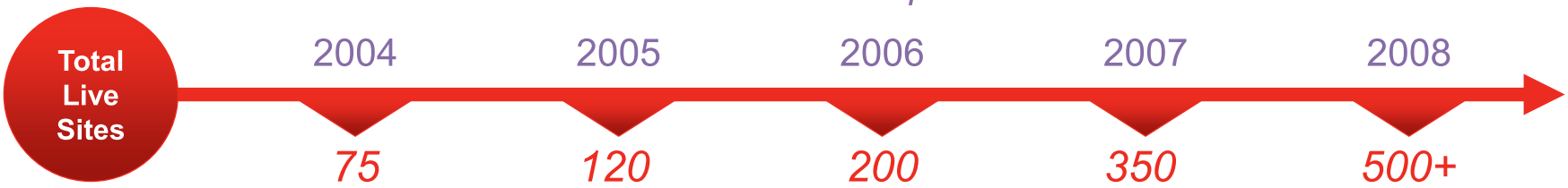
Parallels™
Optimized Computing™

Parallels Automation Portfolio
— how can I automate my business?

Lukas Hertig
Sales Director – Parallels Automation, EMEA

Automate: Parallels Automation Momentum

Parallels Automation adoption - total live sites*



Telco/ISP	kpn, Turk Telekom, netstream, BT, ҚАЗАҚТЕЛЕКОМ, Sunrise, de professionals XS4ALL INTERNET, swisscom, TDC, TELECOM ITALIA, Westnet It's service that sets us apart
Mass Market Hosting	Data393, layershift, coreix, GAUZY ICT SOLUTIONS, Wyre Forest Computer Solutions Ltd, dotster, mesh solutions speed up your business !, BLACKNIGHT SOLUTIONS, CRYSTONE, NJ Tech Solutions Inc., intergenia aktiengesellschaft, Info quest Hosted Internet Business Solutions, binero, GMO HOSTING & SECURITY, Host Europe
VAR and SaaS ISV	POINTIVITY, ApplicationIT Your applications anywhere, jellyfish, ExchangeMyMail, eEye Digital Security, cobweb making IT simple, BTRo ASSOCIATES, APPTIX EMAIL · CALL · UNITE, COHAESIO

** Parallels Operations Automation, Parallels Business Automation (Enterprise and Standard)*

Parallels: How to Sustain, Improve and Grow?

Partner
to stay
competitive

Automate
fully or not
survive

Virtualize
or lose
profitability

Standardize
or stop
growing

Parallels: How to Sustain, Improve and Grow?

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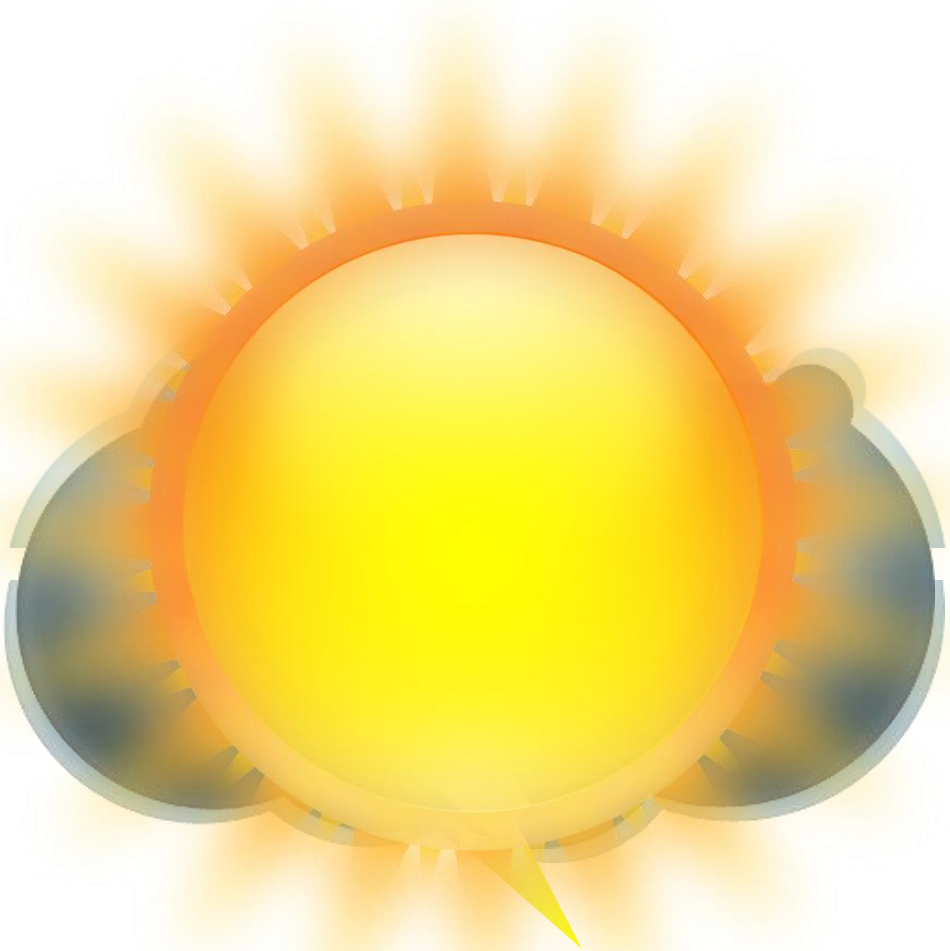


Virtualize
or lose
profitability

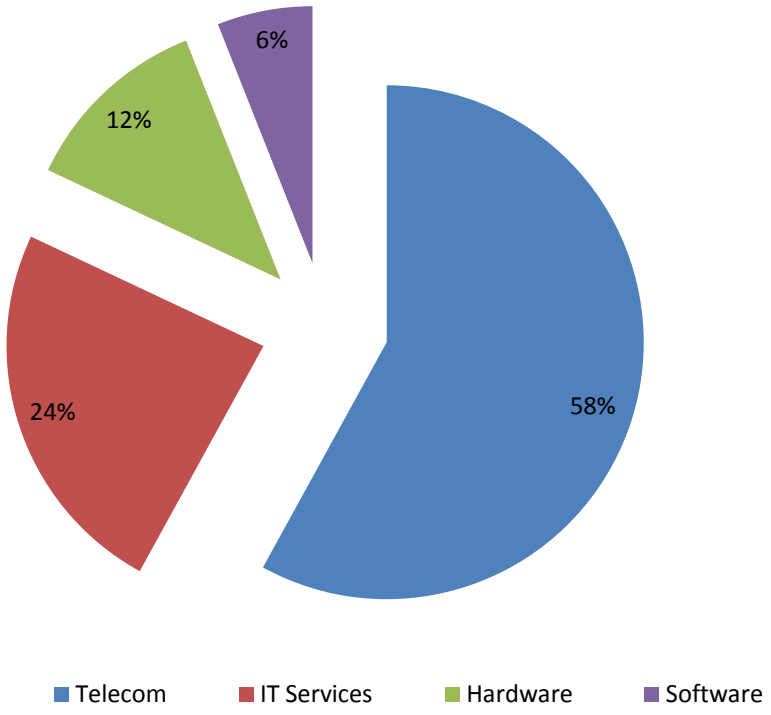
Standardize
or stop
growing

Parallels: Optimized Computing™

What everyone is fighting for?

Worldwide IT Spent by SMBs: ~$1trln

% of SMB spending by Category



EU	# of businesses	# of employees
Enterprises (250+ employees)	40,000	42,300,000
Medium (50 to 250 employees)	**180,000**	**18,100,000**
Small (<50 employees)	**19,080,000**	**79,320,000**
Total businesses	19,300,000	139,720,000
Consumers (households)	125,000,000	

US	# of businesses	# of employees
Enterprises (1000+ employees)	8,519	50,299,647
Medium (100 to 1000 employees)	**90,660**	**21,643,567**
Small (<100 employees)	**4,828,539**	**40,457,440**
Total businesses	4,927,718	112,400,654
Consumers (households)	111,000,000	

What do Businesses need?

Technologies and Services Most businesses need:

- Internet Connectivity
- Phone, Fax, Conferencing, PBX

50+% of IT spent today

- Desktop, Desktop Productivity Apps, Desktop Backup, Desktop Management, Desktop Security

50 times more desktops than servers

- Domain, Website, and WebSite Applications (e-commerce, SEO, SSL, etc)
- Messaging incl. Mobility, AV/AS, and Archival/Backup
- File server, Document Management, Collaboration/ Sharing, Backup

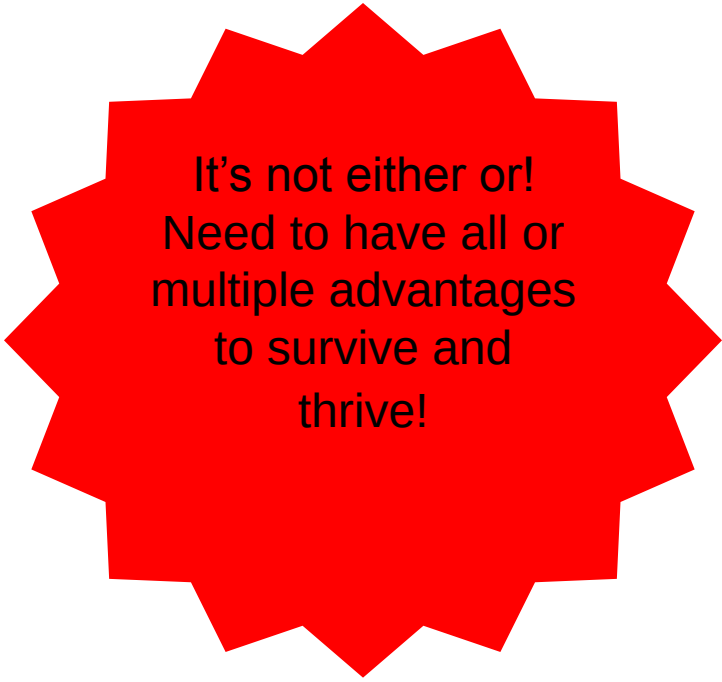
Must be all offered ASAP in all possible configurations. Your "Core" services

- Accounting system / Billing
- Contact Management/CRM/Marketing
- Time Tracking
- Other off-the-shelve or custom applications (vertical, etc)

Must offer (virtual) infrastructure to host application not offered directly

What's your strategy or competitive advantage?

