Parallels

Parallels APAC Summit

Profit from the Cloud™

Solutions for Growing Hosters: Reaching more Customers with Parallels Plesk Panel

Craig Bartholomew – VP of Control Panels & Shared Hosting

Three Key things to talk to you About

Roadmap:

Where Plesk is going for Web Presence & Convenience

Upgrades:

How to improve Quality & Customer Satisfaction

Solutions:

How to grow and **attract** more Small Businesses

Plesk Roadmap – Investing to be the Best

Our pace of innovation has never been higher

Plesk – we've done a lot since last September…

HOSTER IMPROVEMENTS:

- **Multidomain hosting ("webspaces")**
- Service Plans & Subscriptions
- **IPv6 support**
- **SNI support (multiple SSL sites on one IP)**
- Backup / Migration tools improved
- Alternative UI themes
- Better APS support – more apps available
- Latest OS support quickly
- Health Monitor

CUSTOMER IMPROVEMENTS:

- **New UI for VPS/Dedicated**
- **VPS optimized mode (From 170Mb down to 57Mb)**
- **File Sharing**
- **Video Tutorials (in UI of 10.31)**
- Multiple FTP accounts
- Parallels Storefront

- **EASY WEB PRESENCE CREATION**
  - **Site templates for small business types**
  - **Instant pre-written sites by business**
  - Social Sharing & **Social Site Creation**
    - Create & manage Facebook in 1 place
  - Video, Image Gallery, Blog (*soon*)
  - eShop
  - Save Site Snapshots
  - **For Plesk | for PA | for large Standalone**

- **EMBEDDED BUSINESS & BILLING**
  - US+, EU, RU compliant; **next year APAC**
    - multiple new plugins – payment systems and domain registrars
    - new SSL vendors
  - easier to setup, configure, & operate
  - **fully integrated into customer's interface**
  - Secure – PCI PA-DSS scans passed

…and pace of innovation continued in July release

Plesk Panel 10.31

- **Replaced Small Business Panel**
  - **Introduced File Sharing in Plesk**
- **Added View Chooser**
  - **Select Shared Hosting or VPS UI**
- **APS 1.2 – Richer App Experience**
- **Put Multiple Skins on our website**
  - **Including a Simple skin**

Customer & Business Manager

New UI – greatly improved usability:

- **Quick initial setup**
  Just one page to fill
- **Easy configuration dashboard**
  Postpone or skip – whenever you want
- **Easy service plans**
  Completely rebuilt – can't fail configuration
- **Easy promotions / coupons**
- **Easy taxation**
- **Easy system settings**
  Clean and structured. Easy to find required tool.

Web Presence Builder 10.31

Added Facebook Presence

- **Publish and maintain a copy of your website on Facebook from one place**

Website Snapshots Import / Export

- **Save your website snapshots as a backup**
- **For design studios, create websites, save them as snapshots and sell them**

Parallels Automation for Web Presence

- ***Available in PA starting with PA 5.2.2***

New Modules:

- **Image Gallery**
  Includes support for Picasa galleries
- **Online Store (SaaS)**
  Easily set up and manage an Online store

See Plesk 10.31 Demos for yourself

Online Demos are on the Parallels website

http://www.parallels.com/products/plesk/demos/

Parallels Plesk Panel 10 - Demos - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.parallels.com/products/plesk/demos

Most Visited Getting Started Latest Headlines

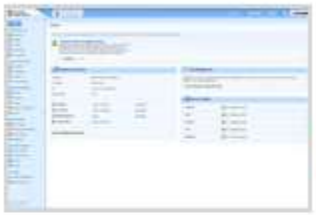
Parallels Plesk Panel 10 - Demos

Existing Users

Documentation & Support
Changelogs
Download Product
PTN
PartnerNet

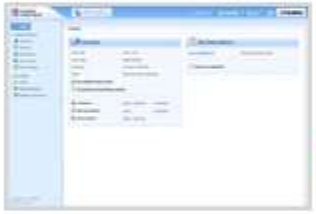
Activate your Parallels Partner Storefront

Hosting Suite Demos



Demo Hosting Suite as an Administrator
Login: admin
Password: panel

Proceed to Linux Demo | Proceed to Windows Demo



Demo Hosting Suite as a Reseller
Login: reseller
Password: panel

Proceed to Linux Demo | Proceed to Windows Demo

Demo Hosting Suite as a Customer
Login: customer
Password: panel

Proceed to Linux Demo | Proceed to Windows Demo

Demo Hosting Suite as a Domain User
Login: user@demo.parallels.com
Password: panel

Proceed to Linux Demo | Proceed to Windows Demo

Shared Hosting Demos

Done

Parallels Plesk Panel 10 - Demos - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.parallels.com/products/plesk/demos

Most Visited Getting Started Latest Headlines

Parallels Plesk Panel 10 - Demos

Demo Parallels Plesk Panel as a Customer

Login: customer
Password: panel

Proceed to Linux Demo | Proceed to Windows Demo

Demo Parallels Plesk Panel as a Domain User

Login: user@demo.parallels.com
Password: panel

Proceed to Linux Demo | Proceed to Windows Demo

Power User Mode Demos

Demo Power User Mode as an Administrator

Login: admin
Password: panel

Proceed to Linux Demo | Proceed to Windows Demo

Demo Power User Mode as a WebMaster

Login: user@demo.parallels.com
Password: panel

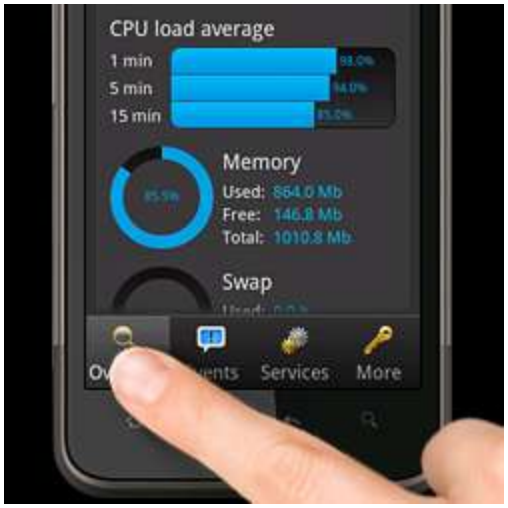
Proceed to Linux Demo | Proceed to Windows Demo

Done

Innovation: Plesk Mobile – Freemium Approach

iPhone

Android



Blackberry

With the FREE Plesk Panel **Mobile Monitor**, administrators can:

- View the list of services on a particular server
- View information about a server: OS, CPU, Panel version and so on
- View vital indicators of a server health: CPU load average, memory consumption, swap usage, etc
- Subscribe to Panel events and unsubscribe from them

:

Paid - Plesk **Mobile Manager**

With Panel **Mobile Manager**, administrators can **take action**:

- Authenticate themselves by a secret key
- Support health monitor events
- Roll back and retrieve a Panel license key
- Restart a server
- Stop and start services on a particular server

To be released ONLY inside Plesk 10.4 PowerPack….

