Parallels

Parallels APAC Summit

Profit from the Cloud™

Birger Steen

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The Road Ahead for Asia: Seizing the Opportunity in an Early Market or a Developed Market

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The Changing SMB IT Ecosystem

Traditional IT Ecosystem

Microsoft Exchange Server 2010
OrangeHRM
KASPERSKY
SUGARCRM

10,000s ISVs HW Builders

100s Distributors

1,000,000s VARs

148 Million SMBs
$1.1 Trillion USD

Cloud Ecosystem

Microsoft Office 365
WordPress
Joomla
OX open-xchange
BROADSOFT

10,000s ISVs

10,000s Service Providers

1,000,000s Hosters/VARs/SIs

The Parallels Enabled Ecosystem

10,000s ISVs → 10,000 Service Providers → 1,000,000s hosters/VARs/SIs

148 Million SMBs
$1.1 Trillion USD

APS Applications

Hosted Services by Symantec
Microsoft Office 365
Google Postini Services

Service Providers

kt
GMO Hosting & Security
iinet connect better
TELECOM ITALIA
1&1
uberglobal
RIDE
Go Daddy.com
TM
SoftBank Korea
swisscom
SOFTLAYER
Tech Data

Hosters / VARs / SIs

VAR — MS CRM

SI — MS Exchange; Parallels Containers

Vertical Hoster — 300+ APS Apps; MS Exchange

Small Hoster — Shared Hosting

Parallels makes is easier for service providers to grow and profit from the SMB Cloud with service delivery software, expertise, and our partner ecosystem

Parallels Automation for Cloud Infrastructure

Parallels Virtuozzo Containers

Parallels Server BareMetal

Parallels Virtuozzo Containers

Hypervisor

Amir Sharif: Profitably Providing IAAS today with Cloud Infrastructure

"Parallels Automation for Cloud Infrastructure is the solution

services to new audiences

requiring cloud compute."

Jason Frisch,
CEO
Tsukaeru

Parallels Business Automation Standard – Start Now

Parallels Virtuozzo and Plesk

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

Oleg Melnikov: Optimize and become a full service provider with Parallels Automation

With PBAS Automation

- Revenue share 0% for up to 8K monthly

USONYX SINCE 1997
Asia's Leading Web Hosting Provider

With the end-user control panels of PBAS, USONYX is also able to provide with an easy way to manage their accounts, subscriptions, domains, payments, and other aspects of the applications and services they use

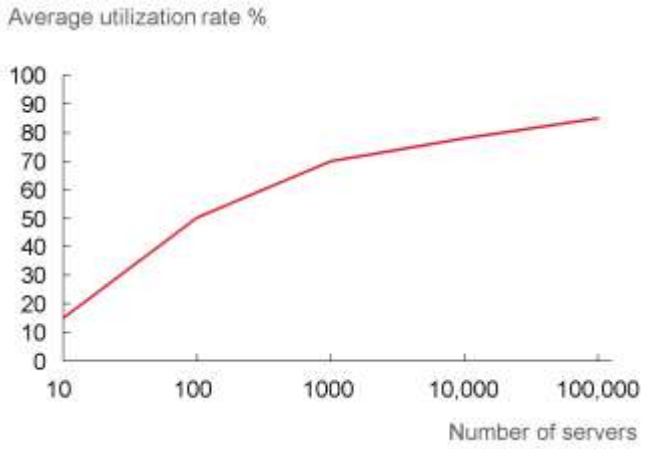
Web Presence Builder: As easy as setting up a Facebook Account

1. **Start with a complete and localized website**
2. **Drag and drop elements**
3. **Integrated with Facebook, Twitter, Youtube, Vimeo, Picasa**

Available in:

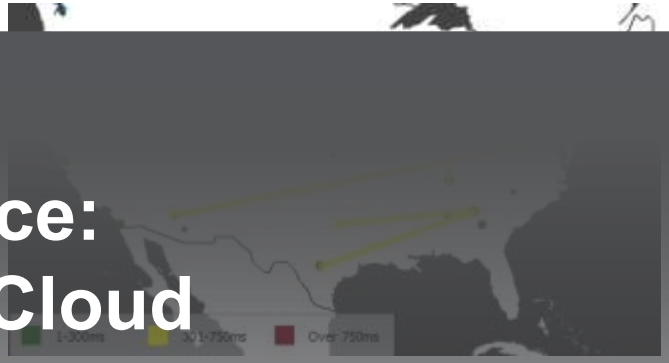
- Parallels Plesk Panel
- Parallels Automation
- Stand Alone

Your Triple Advantage



1 **Size is Not Destiny**

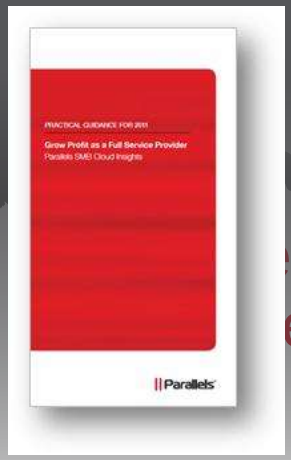
2 **Darren Pleasance: Winning in the Cloud (Saturday)**



Internet Weather Map 9/15/2011

3 **Local Advantage**

The SMB Opportunity in 2011



Parallels:
Asia-Pacific SMB Cloud Insights

Launch low cost VPS offer with Virtuozzo

Kim Johnston:
Marketing Master Class

Sell entry level web presence with Web Presence Builder

Continuing Investment and Momentum

2005
- Established first offices in China & Japan

2008
- 1st APAC Summit
- 1st Japan Summit
- Headquarters in Singapore
- Office in Australia

2010
- Localized Support
- Office in India
- Local Partner Programs

2011+

- **New Geographies**
  - Vietnam (Vinacis)
  - India (Kryptos)
  - Thailand (PromptNow)
- **Vertical Markets: Government and Healthcare Clouds**
- **New Support Center in KL, Malaysia**
- **Local Professional Services team (6+)**
- **Parallels Automation Cloud Marketplace**
  - Telekom Malasia
  - Readyspace

kt
Office 365
Kryptos Make IT Simple
promptnow
VINACIS
datec
iinet connect better
RIDE
SoftBank Korea
TM
uberglobal
SOFTLAYER

Today

107 Certified Partners | Over 18,000 Servers | Over 40 Employees

Partner Awards

Announcing…
Parallels APAC Summit 2011 Partner Award Winners

New Partner of the Year

Designing The Future
KDDI

Excellence in Innovation

RIDE

Excellence in Shared Web Hosting Services

shinjiru

Excellence in Virtualized Infrastructure Services

NETLOGISTICS
hosting confidence

Excellence in Messaging & Collaboration Services

iinet
connect better

Emerging Region Partner of the Year

UCVHOST

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February 14-16, 2012
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