- **Broadest range of services – one stop shop**
  - Convenience of one vendor
- **Best integration**
  - Convenience of one technology
- **Best vertical or horizontal application/bundle**
  - ISV approach – everything else is an add-on
- **Customer Relationship**
  - Best support or sales
- **Customized Service** (web-site design or on-site desktop management)
  - Value-add on top of standard service
- **Best Price or Creative Business Model**
  - Super-efficient operations or economies of scale (low cost)
- **Vertical Focus**
  - Best Solution for specific industry



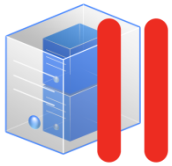
Parallels Products – Optimized Computing

Virtualization

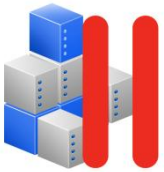
The best of both worlds with Hypervisor and OS Virtualization

Parallels Desktop

Parallels Workstation



Parallels Server



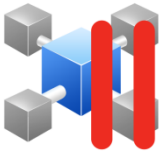
Parallels
Virtuozzo Containers

Automation

Complete automation & management of Service Provider Business

Parallels Business Automation

Parallels Operations Automation



Parallels
Virtual Automation

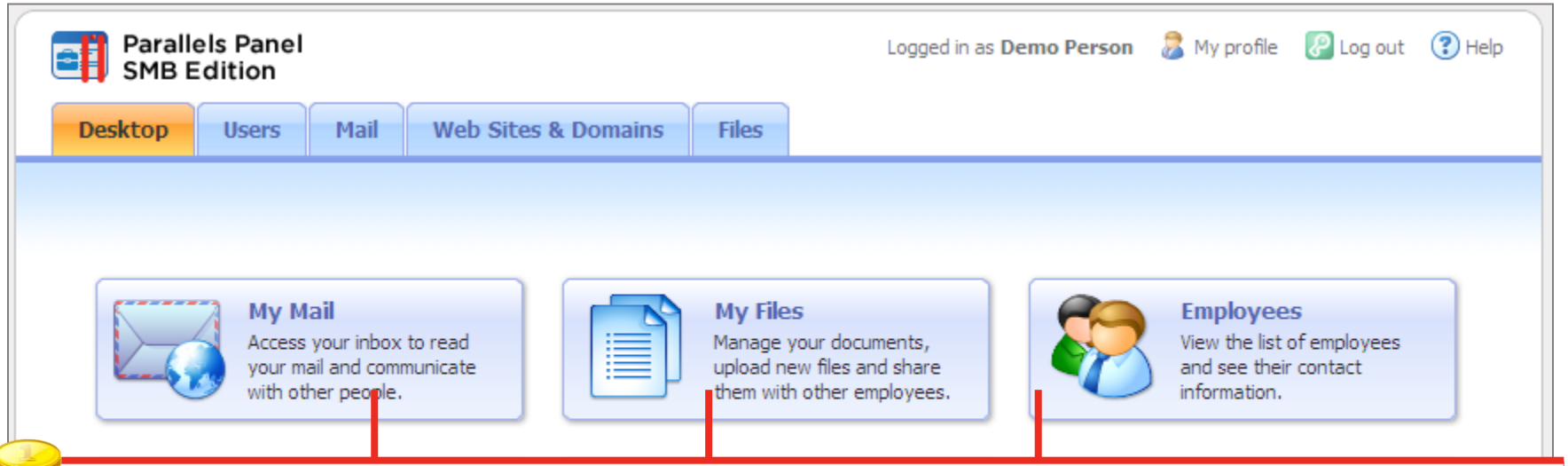
Parallels Plesk Products

Heterogeneous System Support

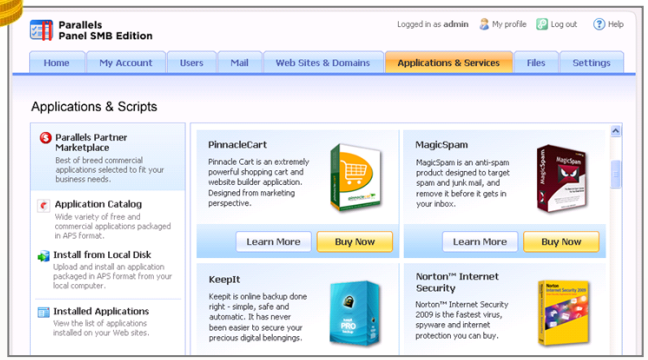
Baremetal/ Hosted x86/x64	IA64	Windows Hyper-V	Linux	Mac OS	VMware	Xen

In Beta Now: Parallels Panel SMB Edition & Partner Marketplace

-> Check out the SaaS Session later today for more Details!



Parallels Partner Marketplace

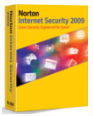


In panel storefront: sell up and capture bigger share of your customers' IT budget

Offer best of breed applications to your SMB customers

Anti-Spam

Security



DT Backup

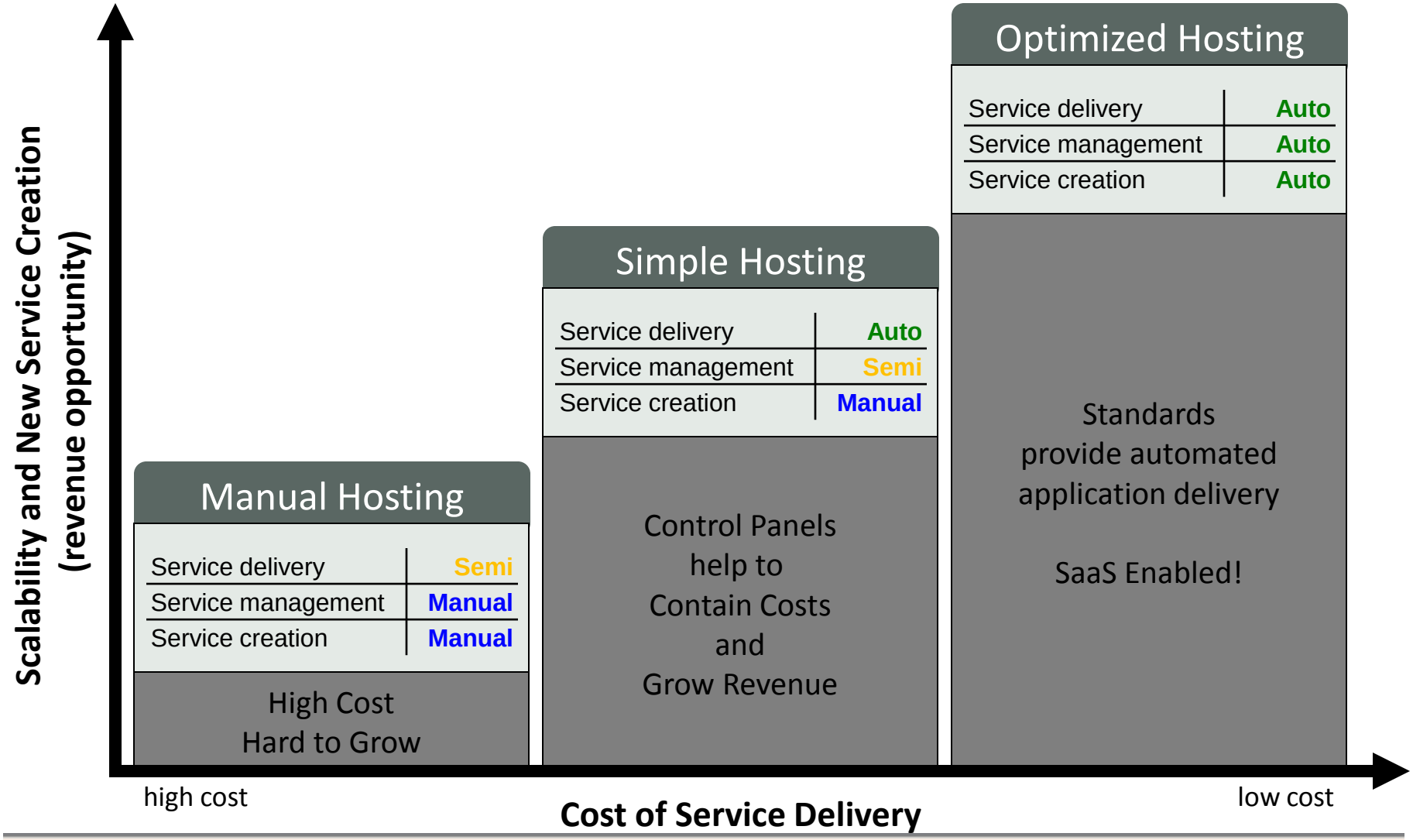
Marketing

eCommerce

Knowledgebase

Download beta at http://www.parallels.com/products/panelsmb

Parallels Vision – Automation and Virtualization

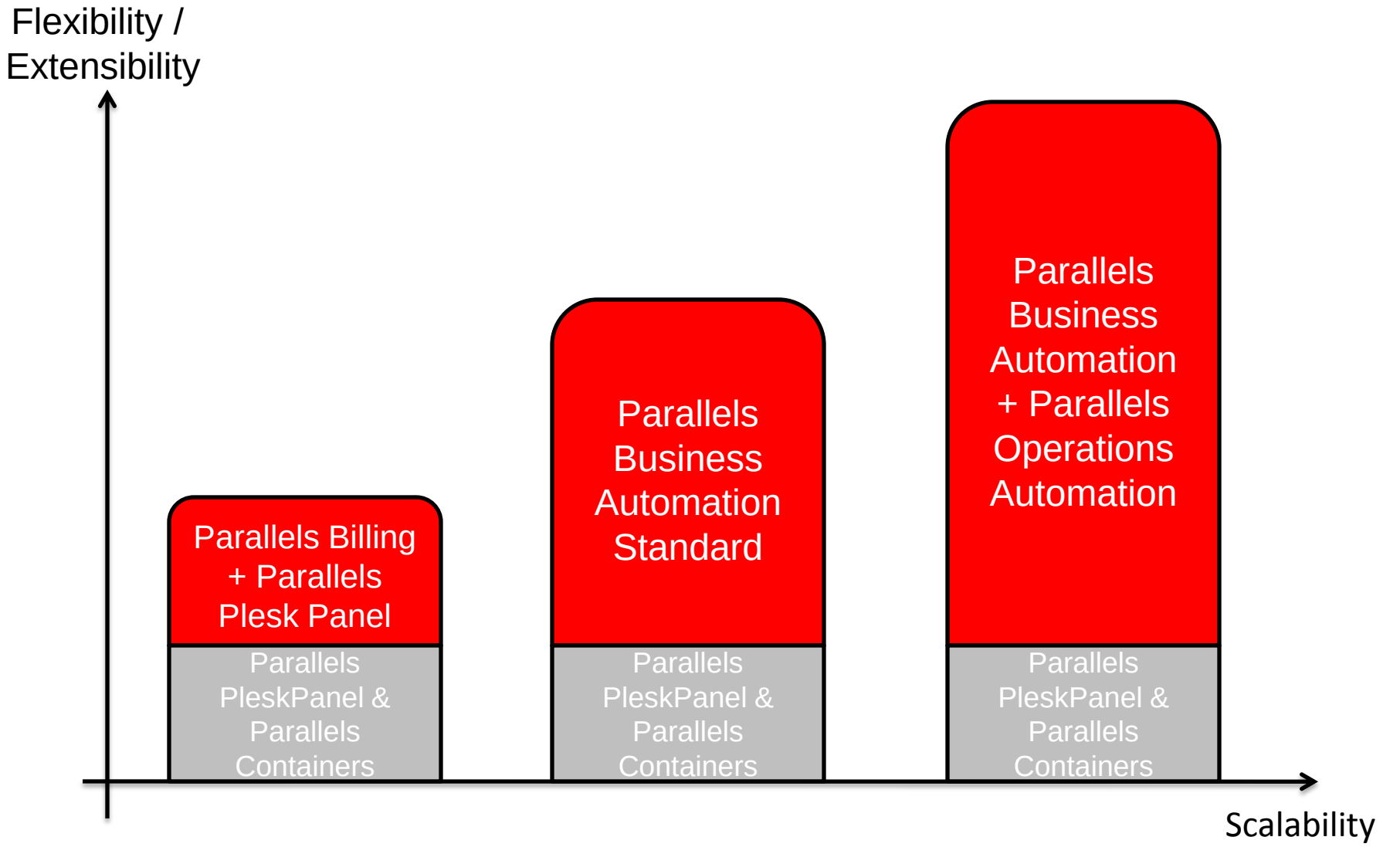


Automate: Let's Be Very Specific

- **Stop wasting money developing your own billing system**
  - Redeploy resources to revenue generating activities
- **Rapidly launch SaaS, Rich email, CRM,collaboration**
  - Achieve higher customer retention and average revenue per customer
- **Launch billing for your resellers**
  - Boost new customer registrations and lower your cost of customer acquisition
- **Consolidate silo'd legacy systems**
  - Respond quicker to the market. Integrate your customer data
- **Don't be confined by your current automation system**
  - Be more agile. World class billing, ordering, invoicing, service management, business intelligence, help-desk, customer communication, etc.