Coming: Plesk 10.4 – November 8th RTM

Our ***first bi-annual*** release ***and last of the 10.x line***

Focused on:

Applications

- **NEW PowerPack** with **Plesk Mobile** & KAV for 5 mailboxes
- **App Catalog** now included (default)
- Postfix will be default Linux mail

Hosting Control

- **MS Webmatrix**
- **Custom PHP** and Apache **settings**
- Contextual search for features
- New Simple View
- Unified Admin UI ("Classic UI") for 8.x & 9.x upgrade

Automated Upgrades

- Version-less PVC templates
- **Auto Updates-** keep customers on latest versions
- Version displayed at top of Panel

But…you need to Upgrade to get higher Quality

Why…. and What we are doing to make it easier

We invested heavily in 10.x upgrade improvements

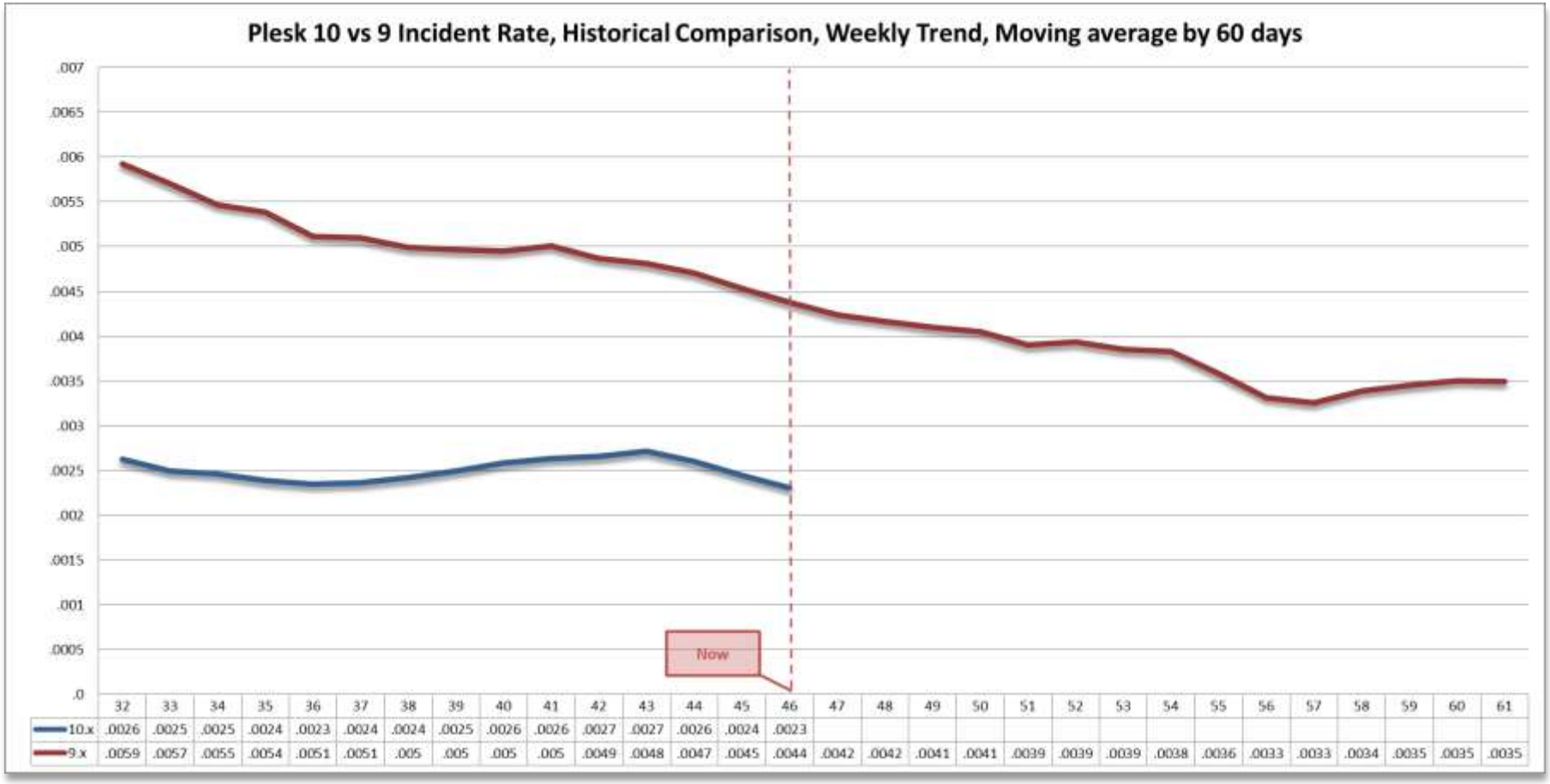
- **Fail-safe approach**
  - Tolerant to misconfigured hostname
  - Autoinstaller self-upgrade prior to Upgrade
  - **Pre-update environment checker script**
- **Even if upgrades fail -**
  - can re-launch upgrade

    …/bootstrapper.sh repair
  - no RPM mess (not started until upgrade reconfiguration is complete)
  - no ruined DB
  - easy to repair integration
- **Better management of components**
  - Update Apache, PHP, MySQL for CentOS
  - Support for 3rd party repositories in Linux
- **Proactive fixes in Weekly MicroUpdates**
  - Enable autoupdate (recommended)
- **Customer Improvement Program**
  - Automated problems reports. Voluntary, privacy protected.
    Common problems are seen and can be fixed quickly in weekly MicroUpdates

```
Select the desired products and their versions
==============================================================================

The following product versions are available:

1. [*] Parallels Plesk Panel
  2. (*) Parallels Plesk Panel 10.3.0
  3. ( ) Parallels Plesk Panel 10.2.0

N) Go to the next page; P) Go to the previous page; Q) Cancel installing
To select a version, type the respective number;
Select an action [N]:

Would you like to help Parallels make better products by sending information about installation and upgrade problems? [Yes]:
```

Plesk 10 is 2x more reliable than 9.x (much more than 8.x)

