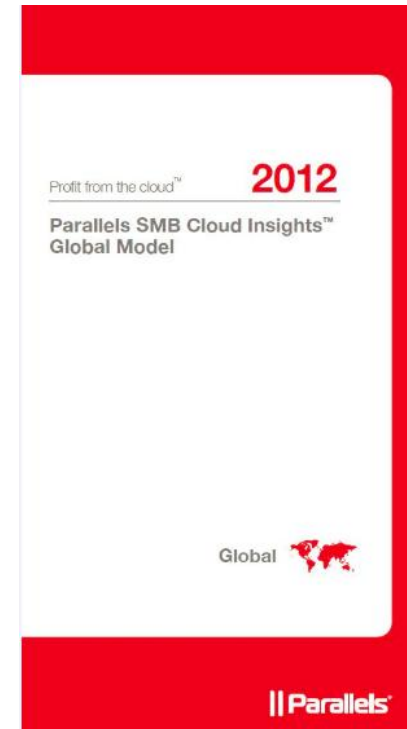
Target

- SMB-related case studies
- Worksheets to create differentiating points
- Contact form for research/data questions

Deliver

- Go-to-market tools
- Marketing materials related to research findings

SMB Resource Center
...available now on
PartnerNet



Example: SMB Cloud Insights™ Report as a sales tool

 **BackupAgent®**
ONLINE BACKUP SOFTWARE & SERVICES



BackupAgent Newsletter

451 Research publishes article about BackupAgent

Renowned IT researcher [451 Research](#) has recently scrutinized BackupAgent as part of their Enterprise and Mass-Market publication they dug deeper into growth due to its three-pronged with leading cloud providers, re partners and investing in staff.

BackupAgent's close partnership pillars; Complete product rebrand dedicated support of partners or partners, BackupAgent expects to

The article takes a closer look partnership and the low barrier en

Newsletter December 2011

[In this newsletter](#)

Cloud Market Insights from Parallels

Parallels Cloud computing has given small and medium businesses (SMBs) access to computing power, applications, and services that were formerly available only to large enterprises. Looking at the IT landscape in 2011, we see SMBs participating in the Cloud opportunity to varying degrees - ranging from leasing a single server, to sophisticated customer relationship management systems, to complex financial packages.

During the first half of 2011, our technology partner [Parallels](#) interviewed 4400 SMBs around the globe of different sizes and industries about their Cloud service consumption, future plans, and attitudes - both in general and with respect to specific categories of Cloud services, such as hosted communication and collaboration. They have created a comprehensive view of the SMB markets in 2011 for Cloud services in several countries including the US, the UK, India and the Netherlands.

[Learn all cloud market insights in their paper](#)

Co-promote

- Request press quotes
- Request event support
- New Partner Locator

Search partners by Company Name and Category:

Company Name:

Country: ▼

<u>Partner Level</u>	<u>Services Offered</u>	<u>Parallels products used/offered</u>	<u>Business speciality</u>
<input type="checkbox"/> Bronze	<input type="checkbox"/> Web Hosting & Web Presence	<input type="checkbox"/> PBAS	<input type="checkbox"/> SMB Hosting
<input type="checkbox"/> Silver	<input type="checkbox"/> Messaging & Collaboration	<input type="checkbox"/> PA	<input type="checkbox"/> Virtualization Services
<input type="checkbox"/> Gold	<input type="checkbox"/> Hosted Infrastructure	<input type="checkbox"/> Parallels Plesk Panel	<input type="checkbox"/> Hosted Reseller Infrastructure
<input type="checkbox"/> Platinum	<input type="checkbox"/> SaaS	<input type="checkbox"/> PVCL	
		<input type="checkbox"/> PVCW	
		<input type="checkbox"/> PSBM	



- Use partner logos
- Use Parallels marketing materials in your marketing

Example: using video demos

The screenshot displays the LCN VPS Hosting website. The header includes navigation links: HOME, SUPPORT, CONTACT, SHOW PRICES WITH VAT, LOGIN, and WEBSITE. A search bar is present with the text "Search for your domain" and "WWW". The main navigation menu lists: Domain names, Web hosting, VPS, Servers, eShops, and Offers. The VPS Hosting section is highlighted with the text "Fast, Powerful & Flexible". Below this, a sub-header reads "Host multiple websites with our VPS Packages". The main content area features a "Simple Management" section with the text "Perform powerful tasks with ease using Plesk & Virtuozzo. Free on all our VPS packages." and two links: "Learn more about Plesk" and "Learn more about Virtuozzo". A table compares two VPS packages, with prices starting from \$38.25 per month and \$68.85 per month. The footer notes "Prices exclude VAT Show with VAT".