Let our 350+ automation engineers help to build value for You and Your customers!

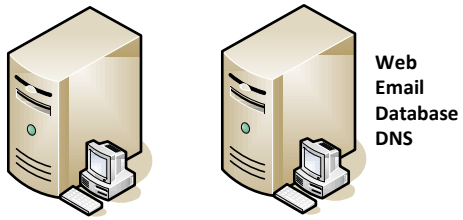
Parallels Automation Solutions



Automation Architectures - Comparison

Single Server Architecture
Parallels Plesk Products
Parallels Business Automation Standard

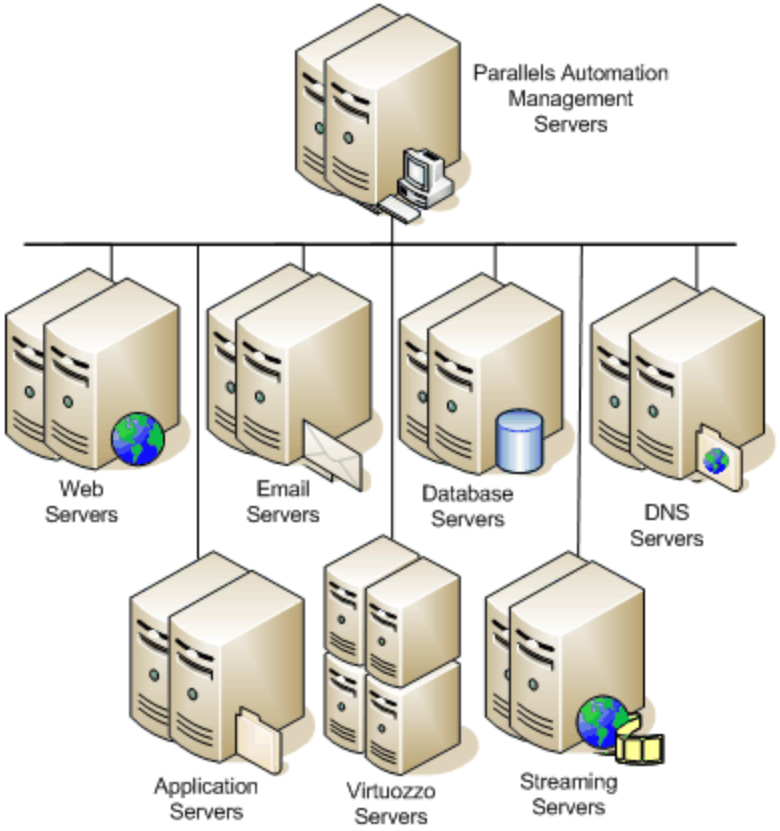
- **All services are managed on a single server**



- **Growth involves adding new servers with a new copy of the management software**
- **Challenges**
  - Adding new services is difficult
  - Updating applications across all servers is difficult
  - Billing customers is difficult

Centralized Architecture
Parallels Automation

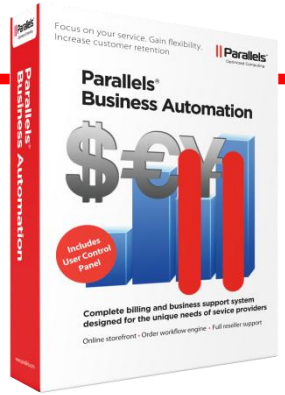
- **Centralized management of resources on server farms and clusters**



Parallels Automation Suite

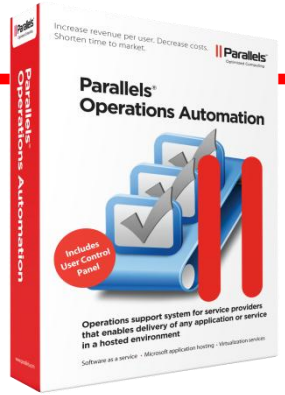
Parallels Business Automation is a complete Business Support System designed for the unique needs of hosting service provider revenue generating activity to focus on your service, enable flexibility and increase customer retention.

Parallels Operations Automation is an Operations Support System for Service Providers that enables delivery of any application or service in a hosted environment which increases revenue per user, decrease costs and shortens time to market.



