Automation Update & Roadmap

Parallels®

EMEA Partner Forum '10

Lukas Hertig

Sales Director Parallels Automation, EMEA

Agenda

- Helping Service Providers Serve the SMB market
- Parallels Business Automation Standard Update
- Parallels Automation Update
- Using PBAS and PA together
- Q&A

The Opportunity is in Small Business

- Millions of small businesses worldwide
- Small businesses have similar needs
- Services – Not Technology
  - Small businesses need ready-to-use services – not technologies
- Cloud is the answer for small businesses
  - Zero or small up-front costs (OPEX vs. CAPEX)
  - Try-then-buy
  - Easy to switch service providers
  - Always accessible, reliable - no need for onsite IT

Challenges Facing Cloud Services Providers

Offer many services Small Businesses need

- Small businesses don't have time/desire/expertise to shop at many places
- Small businesses lack expertise in IT
- Small businesses don't know what they don't know

Need flexible billing options, sell then up-sell

- Small businesses have small budgets
- Small businesses take on IT projects as the need arises

Cost effectiveness is key

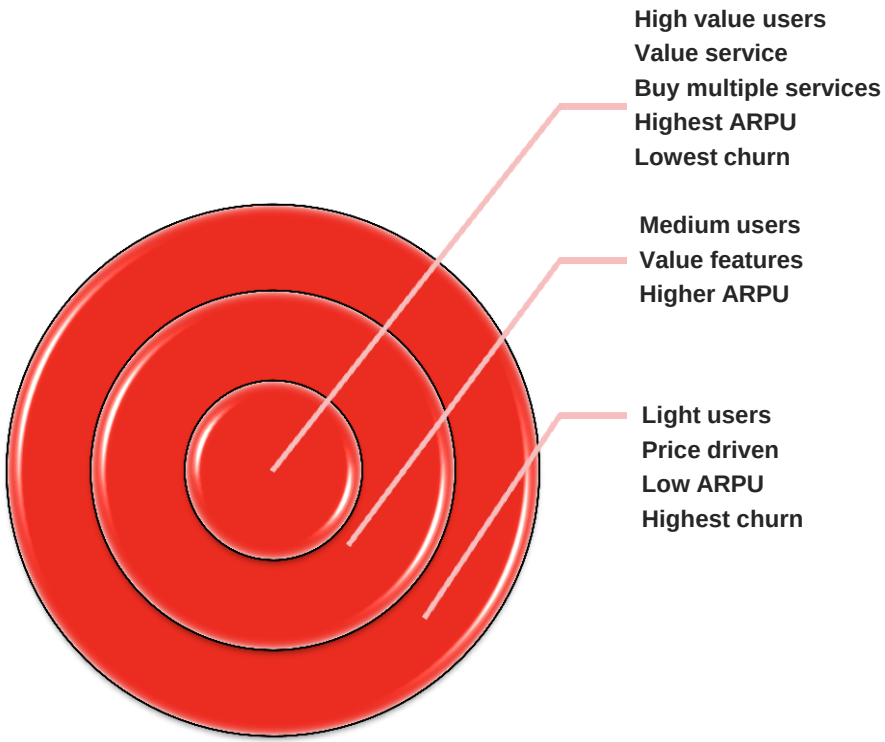
- Cost of transaction can be higher than amount of transaction
- Scalability
- Zero-touch (process cheaper, provision cheaper, less support calls)

Parallels Automation Helps Service Providers

- Broad service components to serve needs of various small business customers
  - Wide range of pre-integrated services
  - Easy to package, add to services catalog, offer new services
  - More and more services with every release
- Flexible business models
  - Multi-tier billing, affiliates/white labeling
  - Up-sell, complete re-branding
- Complete Automation of the Service Provider Business
  - Shopping cart, payments, capacity planning, provisioning, decommissioning, billing – reduce the sale/operations cost
  - Self-service portals – reduce support costs

Opportunities for Service Providers

- The **largest players** are entering the market with **basic services**
- Small businesses often need more **service** from their providers
- You are in an ideal position to provide **service** and **drive activation**



Parallels Automation Helps Service Providers

Messaging & Collaboration

Presence

Domain

Website

SEO

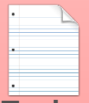
Backup

Messaging

E-mail

Calendar

Contacts



Tasks

AS/AV

Archiving

Team Collaboration

Discussions

Documents

Shared Calendar

Instant Collaboration

Conferencing

IM/Chat

Presence

Voice Chat

Virtual Office

VoIP/DID

PBX

SaaS Applications

pinnaclecart making e-commerce work

UNITY Mobile

OX open-xchange

atmail

PERSONY

VOIPNOW

SUGARCRM THE CLOUD IS OPEN

interspire Web software inspired by you

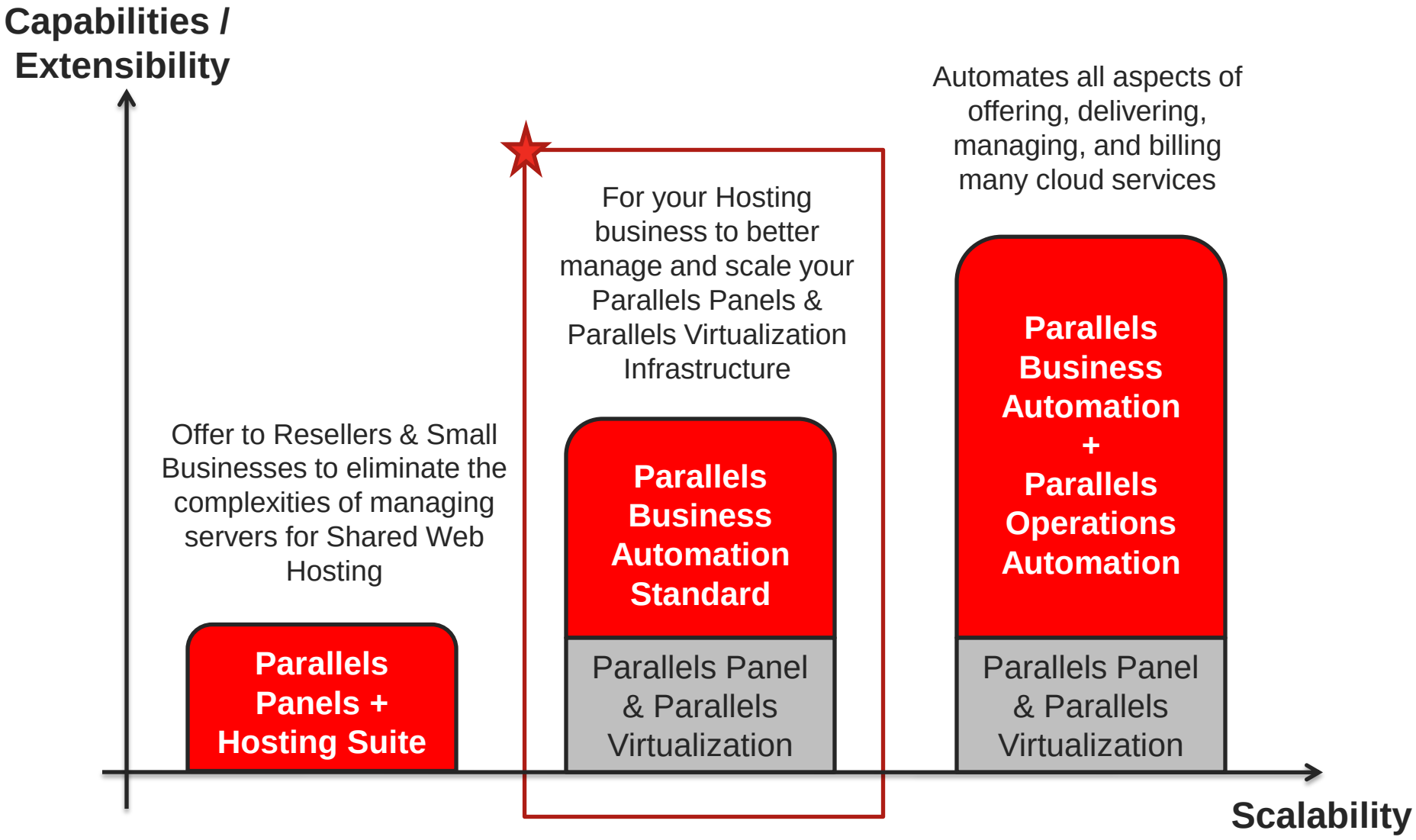
BackupAgent ONLINE BACKUP SOFTWARE & SERVICES