PLUS: Customer Satisfaction is **78% higher** than older Plesks…



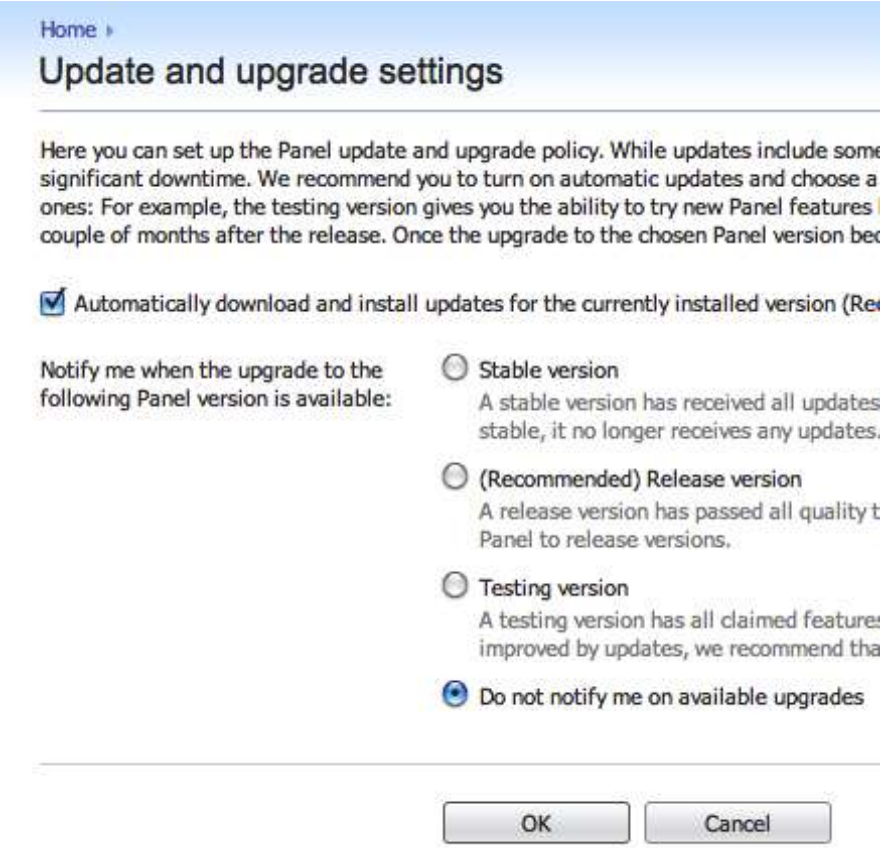
	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61
10.x	.0026	.0025	.0025	.0024	.0023	.0024	.0024	.0025	.0026	.0026	.0027	.0027	.0026	.0024	.0023															
9.x	.0059	.0057	.0055	.0054	.0051	.0051	.005	.005	.005	.005	.0049	.0048	.0047	.0045	.0044	.0042	.0042	.0041	.0041	.0039	.0039	.0039	.0038	.0036	.0033	.0033	.0034	.0035	.0035	.0035

Plesk 10.4 introduces a Tiered release cycle

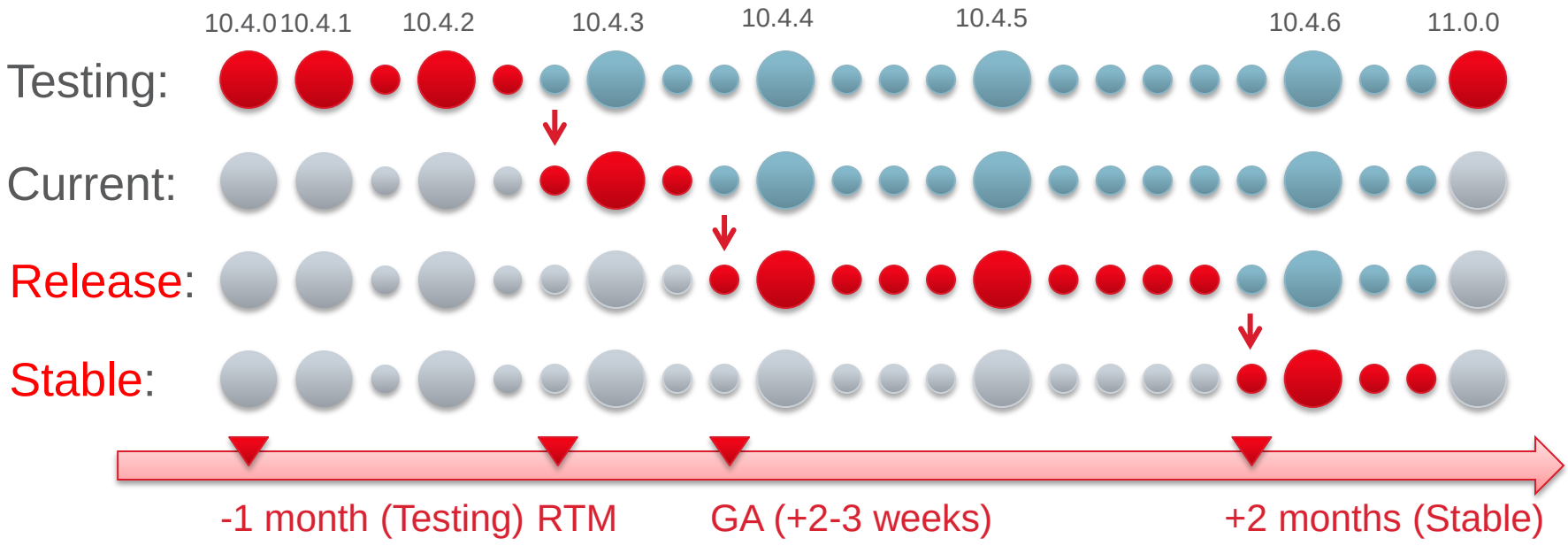
- New 4-tier release cycle:
  1) **"Testing"** – Early preview builds. Not for production servers.~1 month before RTM
  2) **"Current"** – Adopted by Parallels Partners at RTM. Micro Updates follow.
  3) **"Release"** – General public builds. Recommended for upgrade at GA.
  4) **"Stable"** – Probably 2 months since GA. For most cautious users

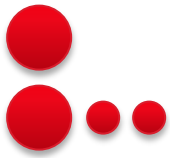
- KEY: Choose which level to upgrade to
  - Be notified for manual upgrade option (recommended for "Release")
  - **NEW!** go for **Automatic upgrade** (**Release** is Recommended – also Stable)

- **KEY: Control upgrade availability**



Plesk 10.4 introduces Tiered release cycle





Build version, i.e. 10.4, 10.4.1, 10.4.2, etc

A series of Micro Updates following that build, i.e. 10.4.1.1, 10.4.1.2

- Builds – when there are changes in installation/upgrade
- Micro Updates – stable changes for any weekly fixes (based on support, forums, etc)

10.4 Unified Admin UI (default for 8.x/9.x upgrades)

Parallels® Panel

Logged in as Admin Log out Help Search... Parallels

- Home
- Hosting Services
  - Customers
  - Resellers
  - Domains
  - Subscriptions
  - Service Plans
- Links to Additional Services
  - Install Help Desk
- Business Operations
  - Customers
  - Resellers
  - Subscriptions
  - Invoices
  - To-do Items
- Business Monitoring
  - Accounting
  - Payments
  - Events
  - Reports
  - E-mails
- Business Setup
  - Plans
  - Online Stores
  - Discounts and Promotions

Home ▸ Subscriptions ▸

domain.com

Up Level

General | Summary | Users | Websites & Domains | Mail | Applications | Files | Statistics | Account

This is where you set up and manage websites. If you have several subscriptions associated with your account, then you can switch from one subscription to another by selecting the required subscription at the top of the screen. Note that you can host a number of websites under a single subscription, so there is no need to purchase any additional subscriptions.

Launch Web Presence Builder
Build instant websites from business and personal templates with intuitive Web Presence Builder editor.

Applications
Install and manage web apps on your websites. Forums, photo galleries, collaboration tools, and many more installed in several clicks.

File Manager
Upload new files and work with current files and directories of your websites.

Web Statistics
View the reports on how your websites are visited: See how many people visited a site and which webpages they viewed.

FTP Access
Set up access to files of your websites over FTP protocol.

DNS Settings
Manage DNS zones for your domain names.

Secure Your Sites
Secure connections to your websites using SSL certificates.

Backup Manager
Back up and restore your domains, including settings and content of websites and mail accounts.

Web Hosting Access
IP Address: 10.58.165.200
Change settings of the system user account used for remote access to Panel over SSH or RDP and working with files and folders in File Manager.

Databases
Create and remove databases used by your websites, and manage them using integrated administrative web application.