Parallels Automation

Parallels™
Optimized Computing



Focus on Your Service

Gain Flexibility

Increase Customer Retention

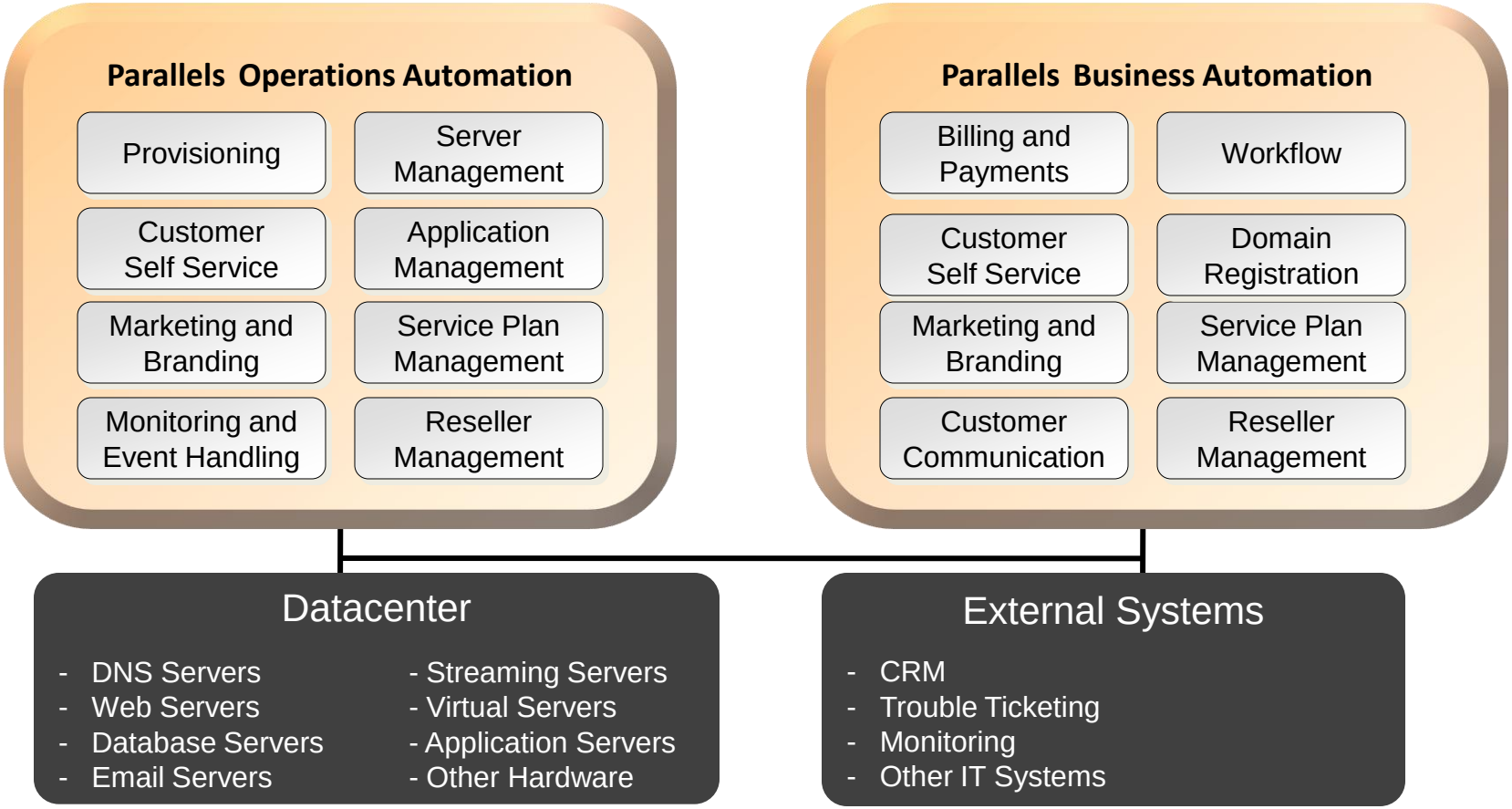
Increase Revenue per User

Decrease Costs

Shorten Time to Market

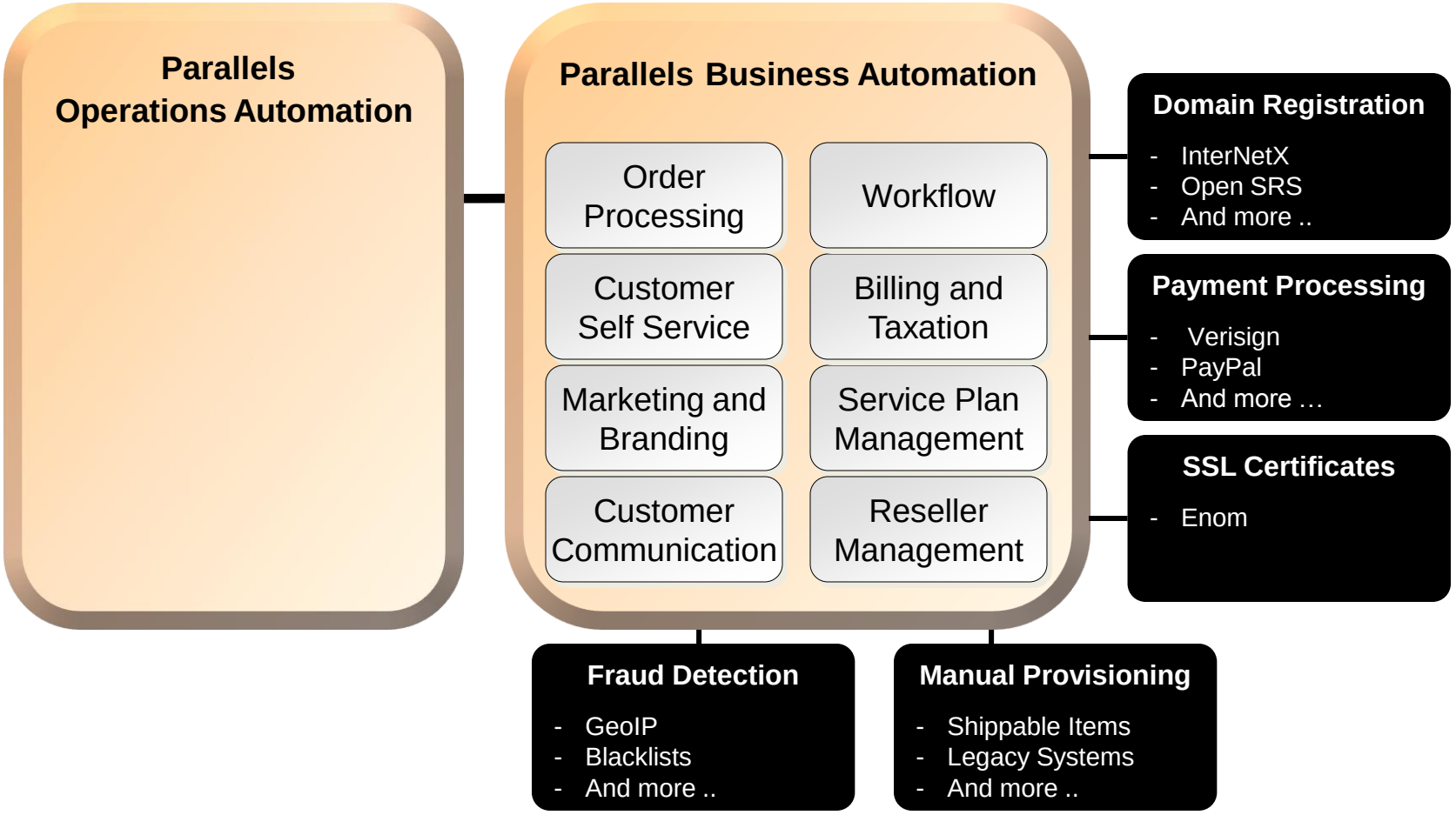
Parallels Automation

Consists of two products (available separately):
Parallels Operations Automation and Parallels Business Automation



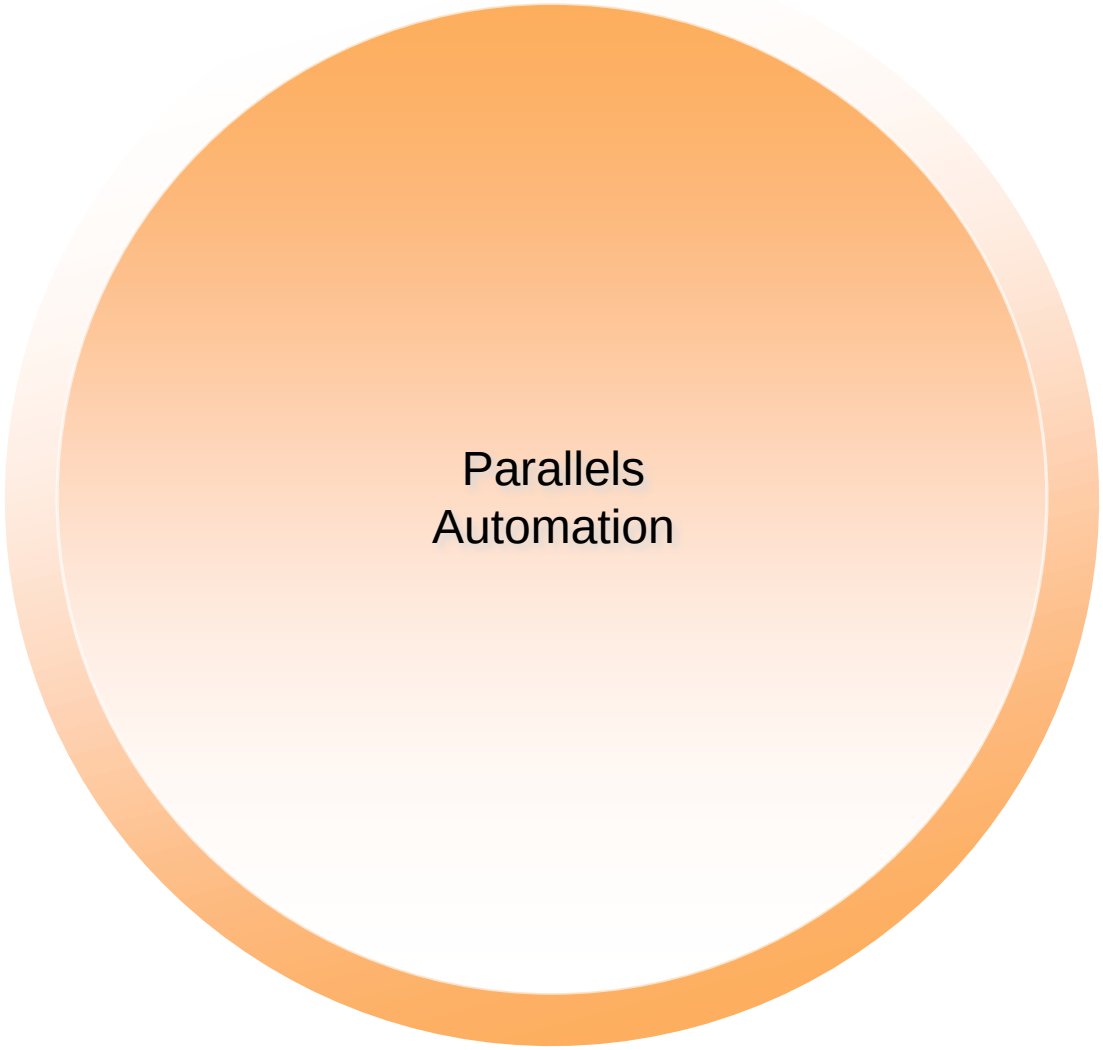
Parallels Business Automation

Parallels Business Automation is a Business Support System (BSS) automating all business and billing aspects of SP business



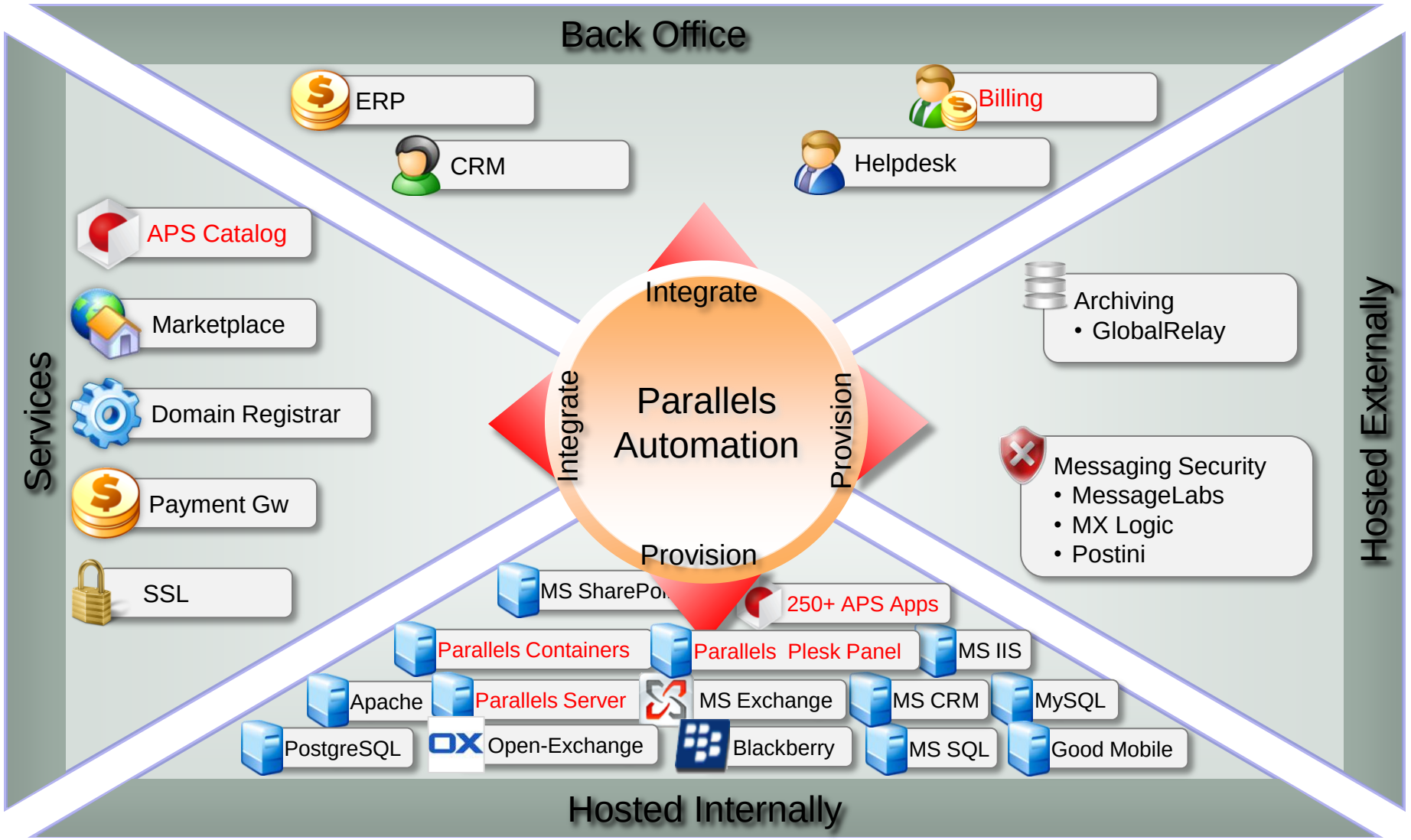
Parallels Operations Automation: Core

- Provisioning De-provisioning
- Subscriptions Management
- Service Plan Management
- Customer Self Service
- Branding Customizations
- Multi-Tier Resellers
- Localization
- License Management



- Monitoring
- Network Management
- Alerts and Notifications
- Server Management
- Application Management
- Event Management
- Security and Audit

Parallels Operations Automation Larger Picture



Billing Systems Are Not Your Service

Increase efficiency through Automation and focus your staff on revenue generating tasks and differentiating your service

- In house developed billing systems will grow over time, requiring additional resources to scale and maintain
- Increase efficiency by taking transaction management to the next level with confidence to capture, track, collect and upsell revenue of all types

Parallels Has Economies of Scale & Expertise

Parallels Automation has 150 dedicated software developers, a seven year development history, and supports over 7,000 hosting service providers with its billing solutions.