global mentoring

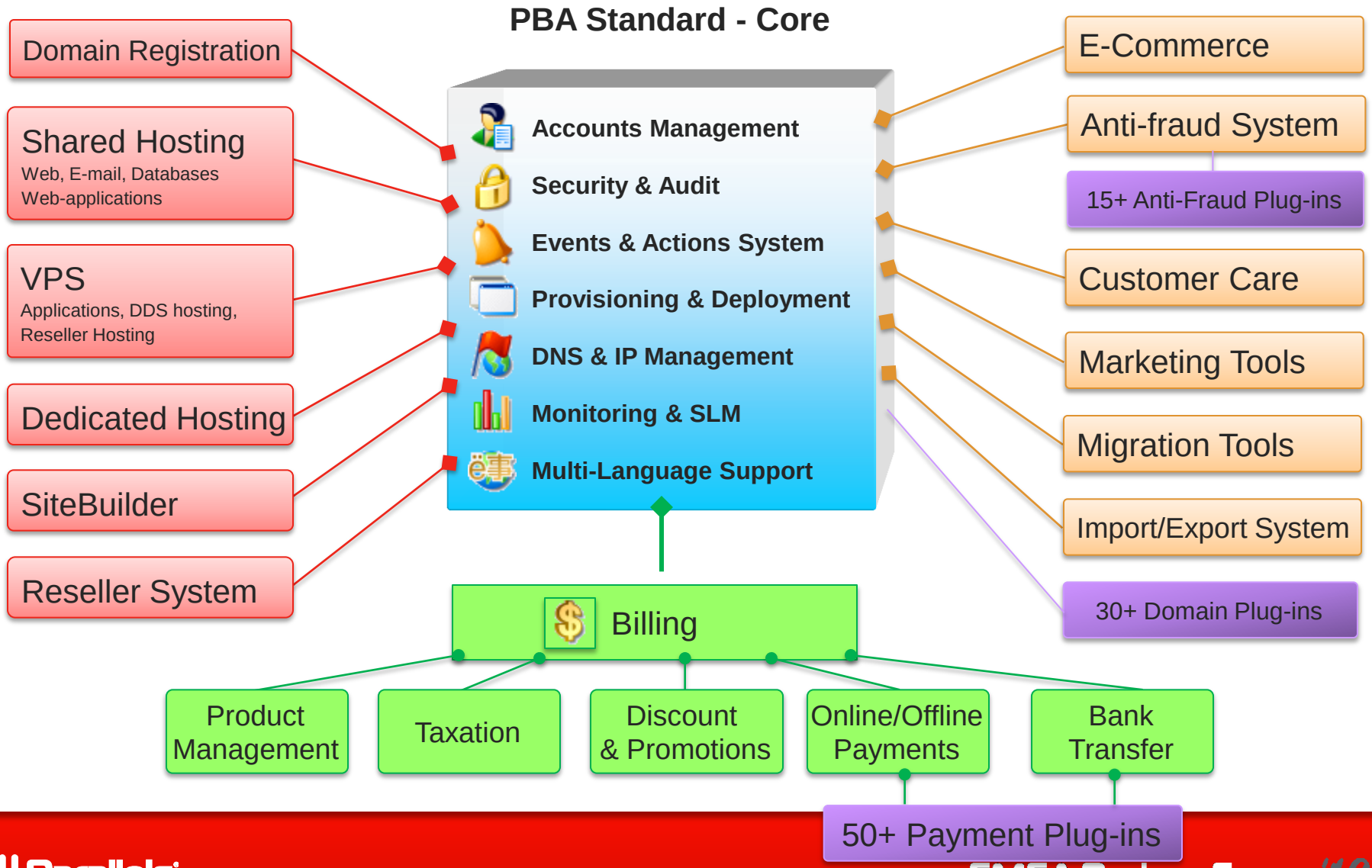
Profit from the Cloud

Parallels Business Automation Standard Update

PBA Standard (HSPC): Where it fits



PBAs: Complete Automation for Key Hosted Services



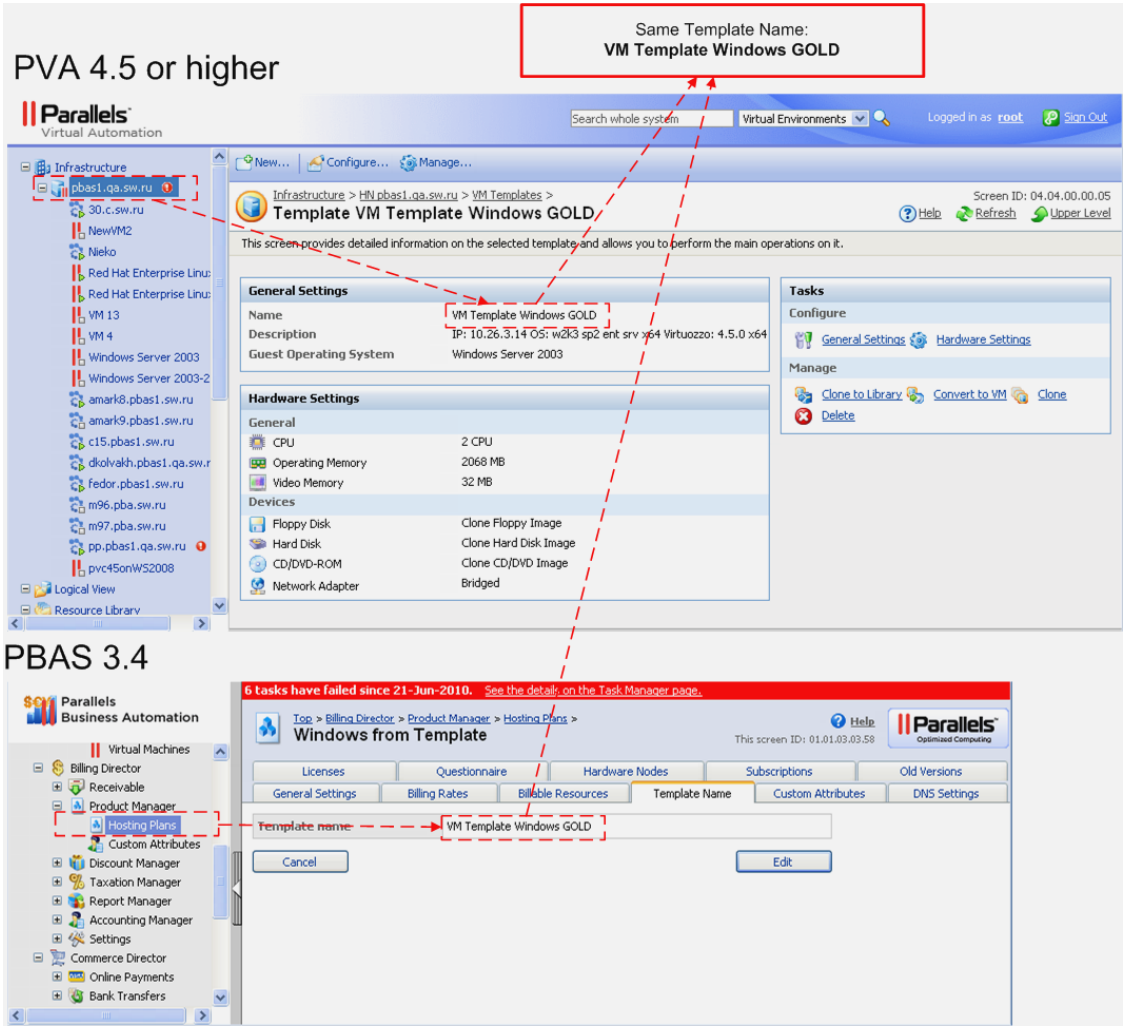
PBA Standard 3.4

What's new in PBAS 3.4 release announced on August, 25th

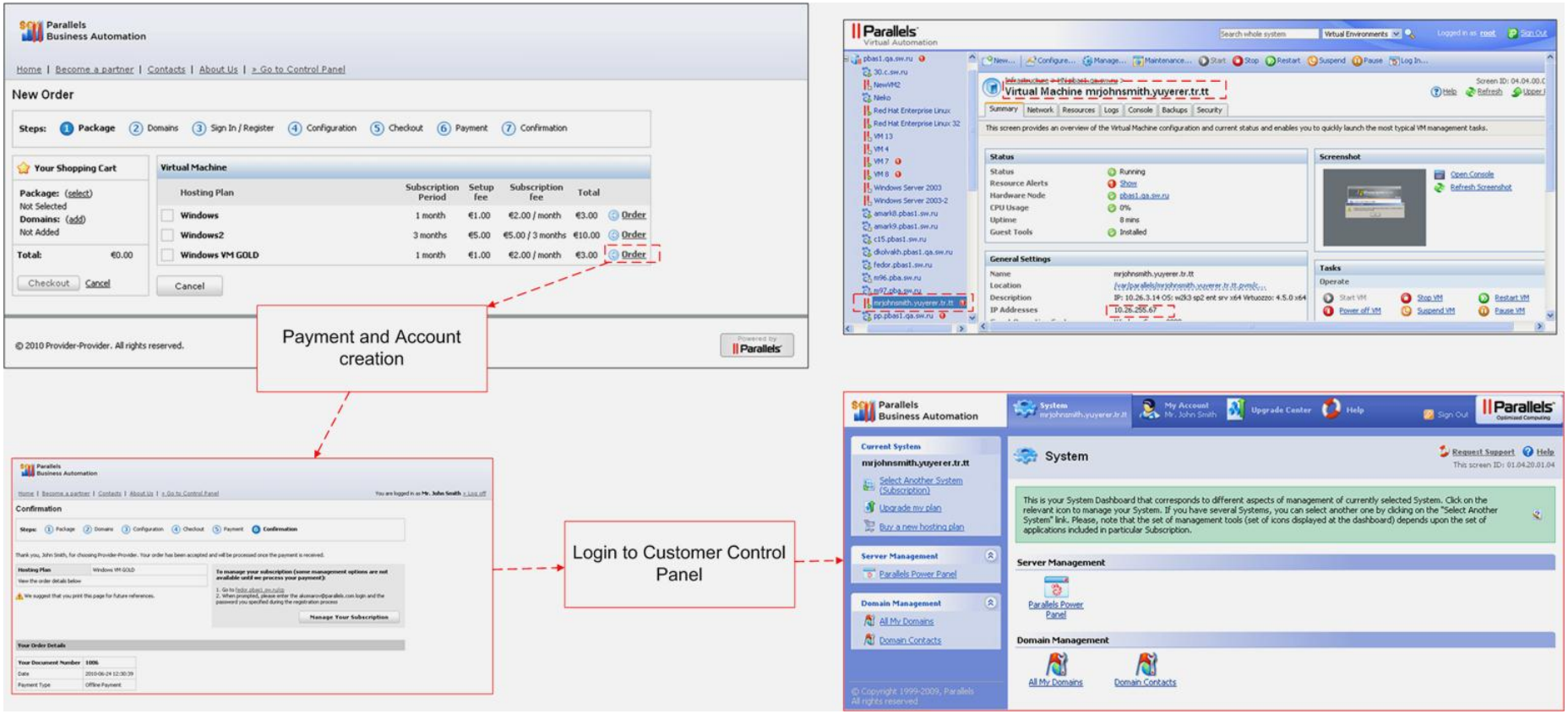
- Support for Parallels Server Bare Metal and Parallels Server for Mac
  - Sell-up, enables Hypervisor based offerings
- Improvements to Online Store
  - Improved Look and Feel, Usability of Purchase Wizard reduces Purchase Dropout
- Support for 3D Security in PayPal