▸ Show Advanced Operations

A website is a collection of related web pages, images, videos, and other files that are accessible by a common domain name. Here is a list of your websites, from which you can change website hosting settings, open a website directory in file manager, view statistics on website visits, install an SSL certificate, view web server logs, and change DNS zone settings.

Add New Domain | Add New Subdomain | Add New Domain Alias | Remove

1 items total

Number of entries per page: 10 25 100 All

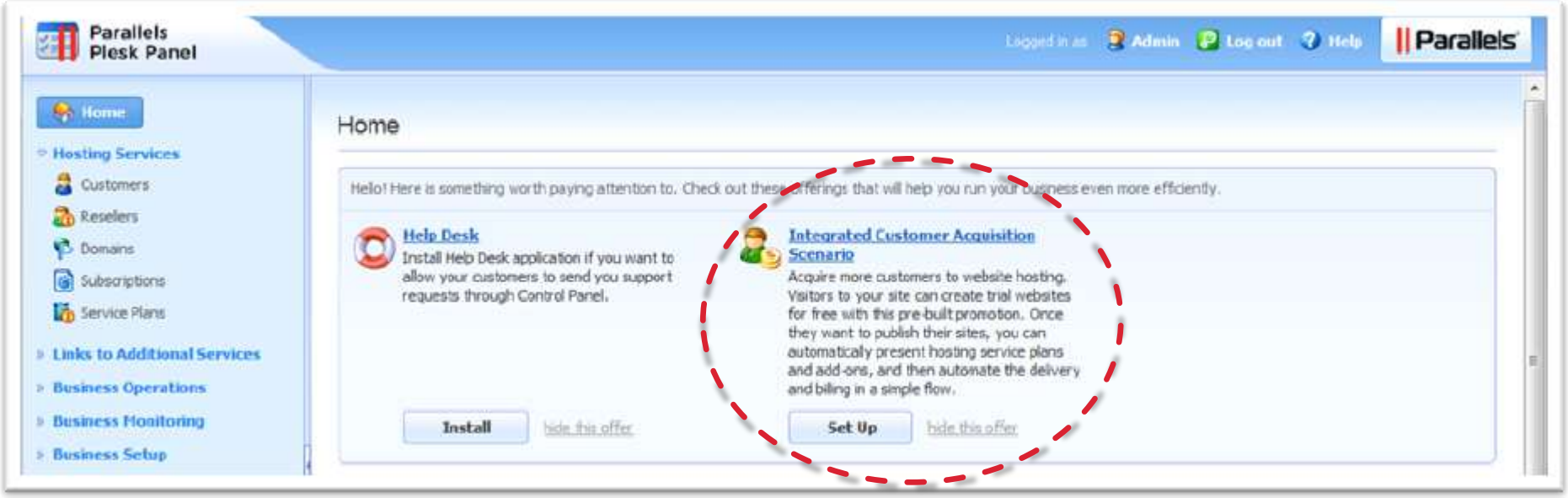
Domain ▲	Hosting

NET RESULT: Reasons to NOT Upgrade are overcome…it is time to increase your Quality

Solutions to reach more Small Businesses

Grow your Business – especially with Web Presence

Solutions: Our goal is to Grow your Profits



Our Solution Orientation creates Sales opportunities:

- Cross-Sell Scenario - Sell apps and mobile to website clients
- Customer Acquisition Scenario – Websites try before you buy
- Concerto Scenario – License per server & sell PVC w/ Plesk

Parallels Plesk Panel

Logged in as Admin | Log out | Help | Parallels

- Home
- Hosting Services
  - Customers
  - Resellers
  - Domains
  - Subscriptions
  - Service Plans
- Links to Additional Services
- Business Operations
- Business Monitoring
- Business Setup
- Server Management
  - Tools & Utilities
  - Health Monitoring
  - Settings
  - Modules
- My Profile

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Home

Hello! Here is something worth paying attention to. Check out these offerings that will help you run your business even more efficiently.

Help Desk
Install Help Desk application if you want to allow your customers to send you support requests through Control Panel.

Install | hide this offer

Integrated Customer Acquisition Scenario
Acquire more customers to website hosting. Visitors to your site can create trial websites for free with this pre-built promotion. Once they want to publish their sites, you can automatically present hosting service plans and add-ons, and then automate the delivery and billing in a simple flow.

Set Up | hide this offer

System Overview

Hostname	hp-demo.sb.plesk.ru
IP address	10.58.165.200
OS	Linux 2.6.18-028stab070.14
Panel version	10.2.0

Resellers	0 total	[add new]	0 overusing
Customers	0 total	[add new]	0 overusing
All subscriptions	1 total		0 overusing

Server Health

Services	Ok [detailed reports]
Apache CPU usage	0 % (?)
Mail server CPU usage	0 % (?)
MySQL CPU usage	0 % (?)
Panel CPU usage	0.1 % (?)
Apache memory usage	2.3% used (12.0 MB of 512 MB) (?)
Mail server memory usage	0.5% used (2.55 MB of 512 MB) (?)
MySQL memory usage	2.7% used (13.8 MB of 512 MB) (?)

Done

Parallels
Web Presence Builder

Parallels

Select Your Website Topic

Import site from SiteBuilder 4.5.

1. Select a category

2. Select a topic

Search a topic: Enter keywords for search.

- Services (9)
- Construction & Housing (11)
- Retail Businesses (4)
- Organizations (9)
- Entertainment & Leisure (5)
- Arts & Design Services (11)
- Health & Sport (6)
- Education Services (4)
- Fan & Hobby (8)
- Personal (5)
- Other (1)

Services

If you are a service provider then this category is for you. You can create a website for any services from accounting to transportation, from courier to development, from cleaning to recruitment. Provide information and make it easier for your potential customer to get to know you and to choose you.

Accounting Service
A company website for an organization providing accounting, financial or tax services.

Business or Company

Car Rental Service

Car Repair Service

Web Presence Builder Trial Mode

Web Presence Builder is working in trial mode for all your websites because your subscription does not include Web Presence Builder. Trial mode allows you to try Web Presence Builder for free and create fully functional trial websites that can be published after your subscription is upgraded. To publish your trial website, contact your hosting provider and upgrade your subscription.

Upgrade your subscription to publish your Web Presence Builder website.

Continue

nsulting Services

surance Agency

Lawyer Service

Construction & Housing

In this category you will find website templates for various construction and housing services. These can be construction companies, roofing or

3. Provide information for your site

Site name: My website

Site language: English, United States

Create Site

© Copyright 1999-2011 Parallels.

Start?token=0ba2312f57e0be8d2903ece9805d64e5#

Web Presence Builder is working in Trial mode because your subscription does not include Web Presence Builder. To publish this trial website, contact your hosting provider and upgrade your subscription. Upgrade Subscription

My website

Enter the World of Dance With Us

Web Presence Builder 10.4.0

Publish

Modules | Layout | Style | Pages | Documents | Settings

Web Presence Builder helps you edit, customize and publish your site.

Save | Revert | Help | More | MINIMIZE

Edit | Remove

Classes | Schedule | Performances | Dance Accessories Shop | Contact Us

Search

powered by Google

Click here to add content

Welcome to the Parallels website! We hope you enjoy browsing our website, and that you find a lot of useful information. We pay careful attention to the quality of our services. You can find detailed information about our services online, or contact our customer service for help.