- Updates are conducted frequently for constant innovation
- New features are available for all Parallels Automation Partners
- Platform scales to millions of accounts
- Open platform/APIs for easy integration with 3rd party systems

Decrease Costs Through Automation

- **On Demand** services is quickly becoming a customer expectation due to Internet based consumer services
- **Virtualization** for many customers equates to on demand services
- Many service providers cannot meet this expectation due to OSS & BSS constraints

Decrease Time to Market

Easily Provide Any Hosting Plan

- **Eliminate time delays** for new service creation in OSS and BSS development
- **Service plans** can be created by Product Managers without software development staff
- **Get Creative!**

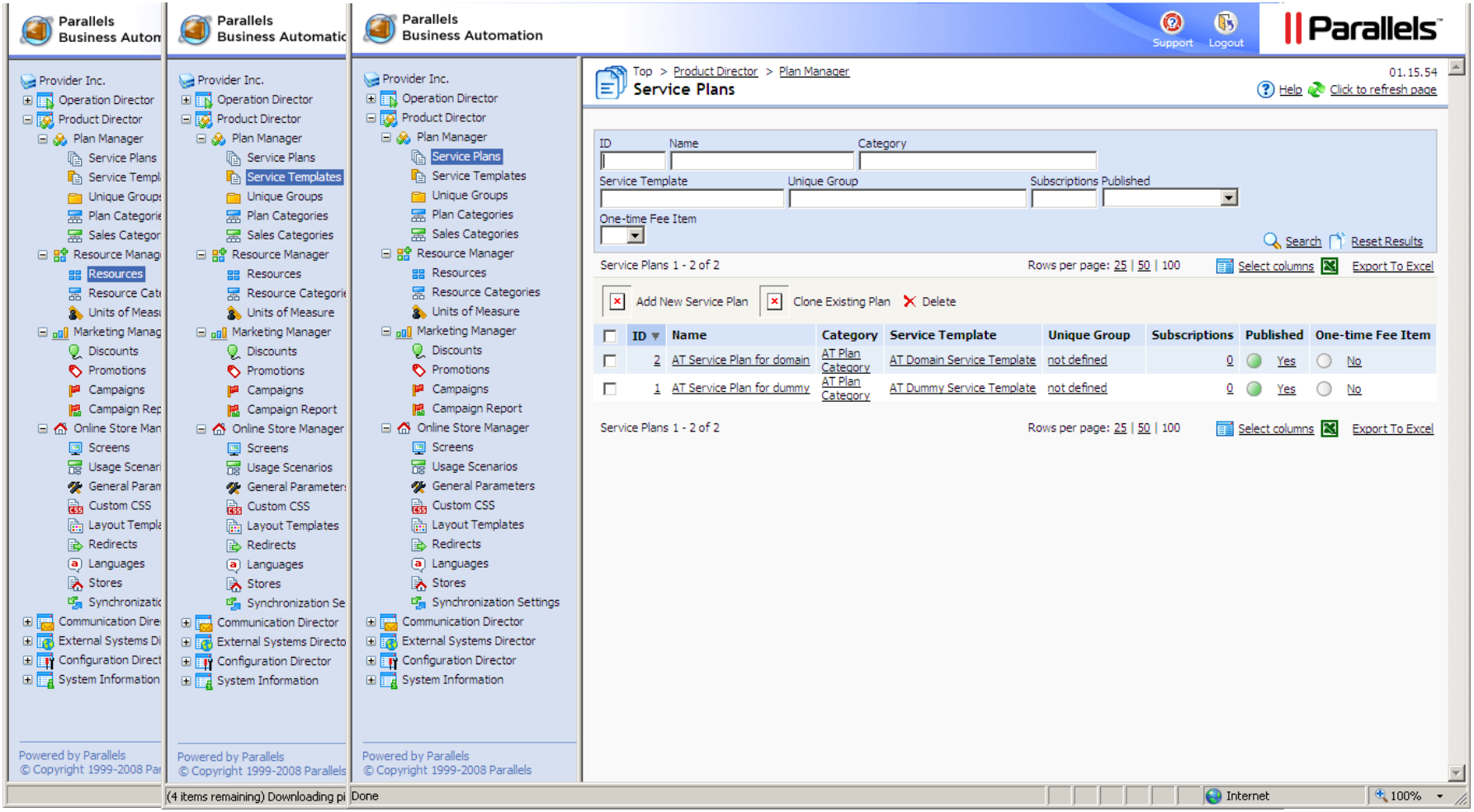
Adapt Offerings to Fit the Changing Market

Operational and Business **integration** & **automation** provides exceptional business agility to adjust service offerings

- Move from a tiered compute model to charging for CPU*hours
- Modify solution bundles based on market conditions, competitors and partnerships

Gain Flexibility: Develop Creative Business Models

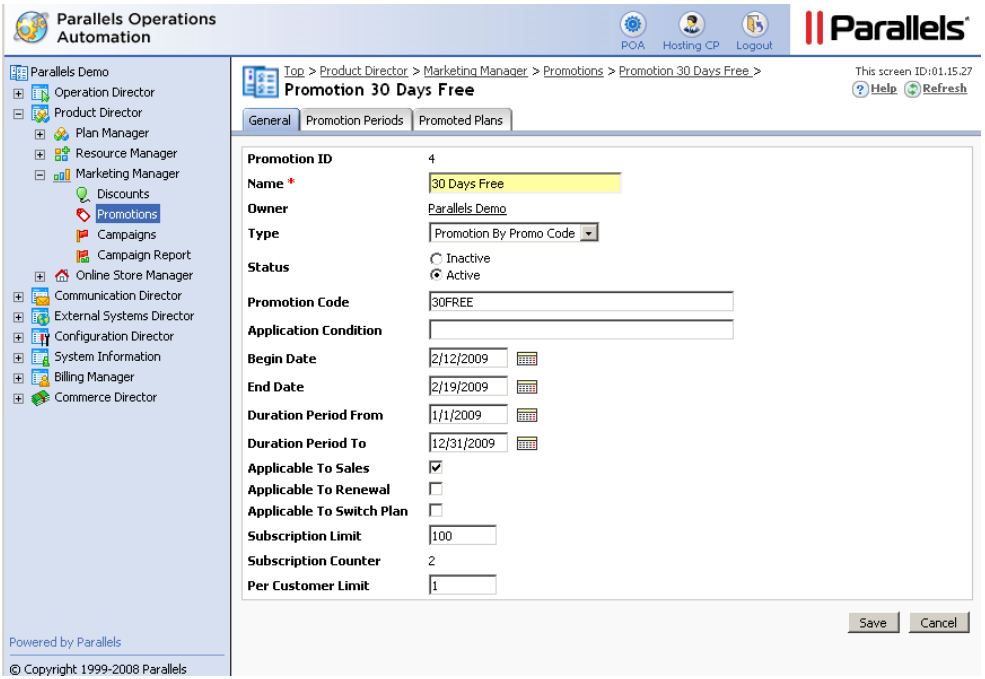
Services are created via Resources → Service Templates → Service Plan workflow