  - More Security/Integrity for PayPal Transactions
- License Key Provisioning for Parallels Plesk Panel 9.5
  - Sell-up, enables PBA-S to support latest and greatest Panel
- IDN (International Domain Name) support for TLD (Top Level Domain) for Dummy Plug-in
  - Added IDN support for TLD for manual 'offline' domain registration: supports national characters in all parts of domain name (including TLD)

PBA Standard: PSBM Support / Configuration

- Provider creates VM Template using PVA
- Provider creates Hosting Plan pointing to VM Template



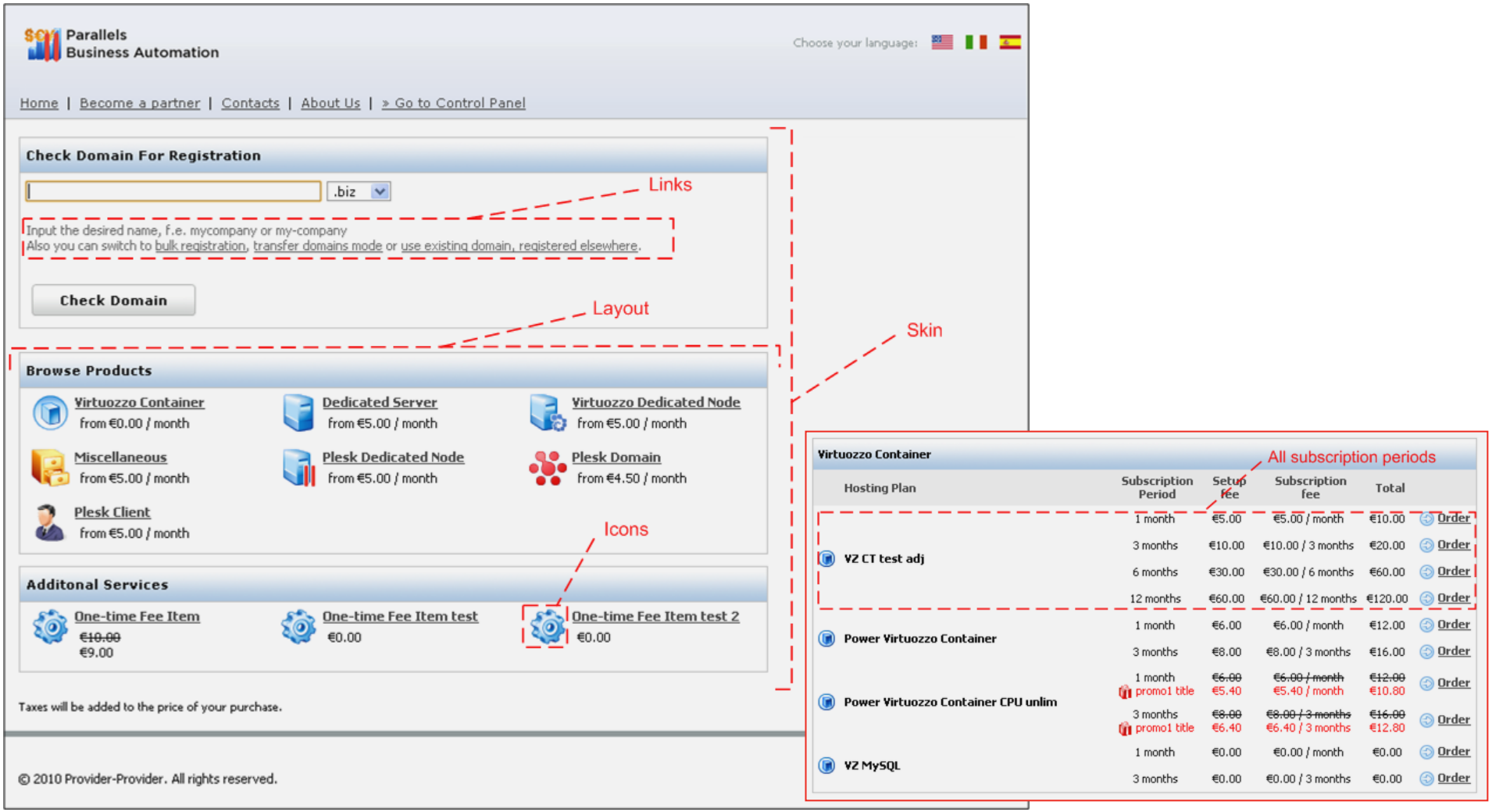
PBA Standard: PSBM Support / Ordering VM