At Parallels, we train students of all levels, from elementary to advanced, and offer the widest range of dance styles available.

© 2011. Parallels. All Rights Reserved.

eb Presence Builder is working in Trial mode because your subscription does not include Web Presence Builder. To publish this trial website, contact your hosting provider and upgrade your subscription. Upgrade Subscription

My website

Web Presence Builder 10.4.0

Publish

Modules | Layout | Style | Pages | Documents | Settings

Web Presence Builder helps you edit, customize and publish your site.

Save | Revert | Help | More | MINIMIZE

Home | About Us | Classes | Schedule | Performances | Dance Accessories Shop | Contact Us

Search

powered by Google

Click here to add content

d that you find a lot of useful
d detailed information about

ffer the widest range of dance

How to Publish Your Site

Limits of your subscription are exceeded and you are using Web Presence Builder in Trial mode now. To publish this site to the Internet, upgrade your subscription to add more Web Presence Builder sites.

Upgrade Subscription

Close

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Site Building before: 5-Step Wizard (*but Complex*)

Pages - Parallels Panel SMB Edition (Modified)

Site Editor

Start | Design | Pages | Edit | Publish

Save Changes | Create and edit the structure of your web site.

Help

Page sets

- Personal Page
- Business
- Service Business
- Blog
- Photogallery
- Basic

Standard pages

- Home
- News and Events
- About
  - Overview
  - Our Clients
  - The Team
  - Job Opportunities
  - Contact Us
- Products
- Services
- Support

Special pages

- Common Page
- Blog
- File Download
- Flash Intro
- Forum
- eShop
- External Page
- Registration
- Image Gallery
- Guestbook

Your site structure

- Flash Intro
- Home
- News and Events
- Products
- Support
- eShop
- External Page
- Registration

Add a counter to every page

Page position

Up | Down | Left | Right | Rename

Site regional and language options

Interface language

This option affects localization of predefined content of pages, when they are added to site structure, and interface of modules.

English, United States

Standards and formats

Samples

Number	2147483647.00
Currency	$ 2147483647.00
Time	4:11:02 AM
Date	8/9/2009

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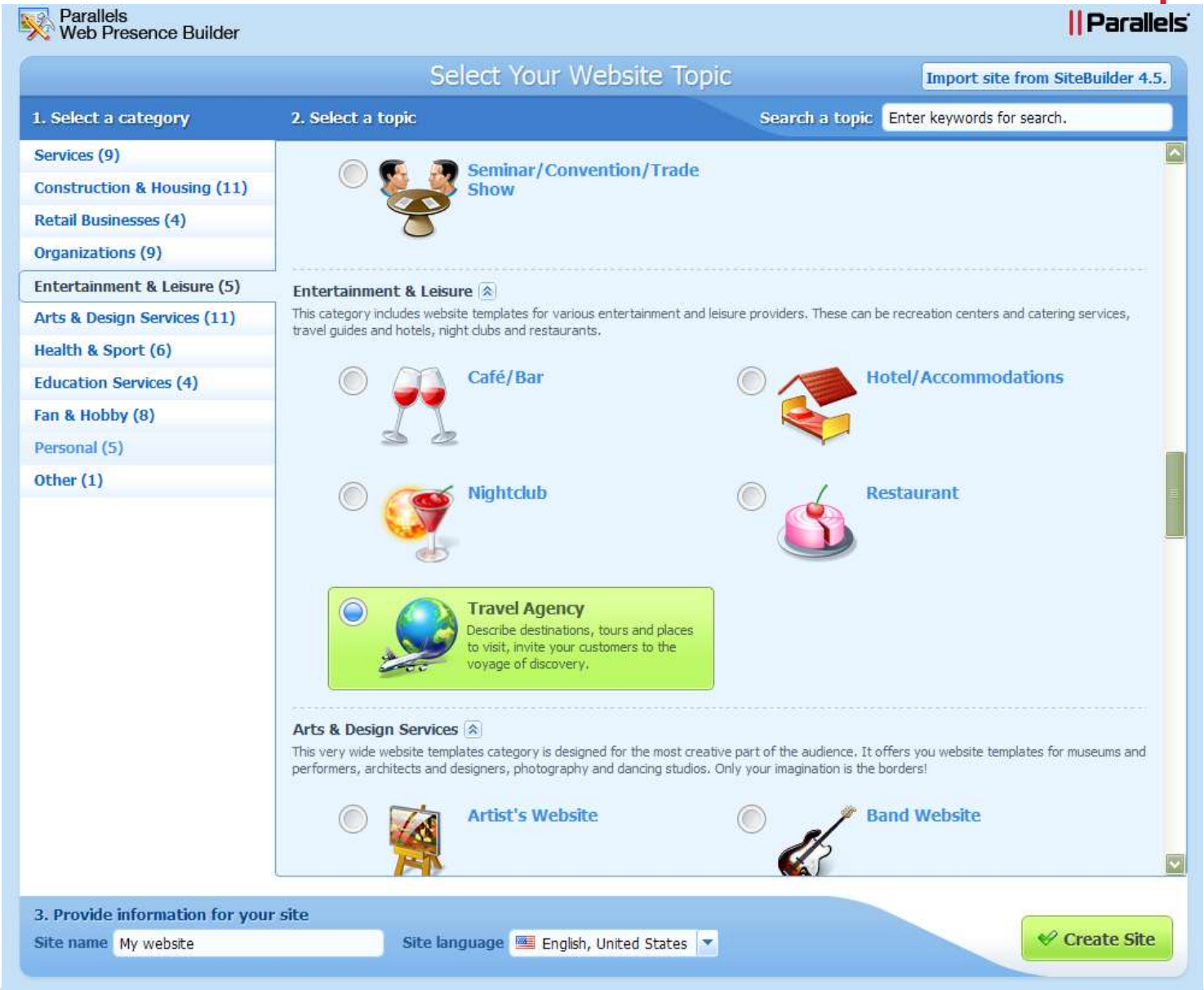
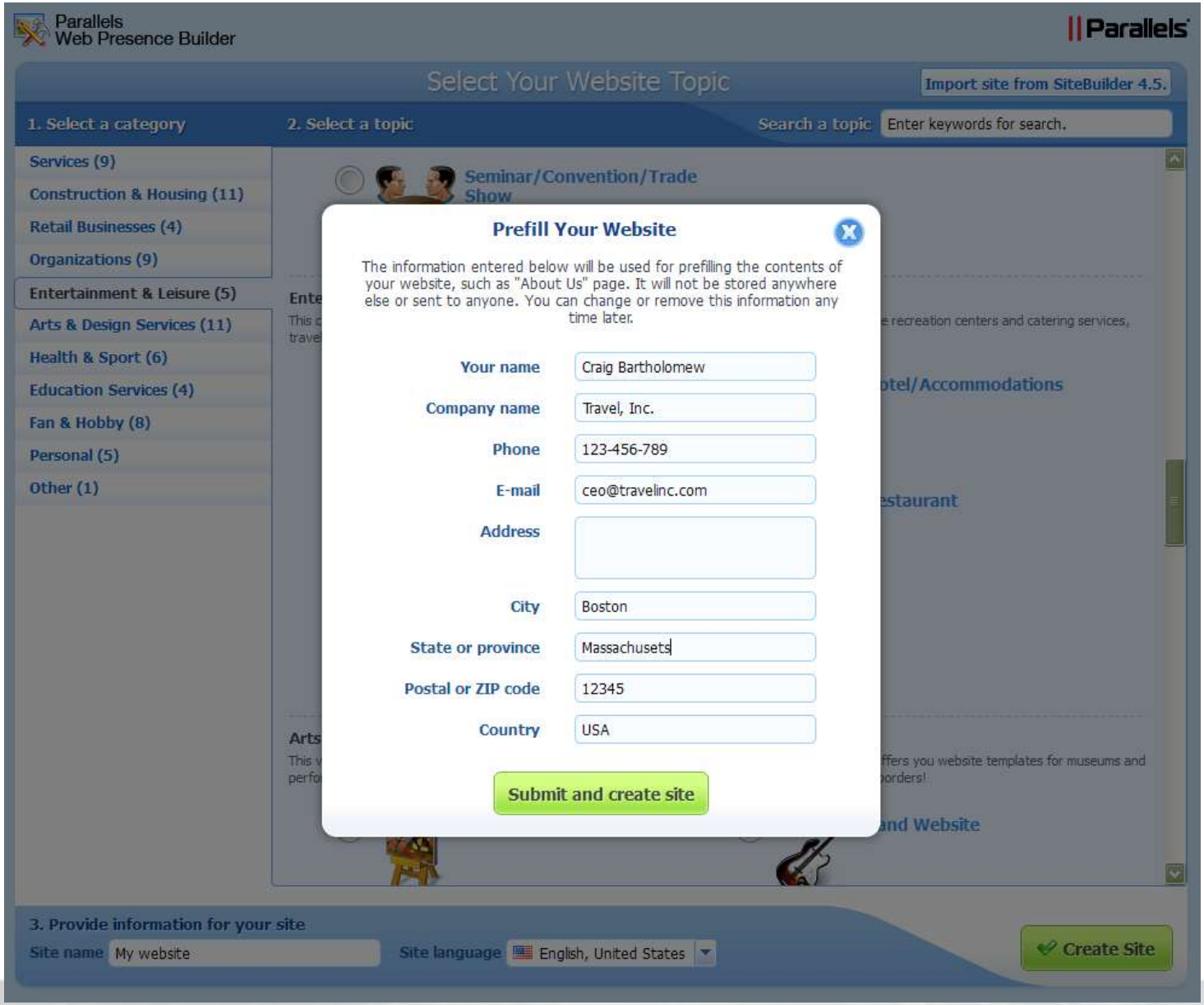
Back | Preview | Next