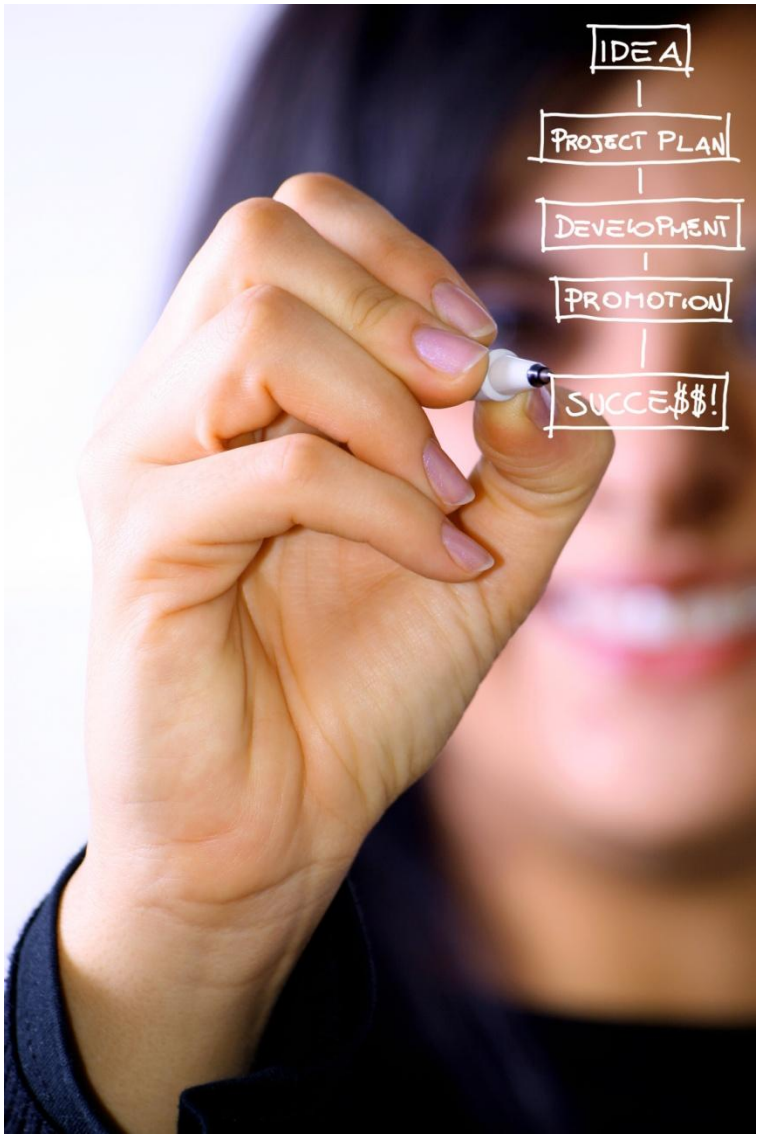


Gain Flexibility: Design & Deploy Promotions

Promotions & Campaigns

- Easily create promotions & campaigns
- Track success with reports

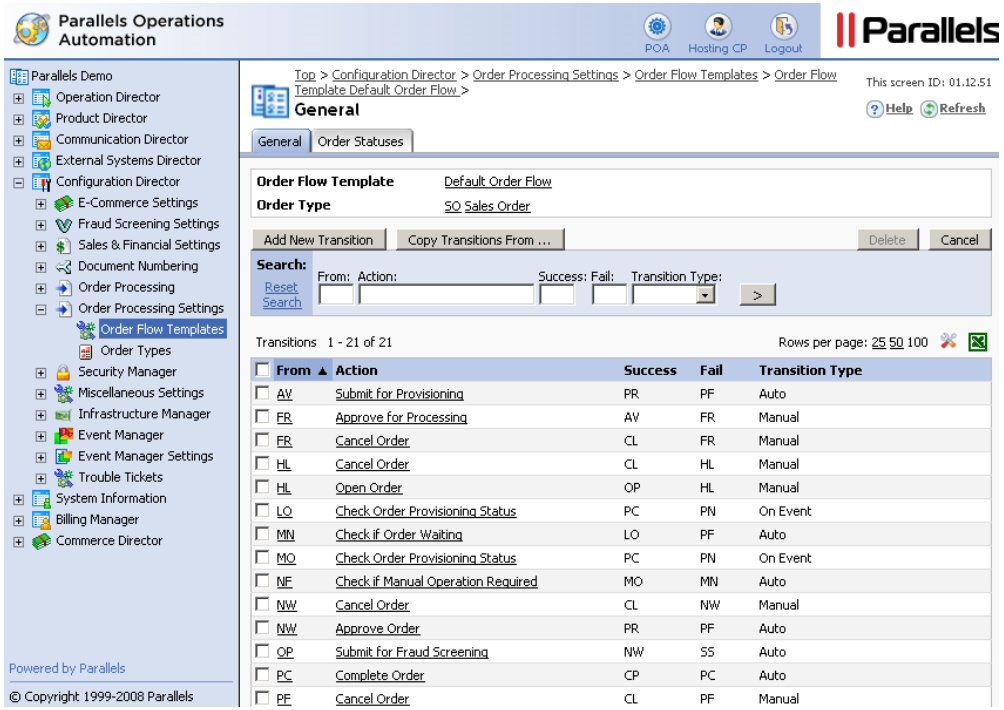


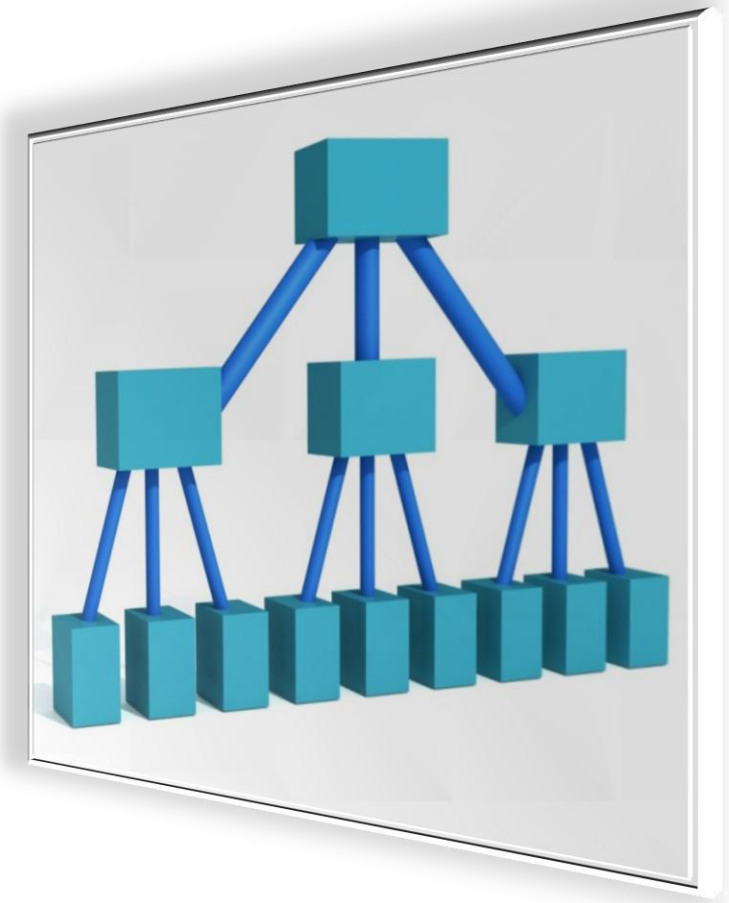


Gain Flexibility: Order Workflow

Workflow Design in UI

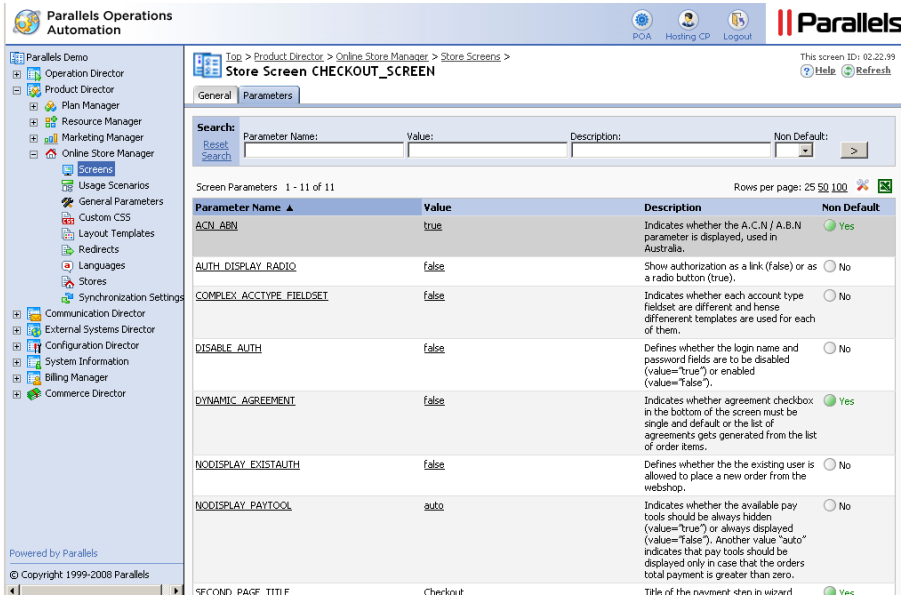
- Service Providers define workflow process within System Control Panel



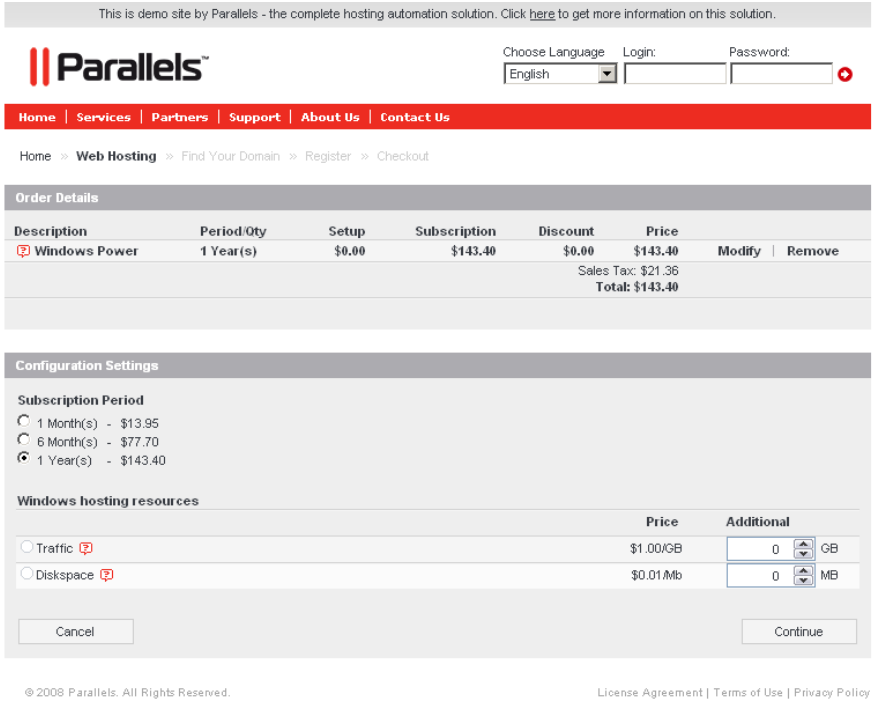


Gain Flexibility: Shopping Cart

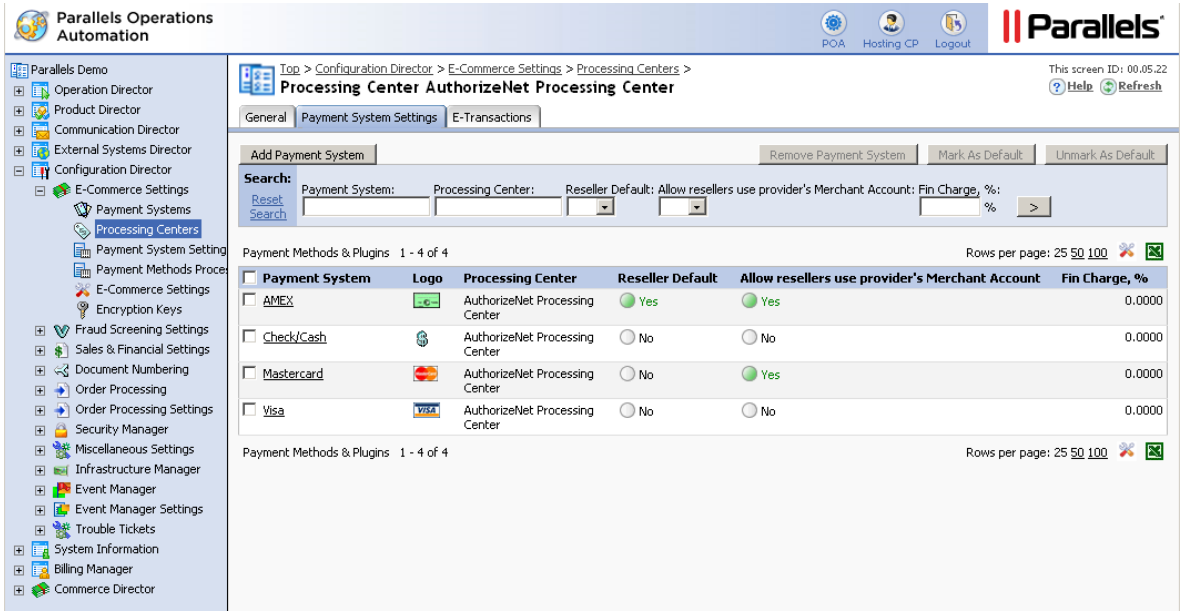
Build Shopping Cart in UI



Customer Shopping Cart



Gain Flexibility: Multiple Forms of Payment



Plugin		Linux	Windows
ASSIST	Assist.ru (Russia)	✔	—
Authorize.Net	Authorize.net (USA)	✔	✔
HSBC	HSBC Bank (UK)	✔	—
Internet Secure	Internet Secure	✔	—
Garanti	Garanti	✔	—
paydollar	Paydollar (Asia)	✔	—
PayEx	PayEx (Sweden)	✔	—
computop	Computop	✔	—
CHASE Paymentech	Paymentech	✔	✔
PayPal	PayPal	✔	✔
PayGate	PayGate (South Africa)	✔	✔
protx	Protx	✔	—
realex	Realex	✔	—
Saman Bank	Saman Bank	✔	—
	SHVA	✔	—
UPG	UPG	✔	✔
VeriSign	Verisign Secure Payment	✔	✔
Elavon	Elavon	✔	—
WorldPay	WorldPay	✔	—
	BankGIRO	✔	—
	DTAUS	✔	—
nab	National Australia Bank	✔	—
ELAXY Add Experience	Paylikecash	✔	—