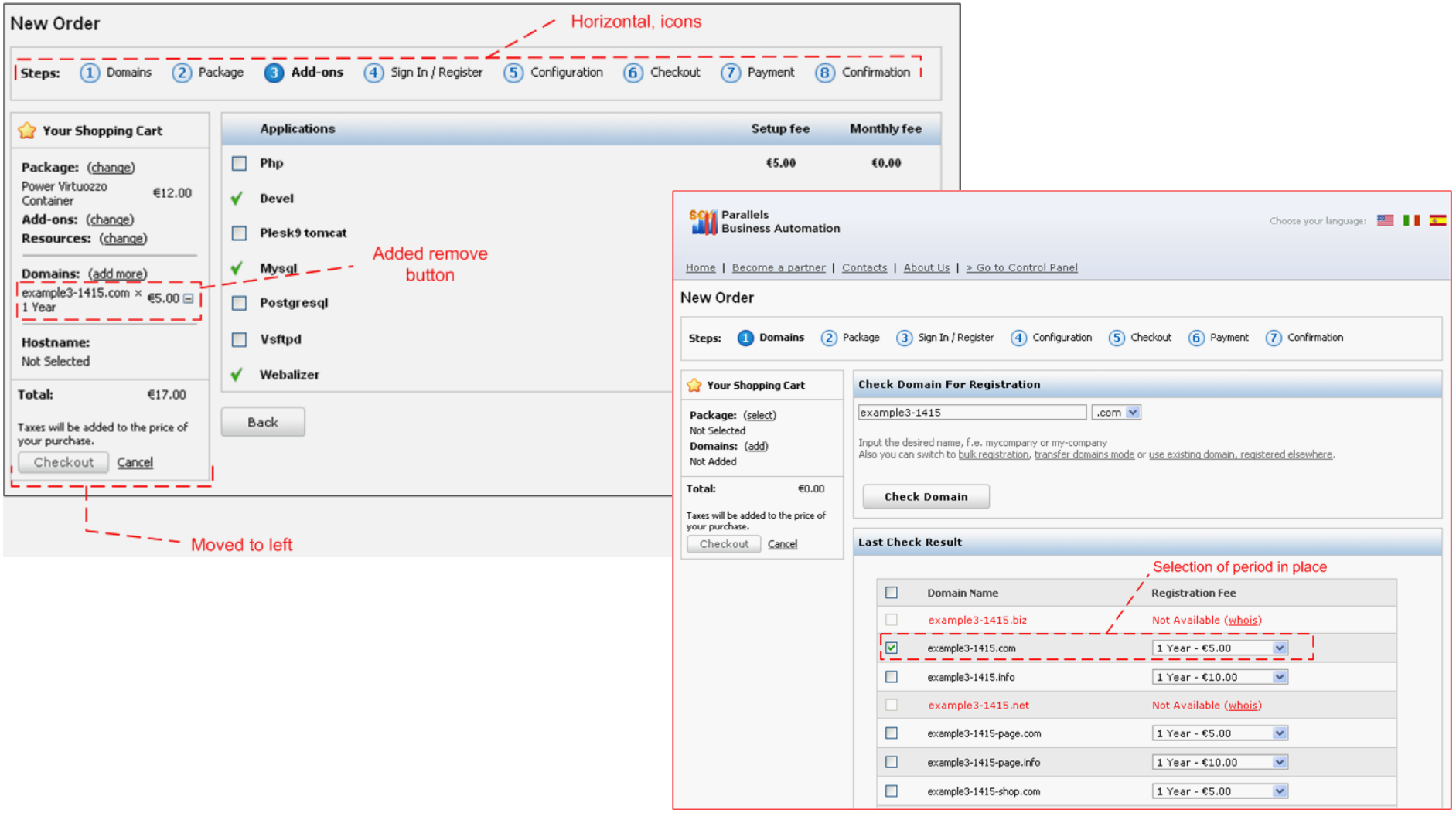
PBA Standard: Online Store Improvements (30+)

- General improvements: navigation, new skins, look and feel
- Domains page: configuration options of the tld offer, improvements of domain check results
- Hosting page: plan period selection improvements, showing prices for each period, look and feel
- Shopping cart: only significant details are shown, option to combine Checkout and Payment selection pages, the total amount auto update, items from the cart were removed
- Payment page: option to show included add-ons, resources
- Others: the product list layout improvements; multiple show/hide options: skip add-ons, hide included add-ons, hide resources, hide root password, advanced configuration, hide DNS hosting, hide hostname selection