Internet | Protected Mode: On | 100%

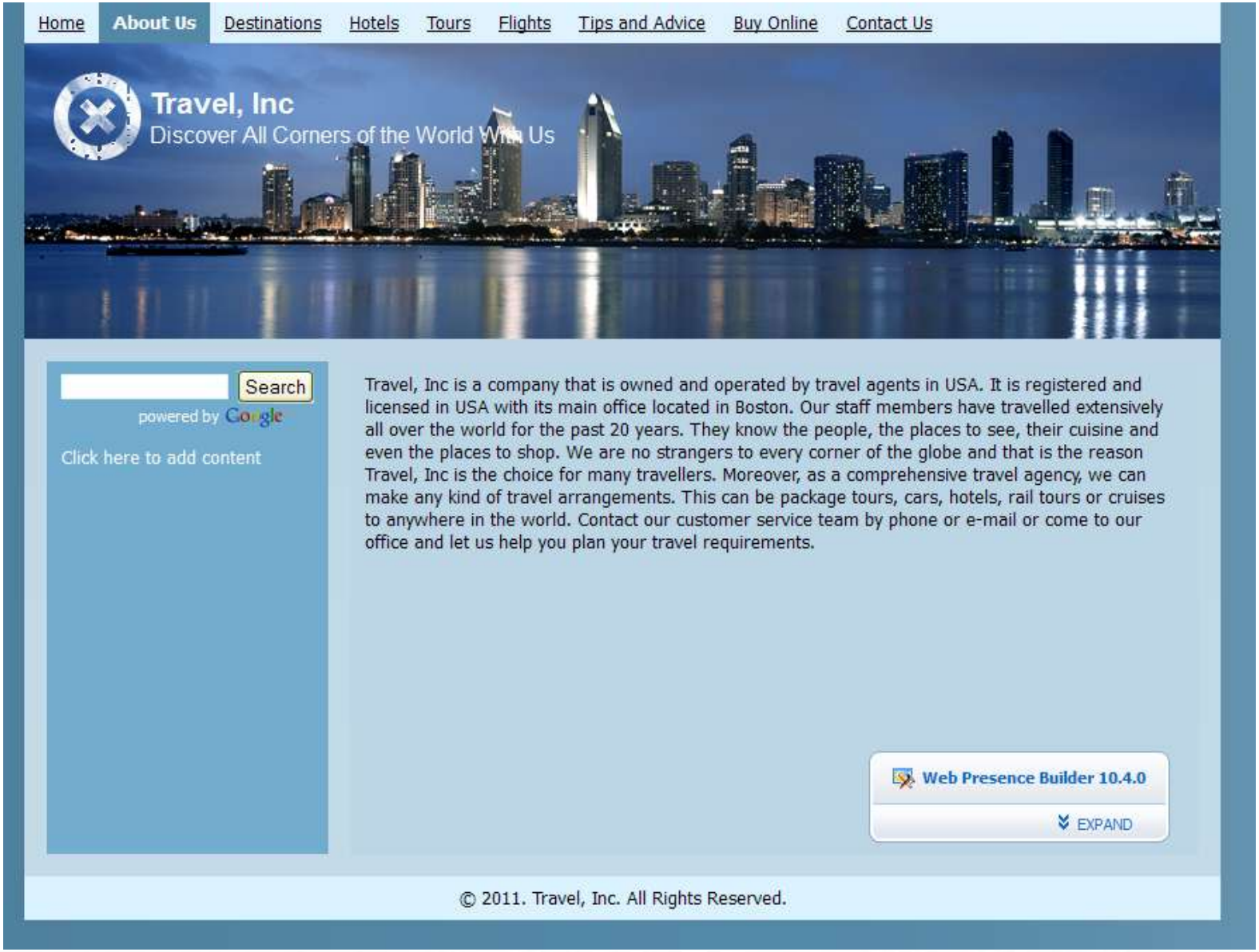
Added: Instant Websites from **Pre-Written** Templates