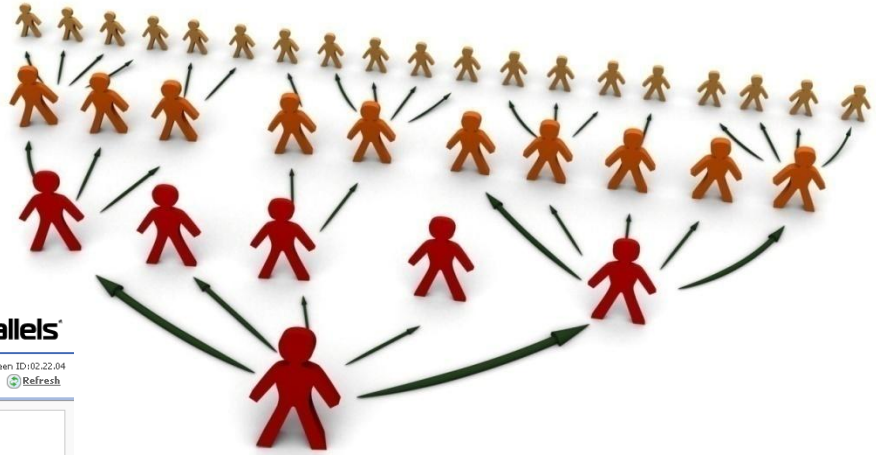
Payment options appear in the store once installed and activated in the administrator console

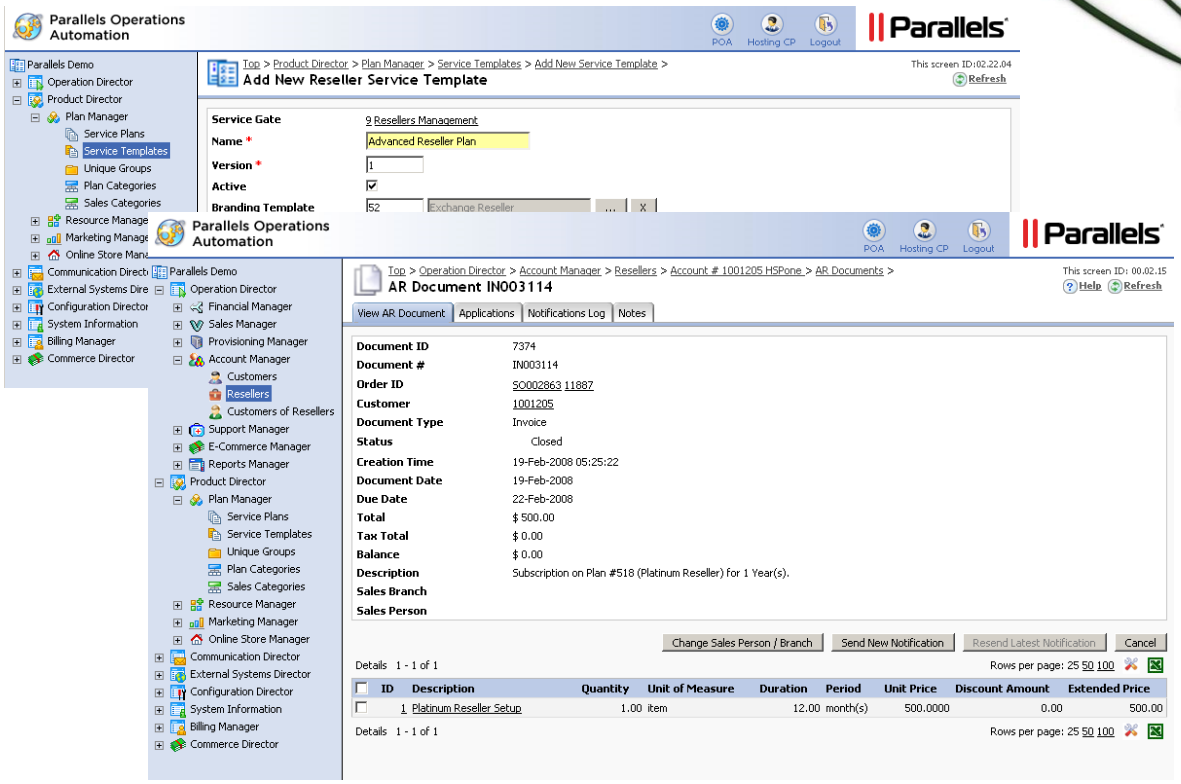
Check out http://www.parallels.com/products/automation/business/architecture/paygateway/ for the latest list of payment plugins

Flexibility: Reseller Support up to ***Whitelabeling***

Reseller Service Definition

- Complex resellers can make their own bundles





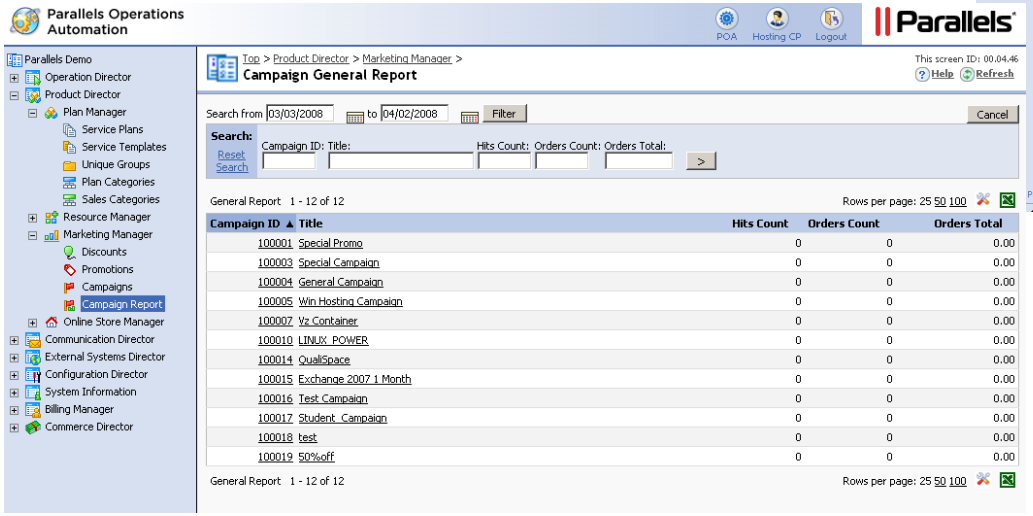
- distinct branding
- service catalogue independence
- full visibility of the reseller hierarchy
- complete reporting
- consolidated billing

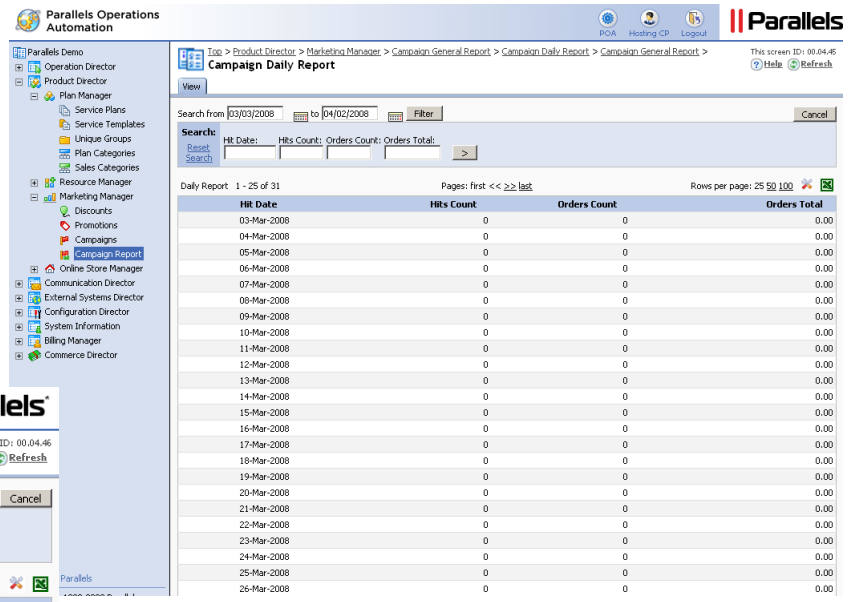
Decrease Churn: Campaigns

Campaign Definition in UI

- Marketing and reporting functions target customers for campaigns, upgrades, promotions and newsletters.