PBA Standard: Online Store / Screenshots



PBA Standard: Online Store / More Screenshots



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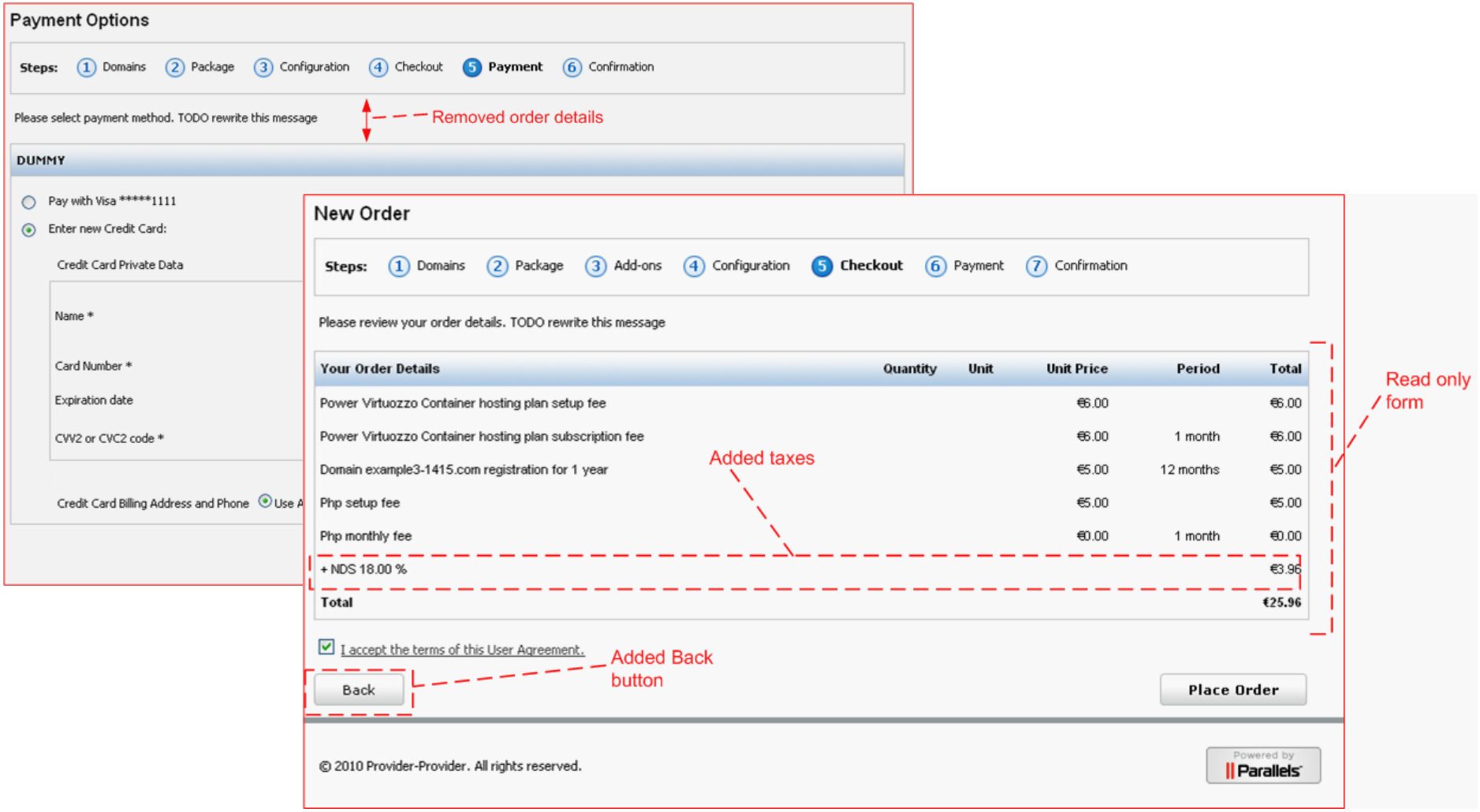
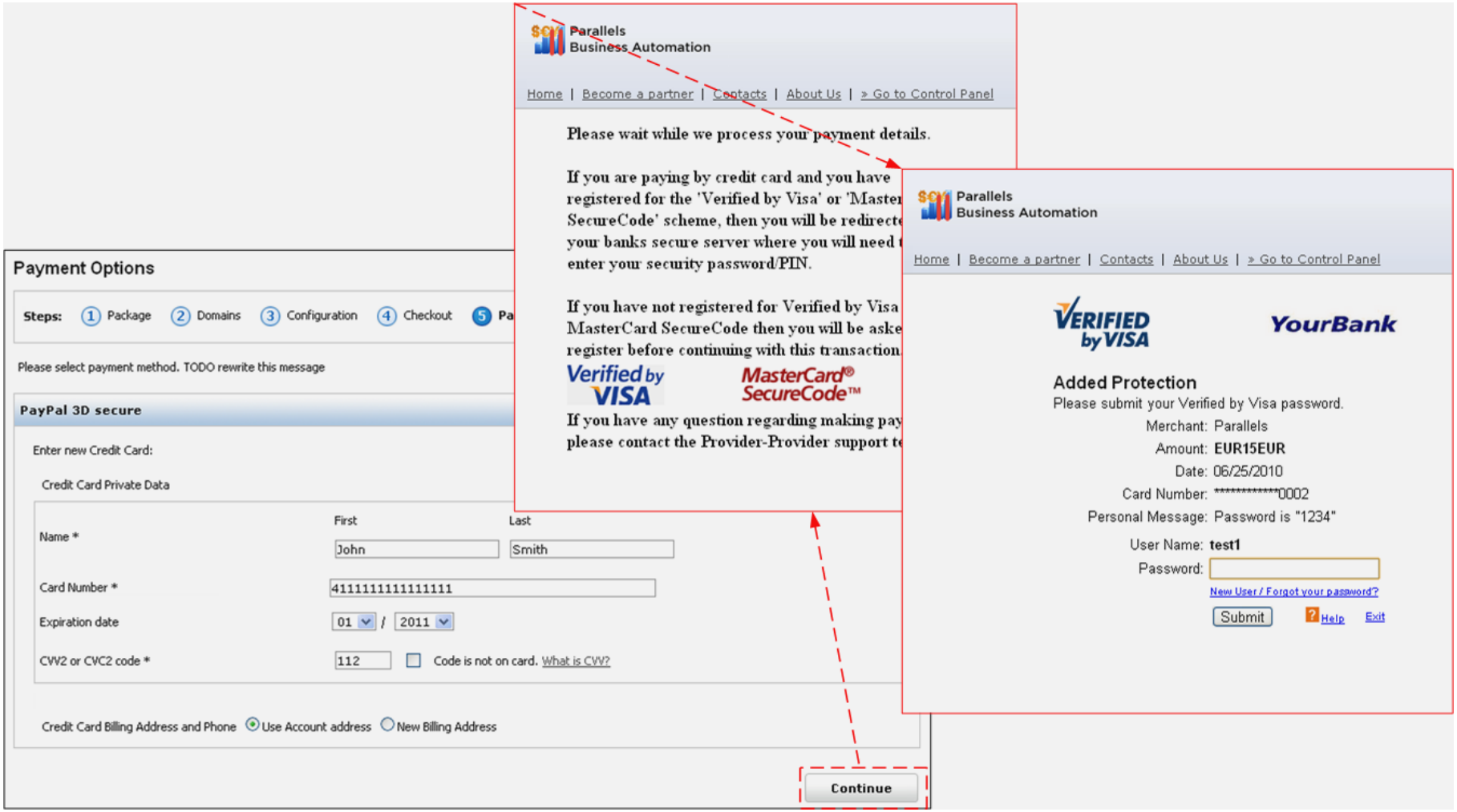
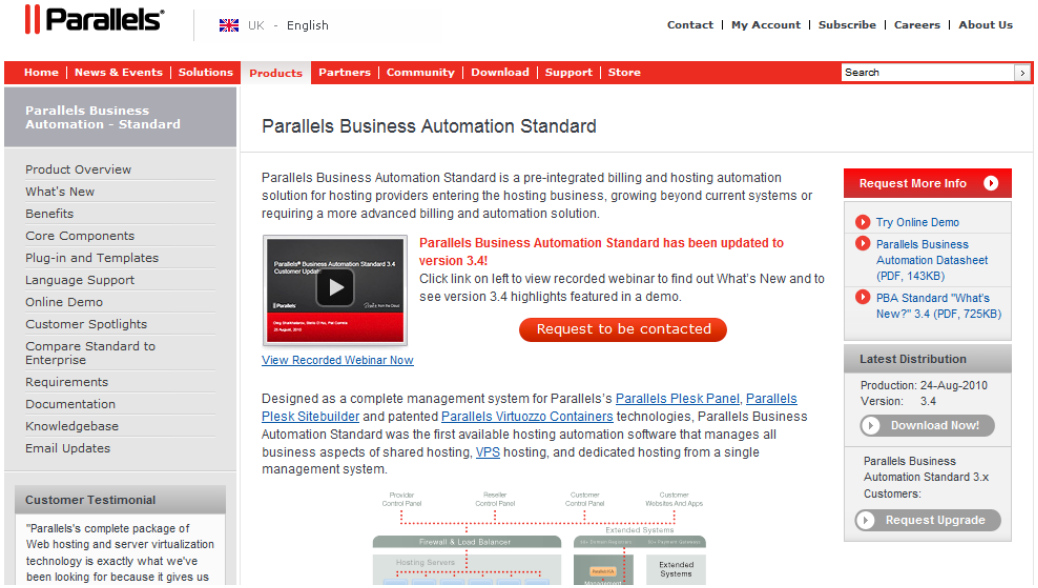


PBA Standard: 3D Secure in Paypal



PBA Standard: Upgrading

- Download the latest build from the web
  - www.parallels.com/products/pba-standard/
- There is no charge for current customers
- License to upgrades from knowledgebase
  - http://kb.parallels.com
  - Parallels Automation → Parallels Business Automation Standard