Key Innovation: Instant Website Creation

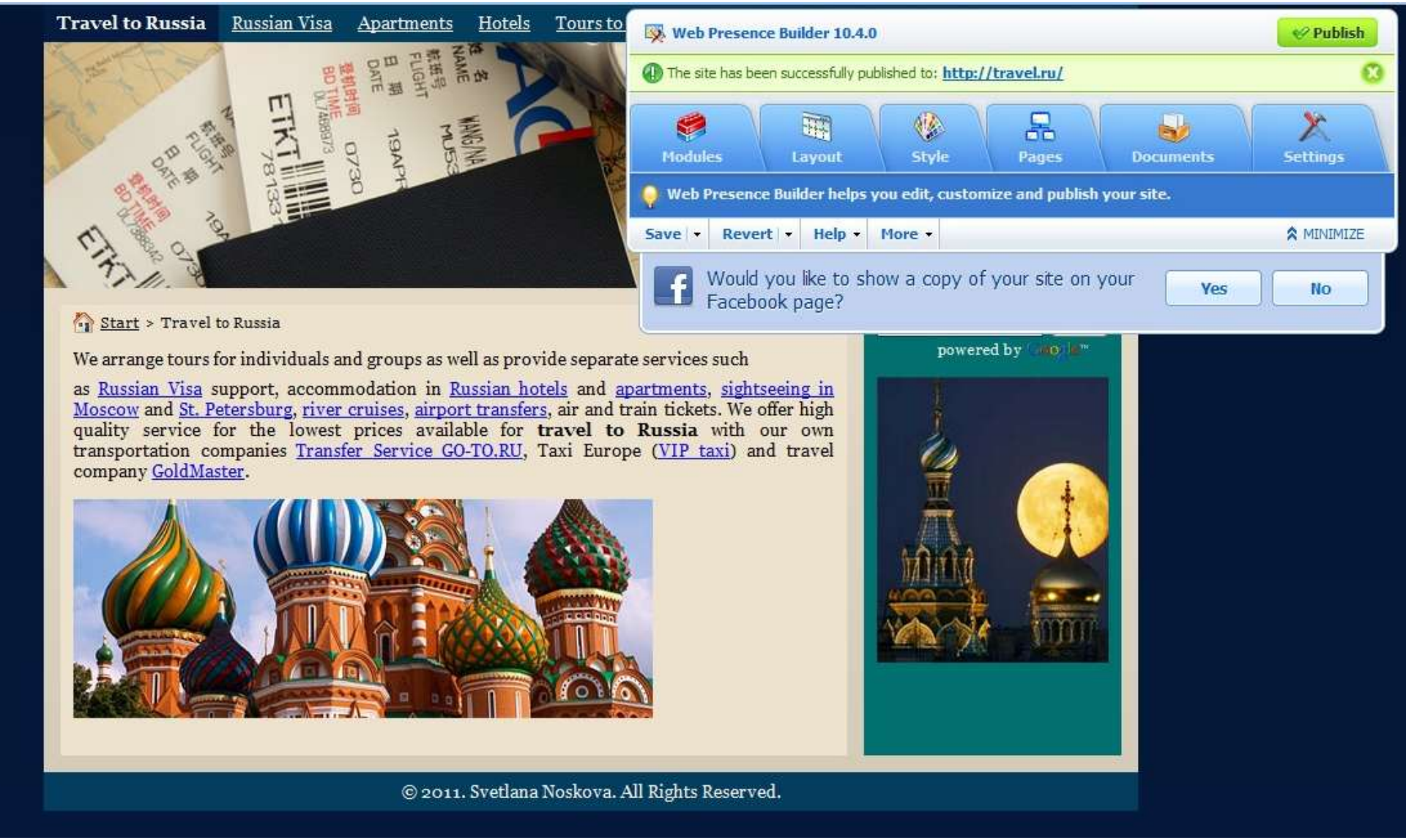


Within Seconds: Pre-Written Site is Generated

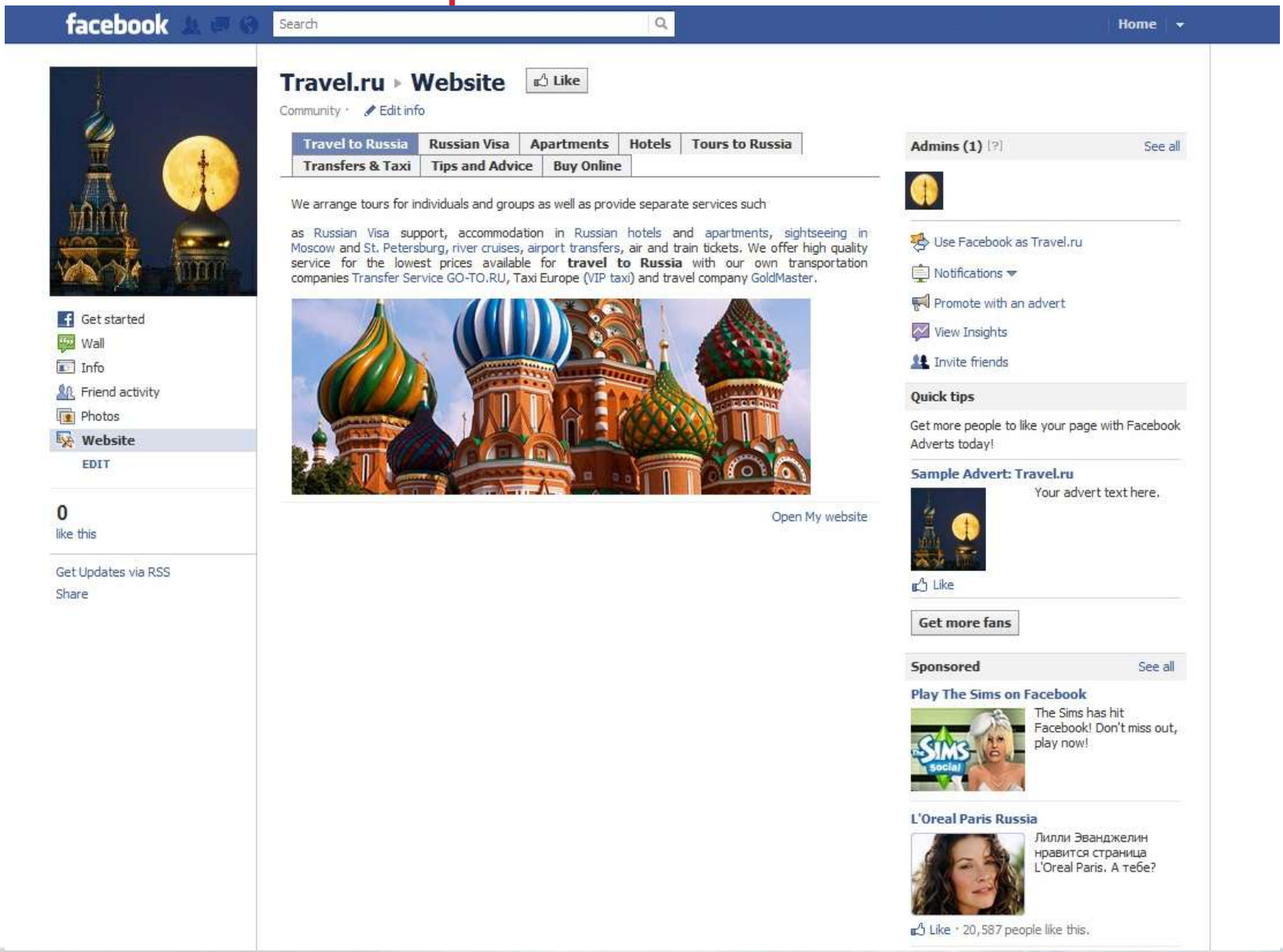


Then: Edit with drag-and-drop & direct inline editing

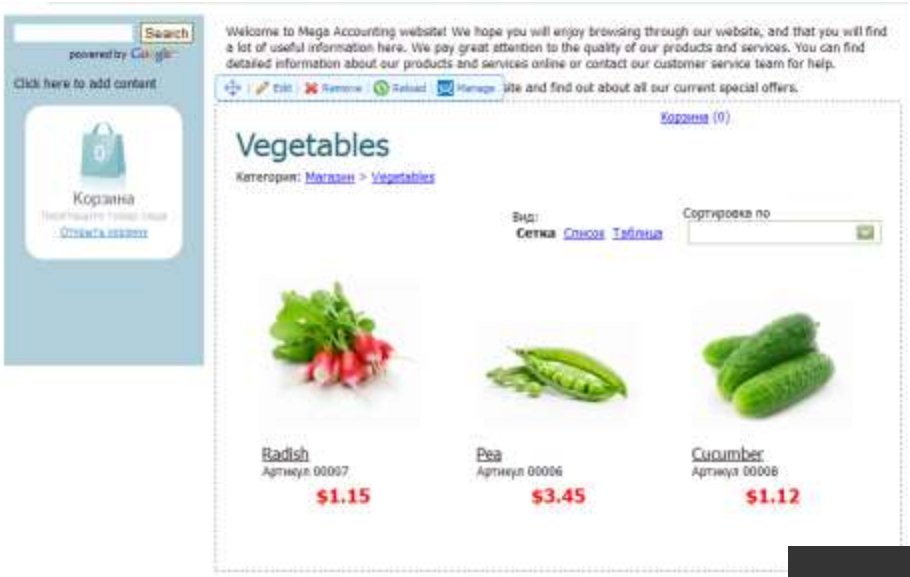
NEW: Add & manage FaceBook web presence



Facebook: Website published on Facebook

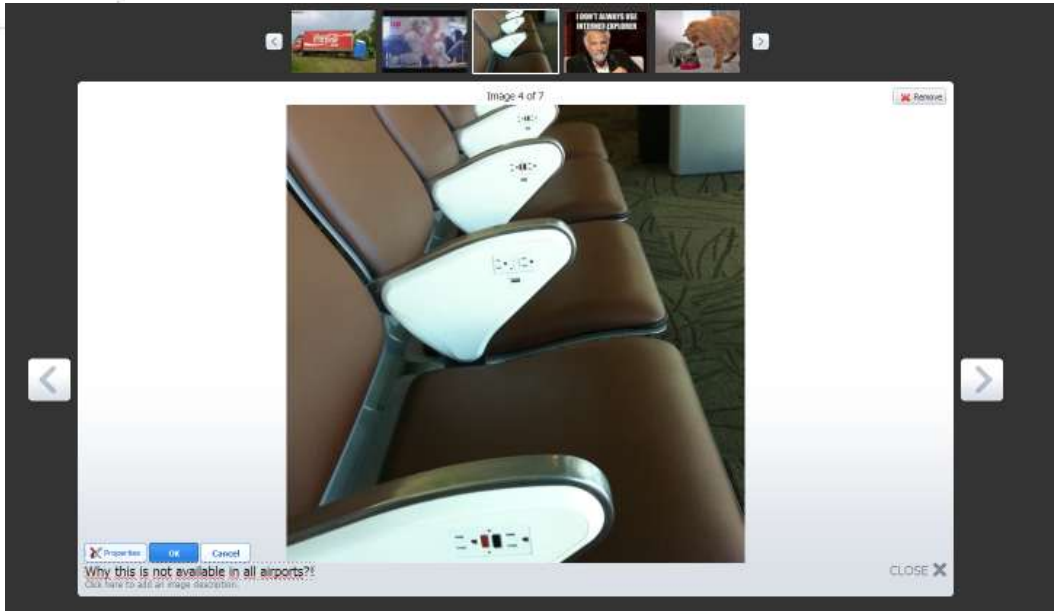


Increased value in Web Presence Builder 10.4



Online Store with a Shopping Cart

Image Gallery – editing an image



Concerto: Integrated PVC and Panel per Server

Parallels Virtuozzo & Plesk

- PVC = $1500
- Plesk 100 = $3000
- Total cost = $4,500

Concerto Solution

- Concerto license on Server
- PVC choices on # of nodes
- Auto Plesk license attach
- Total cost = $3,600

With PBAS Automation

- Revenue share model = 0% for up to $8K USD monthly

Traditional Approach

Independent Panel and VPS delivery

Integrated Parallels Plesk Panel and Parallels Virtuozzo Containers (PVC)

Significant savings with 100% Plesk attach

Simplified: One Concerto license to manage

Now managed with Parallels business Automation Standard

No cost management solution

Supporting VPS and shared hosting business

More Scenarios & Solutions for 2012…

- **Hoster Intelligence** – smart triggers to grow profits
- **Attach to Cloud** – easily generate & attach licenses
- **Sell more Plesk Servers** – any Plesk can be a Node
  - Will replace Parallels Expand…
- PLUS…

Central Scale-up Scenario (Multi-Server or MSP)

- For mid-sized and growing Hosters
  - Plesk front end & shared hosting (so, easy migration from Plesk)
  - Parallels Automation back end and services
  - Vs Plesk: Central management, VPS Hosting, per Account pricing

Preview 1:
Late Oct 2011

- Apache Hosting integrated in PA/Plesk/CBM

Preview 2:
Late Dec 2011

- IIS Hosting and Mail Hosting

Preview 3:
Late Feb 2012