Reporting Makes It Easy to Track Campaign Success

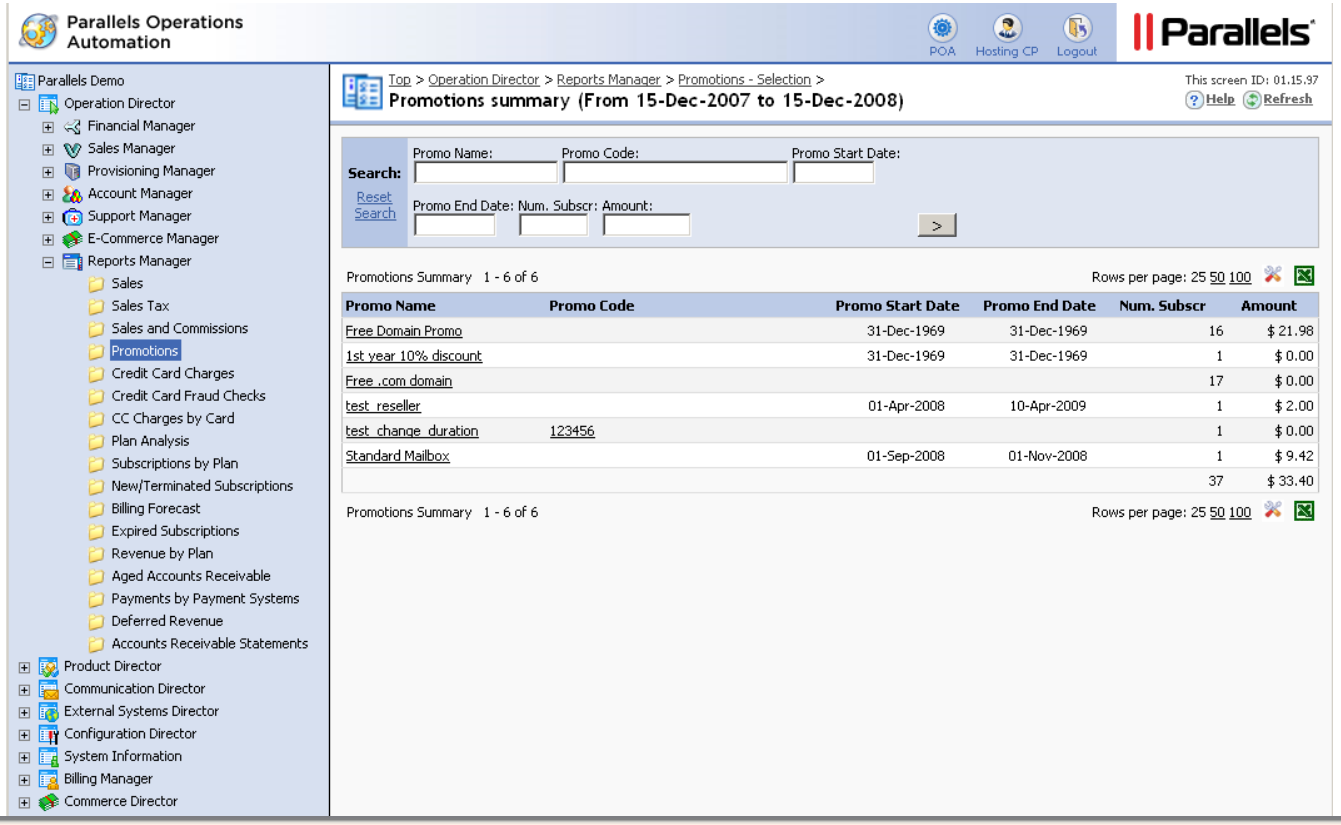




Decrease Churn: Discount Codes

Campaign Definition

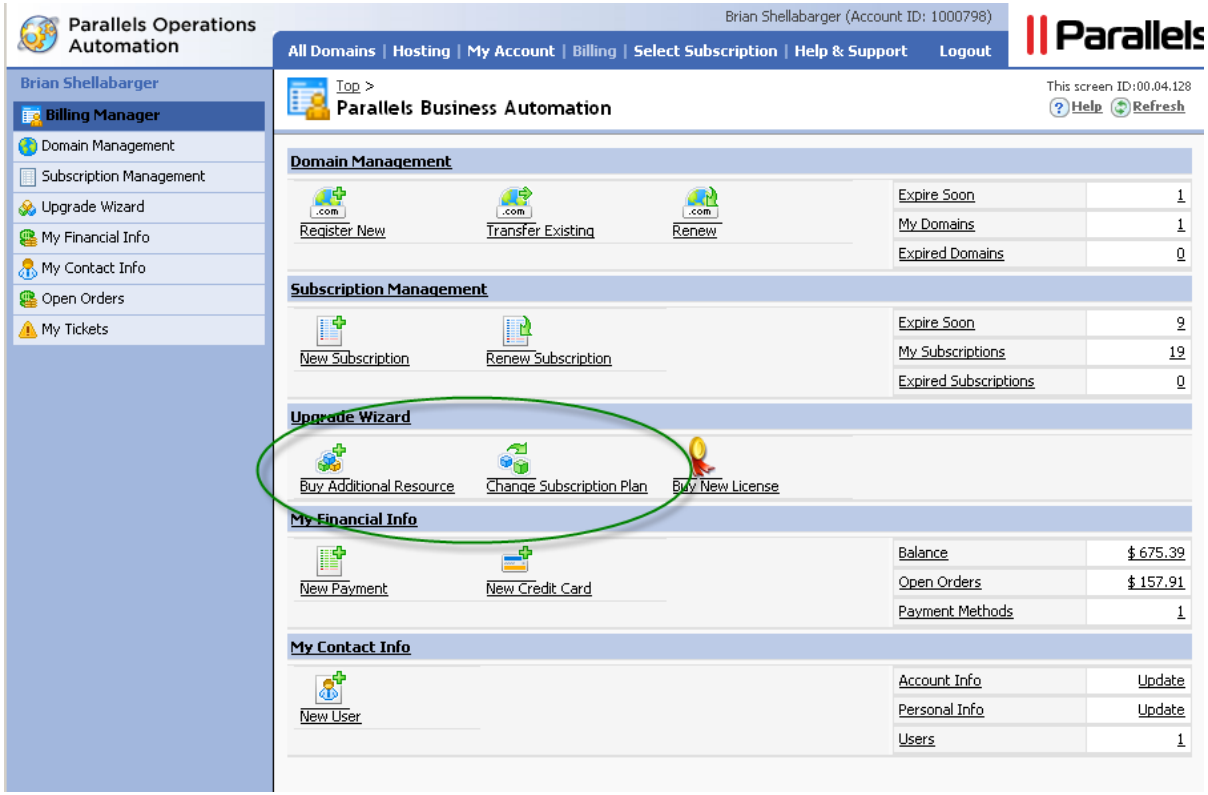
- Easily create and track discount codes with marketing promotions, upgrades and campaigns



Decrease Churn: Upgrades

End User Control Panel

- End Users can easily upgrade service plans or purchase additional resources through the Parallels Business Automation Control Panel

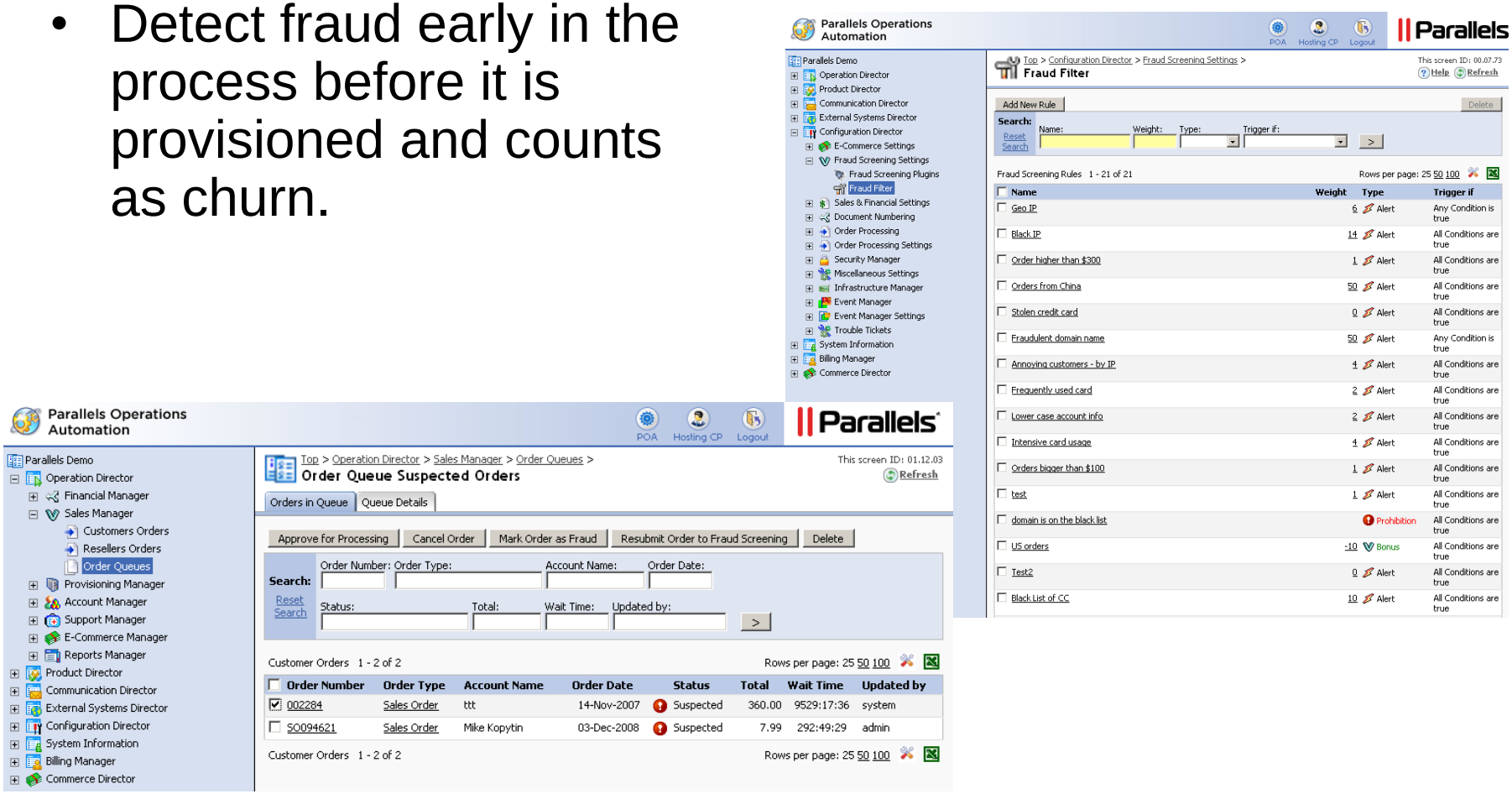


Decrease Churn: Fraud Detection

Fraud Detection Triggers

- Detect fraud early in the process before it is provisioned and counts as churn.

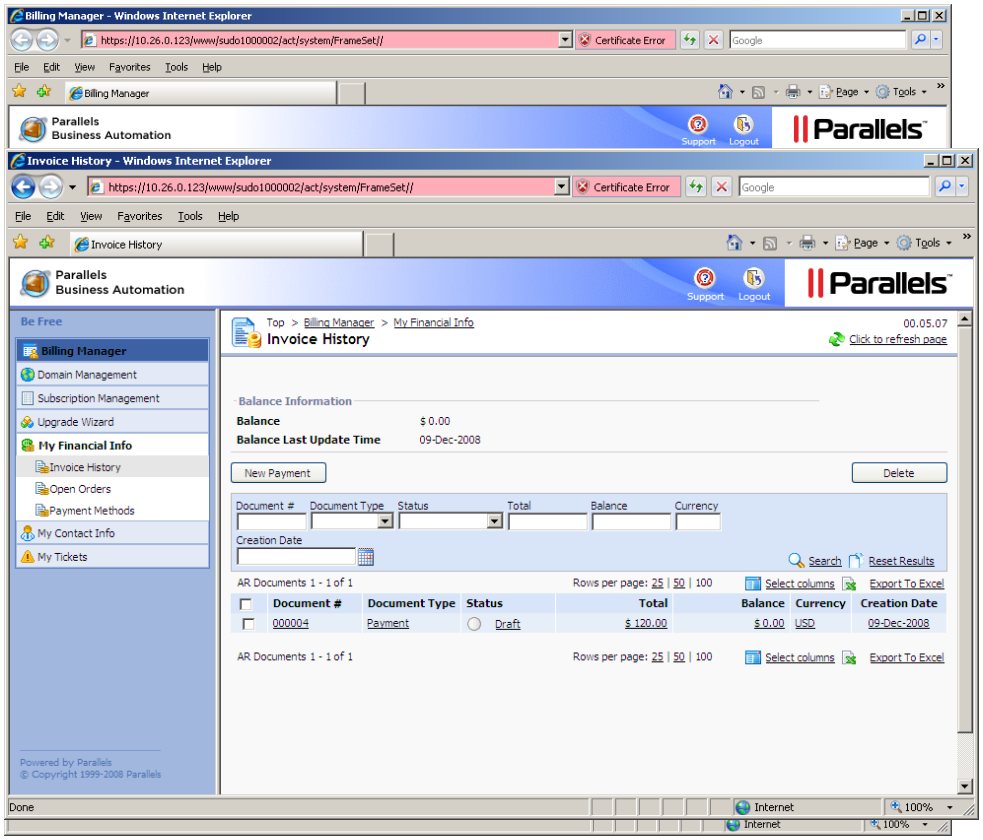
Fraud Filters



Communicate Effectively: User Control Panel

Control panels provide direct communication path to end users

- End users are empowered to mange their services, upgrades, tickets and contact information
- Invoice history is available and end users can also select from available payment methods
- Complete domain name management functions also available



THANK YOU!

NEXT SESSION: DELIVERING SERVICES WITH PARALLELS AUTOMATION