"Automating server management and hosting tasks while keeping costs low is a fundamental challenge for every Web hosting business. Parallels's complete package of Web hosting and server virtualization technology is exactly what we've been looking for because it revolutionizes the way we do business, giving us the opportunity to **better serve our current customers while attracting new business and expanding** our shared-hosting options "

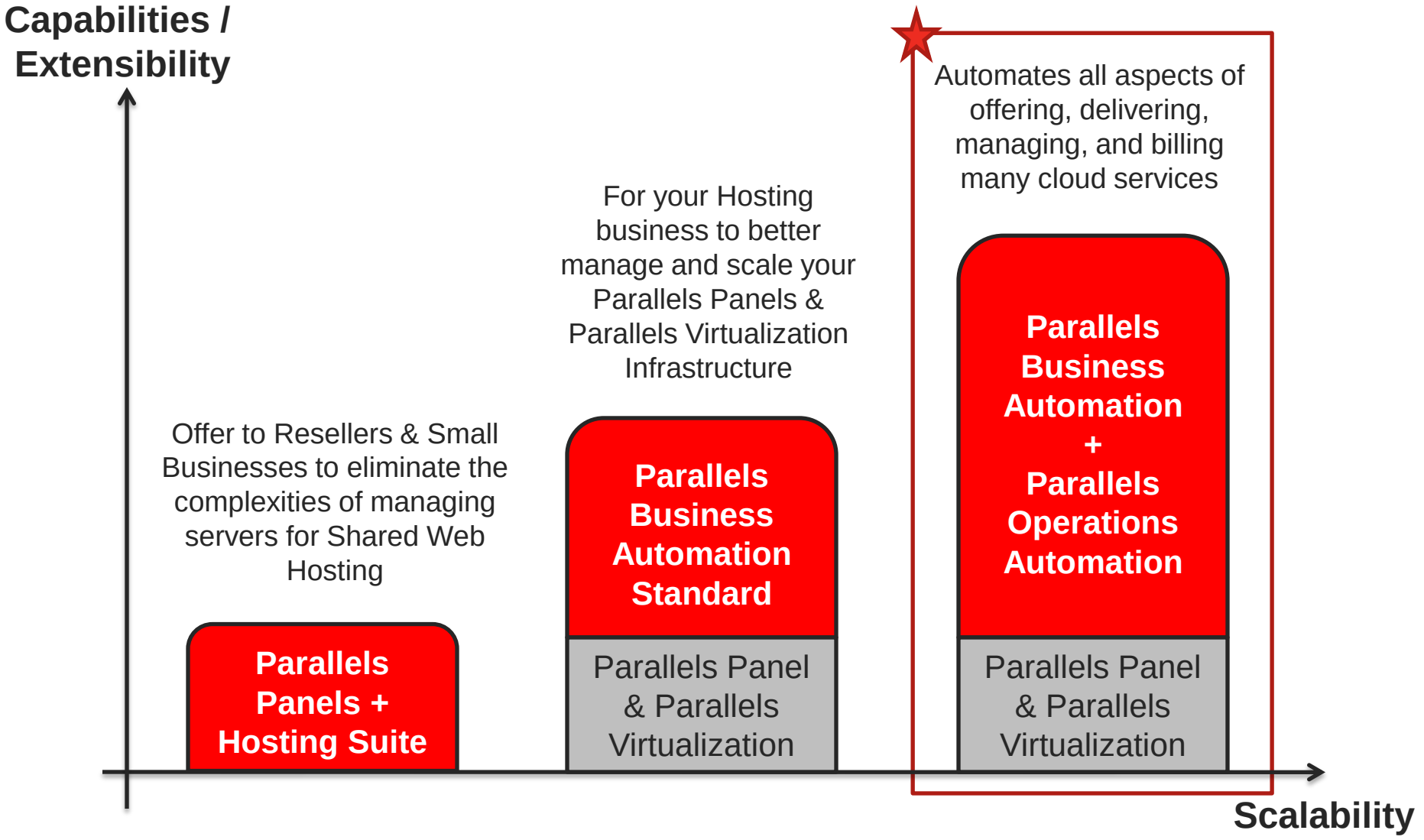
Thomas Strohe,

Founder of SERVER4YOU, Inc.