LCN VPS Hosting

Domain names Web hosting VPS Servers eShops Offers

Search for your domain WWW

Fast, Powerful & Flexible

Our VPS packages provide the perfect balance of speed, functionality & power

- Host multiple websites
- Choice of Windows or Linux
- High-end Dell hardware
- Popular Plesk control panel

Host multiple websites with our VPS Packages

Host multiple websites or resell web hosting with a fast & easy to use VPS. You could get yours in about 30 minutes with ou

Simple Management

Perform powerful tasks with ease using Plesk & Virtuozzo. Free on all our VPS packages.

[Learn more about Plesk](#)

[Learn more about Virtuozzo](#)

	IS	IC
Guaranteed RAM	✓	✓
Burstable RAM	✓	✓
HDD	✓	✓
IP Addresses	✓	✓
Connectivity	✓	✓
Data Transfer	✓	✓
30 Day Moneyback	✓	✓
99.99% uptime guarantee	✓	✓
Free reboots	✓	✓
No set-up fee	✓	✓
No minimum term contract	✓	✓
Exclusive domain discount band	IS	IC

from **\$38.25** per month [BUY NOW](#)

from **\$68.85** per month [BUY NOW](#)

Prices exclude VAT [Show with VAT](#)

you a choice of either Windows or Linux. Both have their advantages. Use the links below to find out more.

- [More about Linux VPS](#)
- [More about Windows VPS](#)

VPS Support

Find out more about our VPS's with our [Plesk Video Tutorial](#).

Our [VPS support policy](#) explains what you can expect from our support team.

Example: using video demos

Host multiple websites on a single VPS

Host multiple websites on a single VPS in just 30 minutes with our easy-to-use control panel.

- Guaranteed RAM
- Burstable RAM
- HDD
- IP Addresses
- Connectivity
- Data Transfer
- 30 Day Moneyback
- 99.99% uptime guarantee


Plesk control panel

An easy server automation solution that will help your business grow.

Parallels Plesk Panel is the ideal tool for web designers and small business IT professionals. It helps you rapidly create and update web sites, easily add new technology as you or your customers needs change, and manage server resources without having to learn new skills - so you can focus on what you do best.

Plesk Control Panel Features:

- Easy-to-use wizards that let you rapidly add new web sites
- A Simplified user experience with a highly intuitive user interface
- Give users the ability to manage their own e-mail accounts
- Get multiple FTP accounts in combination with flexible site structure
- Limit user access based on assigned privileges
- Gain single-click access to more than 200 open-source and commercial applications
- Use Google Tools to simplify Webmaster tasks
- Offer your users a full-featured yet simple interface focused on their sites



[Watch the Plesk introduction video](#)

Get your server online in about 30 minutes!

[CONFIGURE NOW](#)

Use latest products and up-to-date materials

- Product downloads now on PartnerNet – no lead form!
- Case studies
- Follow Parallels blogs, tweets – easy-to-do on PartnerNet



Working with Parallels: Summary

- Join Partner Program and use it – Sign up for new PartnerNet
 - Fill out and keep up-to-date company profile
 - Follow partner news and blogs
- Watch for more through-partner marketing materials
- Visit SMB Knowledge Center regularly
 - Read reports to stay up on opportunity trends
 - Use assets for business planning and marketing
- Learn about and use new Customer Support programs
- Increase number of certified staff with Open Enrollment training
- Stay up-to-date on latest product releases

1. (tie) Attend Summit and go drinking with Russians



PREV 1 ... 20 21 22 23 24 ... 27 NEXT



25 drunkest countries in the world

Share this Gallery

266

Recommend

61

Tweet

4. Russia

4.16 gal./person

A 2011 report by the World Health Organization states that 2.5 million deaths per year are caused by alcohol. "Almost 4% of all deaths worldwide," the report says, "are attributed to alcohol, greater than deaths caused by HIV/AIDS, violence or tuberculosis." Taking into account government data, surveys conducted by WHO, and other sources, the report provides a snapshot of alcohol consumption in the organization's 193 member countries. According to WHO, rates of consumption are generally highest in the developed world and rates of abstinence are generally lowest in countries with large Muslim populations.

The report looked at alcohol consumed in various forms (including beer, wine and spirits), but the numbers listed are given in terms of the average amount of pure alcohol consumed annually per capita in each country.

Feedback

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SUMMIT