- Feature complete
- VPS Hosting & Migration

RTM:
Late May 2012

Future Releases:

MSP 1.5 (~Q2 2012): Windows Management (beyond IIS nodes from Linux…)
MSP 2.0 (~Q1 2013): SaaS module (support any PA module), APS 2.0

Parallels Plesk Panel

Shinjiru Technology

Jeffrey Khow, Sales Director

Company overview

- *Offers self managed to fully managed web hosting services.*
- *8 data center's locations worldwide.*
- *Focus in delivering quality web hosting services in around the Asian market.*
- *First in offering Virtual Servers in Malaysia.*
- *First hosting provider in Malaysia to be ISO 9001 certified.*

Business Challenge

- Looking for a better control panel which does NOT cause issues, churn, and support cost
- To offer a competitive and fully featured server control panel, which must include;
  - user-friendly to our customer
  - reliable technical & sales support

Parallels Partnership

- Great relationship / friendship for 4 years
- Giving us insights and advice for running business, targeting audience, and marketing
- A partner that is committed in ensuring to the growth of your (my) company

Benefits

- Easy to use yet powerful automation tool, which let us support by ourselves
- Enabled Shinjiru to offer a variety of new solutions and to remain competitive
- Increasing ARPU and client stickiness by its functionality

Next Step – Increase Satisfaction by Upgrading

- Get better results from our focus on fundamentals:
  - Admin Control
  - Lower problem incidence & higher Support effectiveness
- Get Solutions designed for you to grow and prosper
  - Acquire more customers
  - Cross-sell customers with Applications and Services
  - Increase ARPU of customers with upsells
  - Use Concerto to sell Plesk + PVC together
- We make it easier to trust us & stay up-to-date
  - Release Tiers coming soon…
  - But…we will continue to enforce our End-of-Life policy too