Profit from the Cloud

Parallels Automation Update

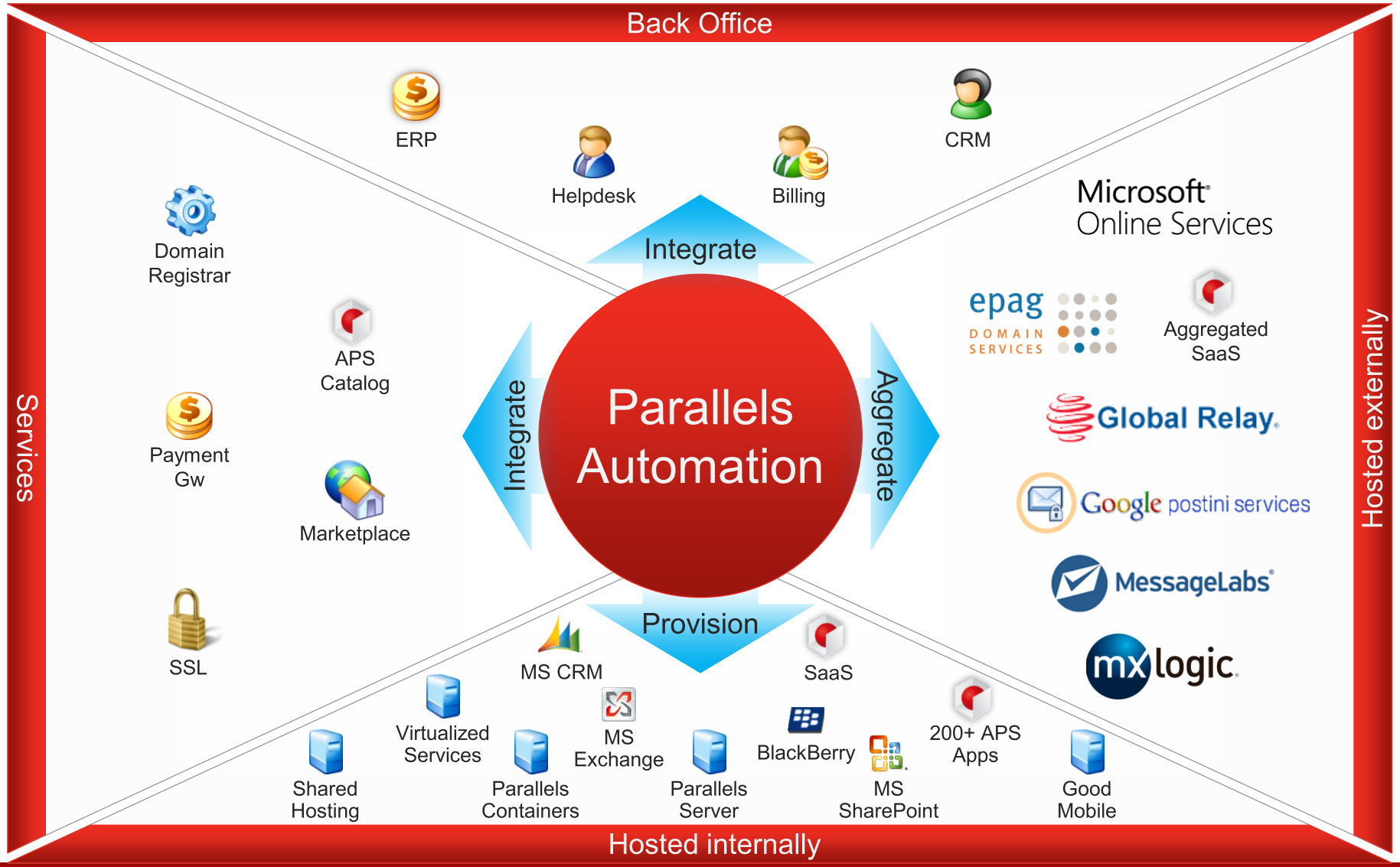
Parallels Automation: Where it fits

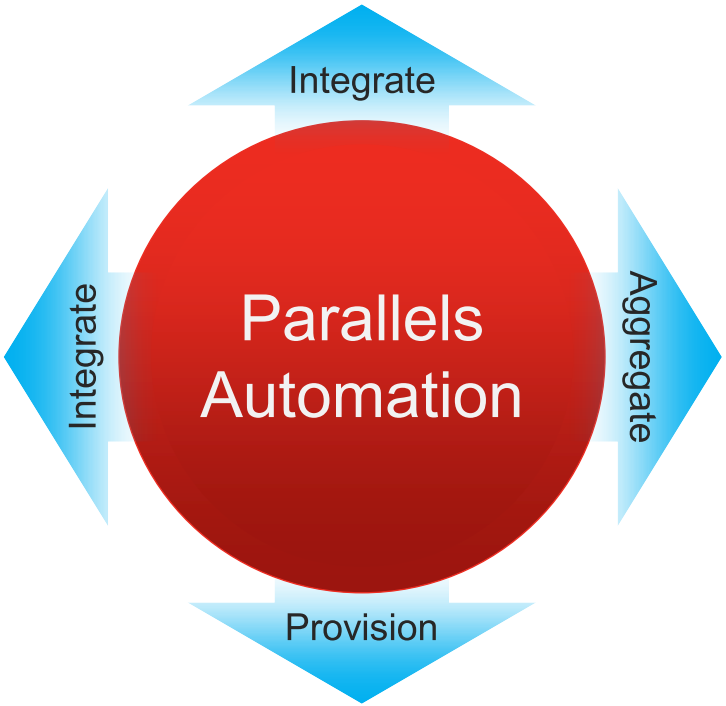


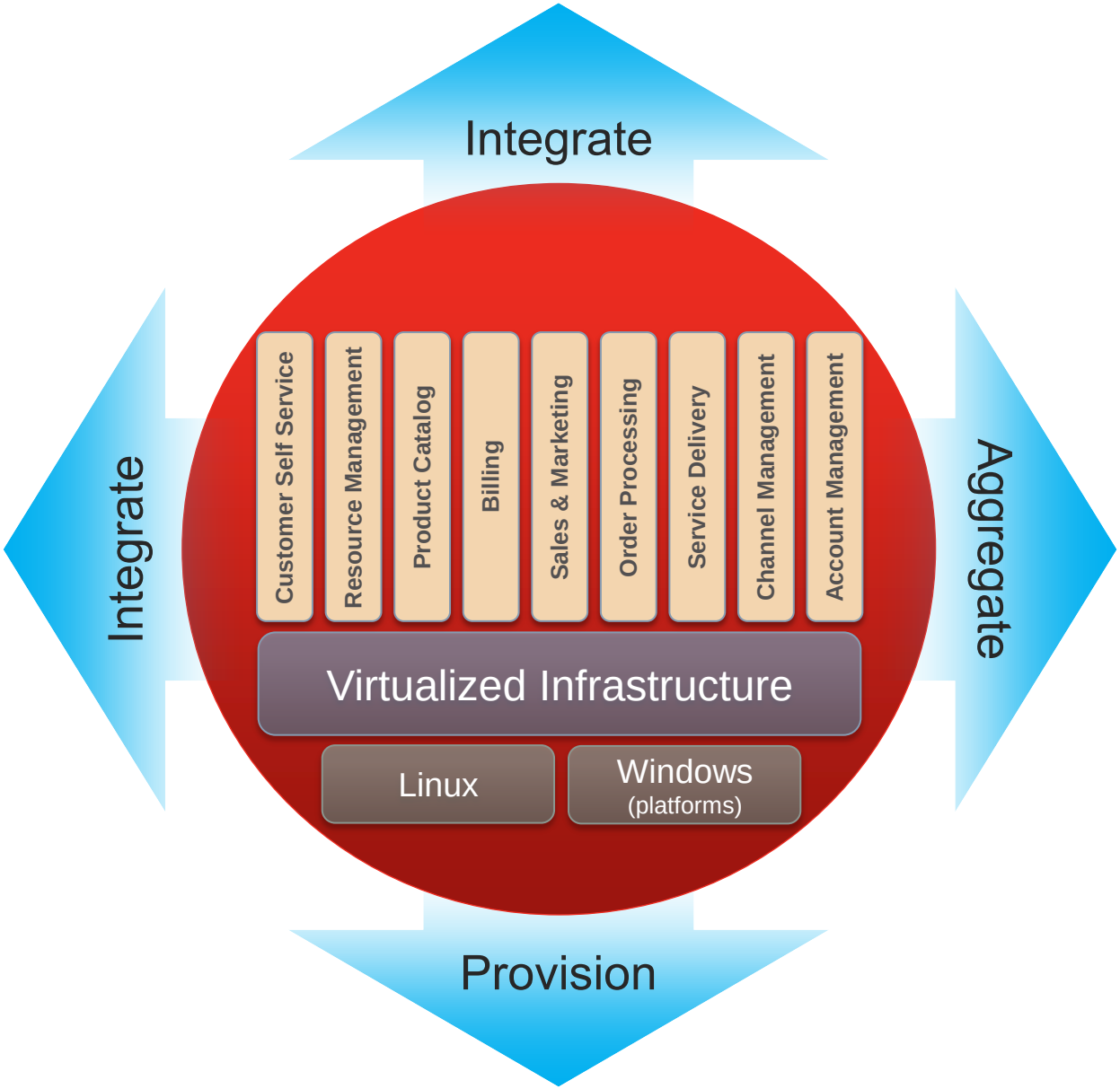
Parallels Automation

Parallels Automation is a cloud service delivery system that allows you to quickly launch and profitably deliver the cloud services demanded by small business

The Parallels Automation Ecosystem




Integrate
Integrate
Parallels Automation
Aggregate
Provision


Integrate
Integrate
Aggregate
Provision
Customer Self Service
Resource Management
Product Catalog
Billing
Sales & Marketing
Order Processing
Service Delivery
Channel Management
Account Management
Virtualized Infrastructure
Linux
Windows
(platforms)

Increase Revenue Per User: More Services

Enable New Services

Shared Hosting	Provides customer self-service, upgrades and billing. Supports both Windows and Linux platforms. Next generation Linux shared hosting.
VPS	Integrated with Parallels Virtuozzo Containers to dynamically allocate resources and software applications among VPS servers.
Microsoft Exchange	Automated ordering, provisioning, billing, and self-service control panels for Exchange 2007 and 2010.
Open-Xchange	Affordable Alternative to Microsoft Exchange
Microsoft OCS	Microsoft Office Communication Server
Mobile Access	BlackBerry, Good, Windows Mobile
Messaging Security	MessageLabs, mxlogic, Google postini services
Message Archiving	Global Relay
Microsoft SharePoint	Automated ordering, provisioning, and billing for SharePoint sites. Integrated delivery with Exchange. Track users and site storage.
MS Dynamics CRM	Automated provisioning of Dynamics CRM accounts and users.
SaaS	Delivery platform for web apps packaged in APS, multi-tenant apps (e.g. Exchange, CRM), & traditional (single tenant) apps.
Dedicated Hosting	Bare metal provisioning, IP address management, remote re-boot, and automated re-imaging from a customer control panel.

Unique breadth of systems automation. Delegated management of all IT and services on large scale and complete back office automation

Automation Updates – New This Year

Parallels Automation software suite

- Parallels Operations Automation 5.1
  - ✓ Exchange 2010 e-mail
  - ✓ OCS 2007 R2 unified communications
  - ✓ Linux Shared Hosting Next Generation
- Parallels Business Automation 5.0
  - ✓ PCI Payment Application DSS certification

Parallels Business Automation Standard 3.4

- ✓ Parallels Server Bare Metal support
- ✓ Plesk 9.5 licensing support
- ✓ Improved customer support

Parallels Automation - Exchange 2010

Leader in Business E-Mail market

Benefits for Cloud Provider

- Attracting new customers the hot and new Business E-mail platform
- Migrating existing customers from Exchange 2007
- Saving on TCO due to performance and reliability improvements
- Offering larger mailboxes with new storage architecture

Benefits for Small Business

- Choosing from wider range of desktop platforms with new OWA
- Increased efficiency of daily tasks thanks to OWA and Outlook usability improvements
- Leveraging social networks business potential with Outlook Social Connector

Parallels Automation - Unified Communications

Benefits for Cloud Provider

- Reducing customer churn with sticky services
- Upselling existing OCS and Exchange customers
- Getting competitive advantage with wider range of add-on services

Benefits for Small Business

- Getting enterprise-grade UC solution without infrastructure investments
- Optimizing business processes with integrated communication media
- Reducing IT administration burden with a single control panel

Microsoft® Exchange Server 2007

Microsoft® Office Communications Server 2007 R2

Parallels Automation - Open-Xchange

Business-Class Email and Collaboration

Benefits for Cloud Provider

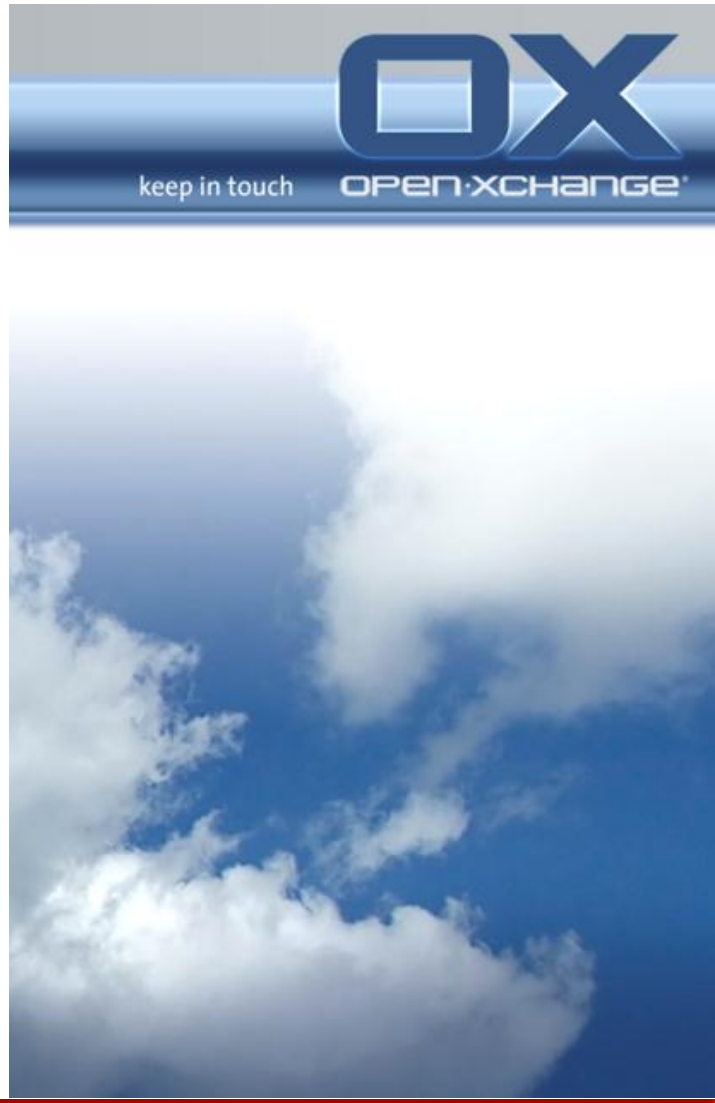
- Increased Linux mail customer retention
- Reduced support load thanks to customer portal
- Upselling existing Linux mail customers with advanced email security services

MessageLabs SYMANTEC HOSTED SERVICES

McAfee MX Logic

Benefits for Small Business

- Increased personal and team productivity with PIM, mobility, and groupware functions
- Advanced spam and malware protection for a fraction of the cost of an on-premises solution
- Simplified communication by pulling together distributed contact data from social networks



Parallels Business Automation – PCI Compliance & SDK

Audited Security

- Application, Code and Processes audited by Trustwave provides peace of mind to Parallels Automation partners

Faster PCI Compliance

- With PA-DSS compliance Parallels Automation partners can complete their own PCI compliance faster and easier

SDK for Domain Plug-ins

- Providers, Integrators and Registrars can easily extend PBA themselves by writing custom Domain plug-ins

Parallels Business Automation – Promotions & Billing

Percentage-based Promos

- Run more flexible promotions with a mix & match of percentage discounts and fixed price

Promos for Add-Ons

- Create promotions on Resource-level to offer special pricing for add-ons like mailboxes or disk space

Bill for external Services

- Bill for any external services through PBA and provide your customers a single point for invoices and payments

Parallels Business Automation – Usability

Customer Dashboard

- New customer dashboard provides a clear overview on the account and single entry point for frequently used functions

Wizards and scenarios

- Multiple new wizards were created to improve the top usage scenarios provided by Automation partners

Localization

- Updating product descriptions with up to 8 languages conveniently from a single screen increases speed to localize your offerings

Shared Hosting NG Service Module

VPS level isolation with simplicity of Shared Hosting

High availability and increased stability

- Achieve up to 99,999% availability
- Performance degradation on overload instead of faults

Site isolation for high SLAs

- Every site is limited by CPU, RAM, bandwidth
- VPS like fair CPU scheduling
- Different site limits/SLA for different users

Simple Maintenance

- Zero Downtime Maintenance
- Seamless capacity management
- Top resource consumers reporting

Reduce OPEX

- By consolidating servers with 5-10x in density of websites
- With very simple servers upgrade and replacement

Parallels recommends

ProLiant DL160 G6
24G RAM, 2x Intel 5520, 250G SATA

PowerEdge R410, C6100
24G RAM, 2x Intel 5520, 250G SATA

- Faster time to market
- Up-selling and cross-selling
- Grow customer satisfaction improving the customer experience

Business Opportunity

- Sustain growth while staying profitable
- Transform from pure-play hoster into 'software-plus-services' provider

Results

- Tripled run rate, 100% uptime since launch
- Successfully migrated existing customer base from the legacy platform

Parallels Partnership

- Parallels Automation for Hosted Exchange, SharePoint
- Add-on services including BlackBerry

Business Challenge

Internally developed system required many people. New service deployment took in excess of a year to rollout, and were costly.

Parallels Partnership

Parallels Automation for Shared Hosting for 24,000 accounts. Expanded to Hosted Exchange for 170,000 mail boxes

Result

- Decreased time to market by 90%
- Increased profitability by 70%

"We selected Parallels because PA was able to manage an architecture where mail resources were available in a mail cluster, DNS resources were available in a DNS cluster, and so on. Parallels Automation provided the ability to create a single customer plan from resources located on separate application clusters.

In addition, we were able to customize the look and feel of the control panel to meet our strict branding requirements."

Joost Pisters, Carrier Business Consultant, KPN

Profit from the Cloud

Leveraging PBAS and PA together

When to Use PBAS and PA Together

Growing your business with multiple services

Hosting PBAS & PA

- You have PBAS
- You want to grow aggressively with multiple services
- Add POA to your automation and maximize margin per user

PBAS + PA Syndication

- You have PBAS or are new to PBAS
- You want to add new services, starting with Microsoft Exchange
- You want to leverage services syndicated by 3rd parties

Thank you!

- Automation systems have thousands of features – please let us develop them for you
- Please find me and talk to me about your automation needs
- Questions or comments
  - lhertig@parallels.com

Q&A