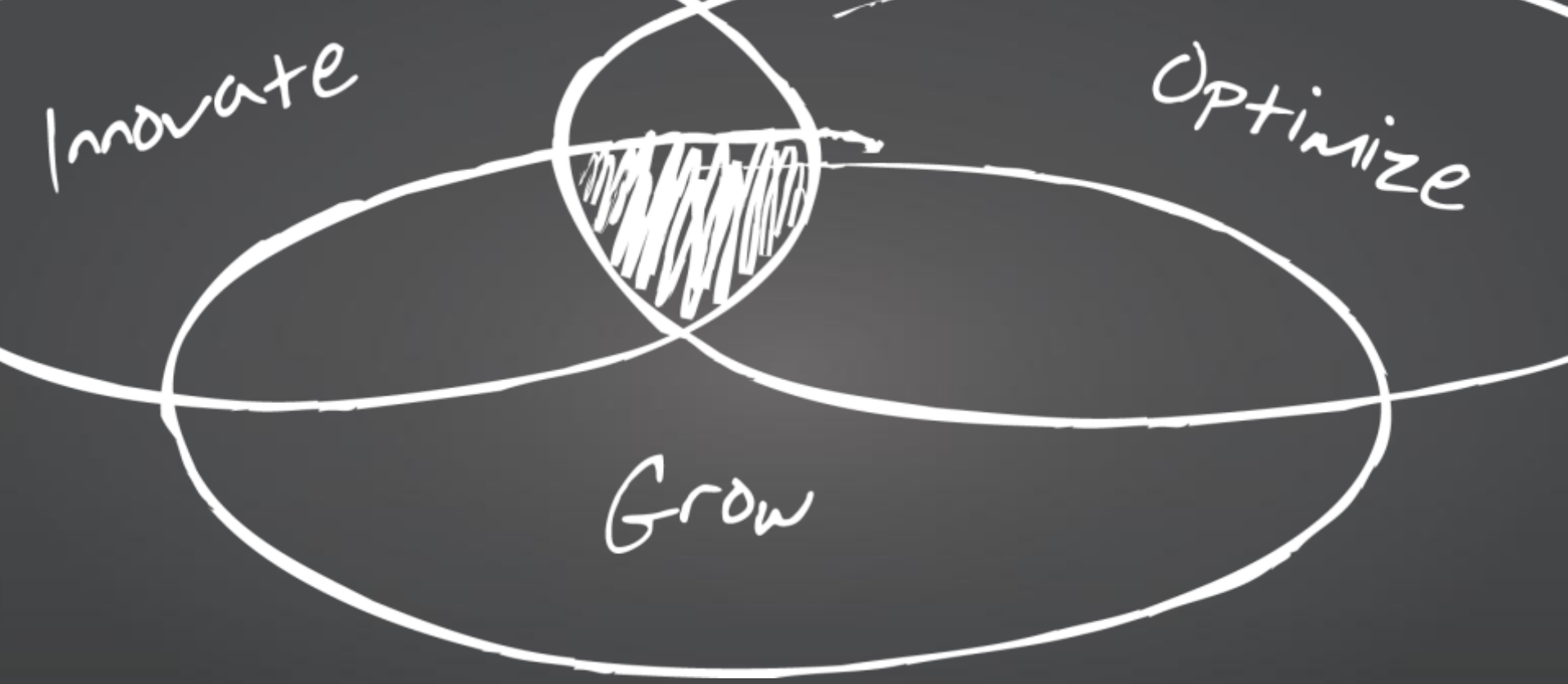


Parallels®

EMEA Partner Forum '10

Parallels Plesk Family

Introducing Parallels Plesk Version 10 – RTM on Oct 5 and GA on Nov 2

Parallels Plesk Panel Family

Parallels Plesk Panel 10 & Small Business Panel

- Solutions
- More Complete

Not only control panels anymore

Solutions

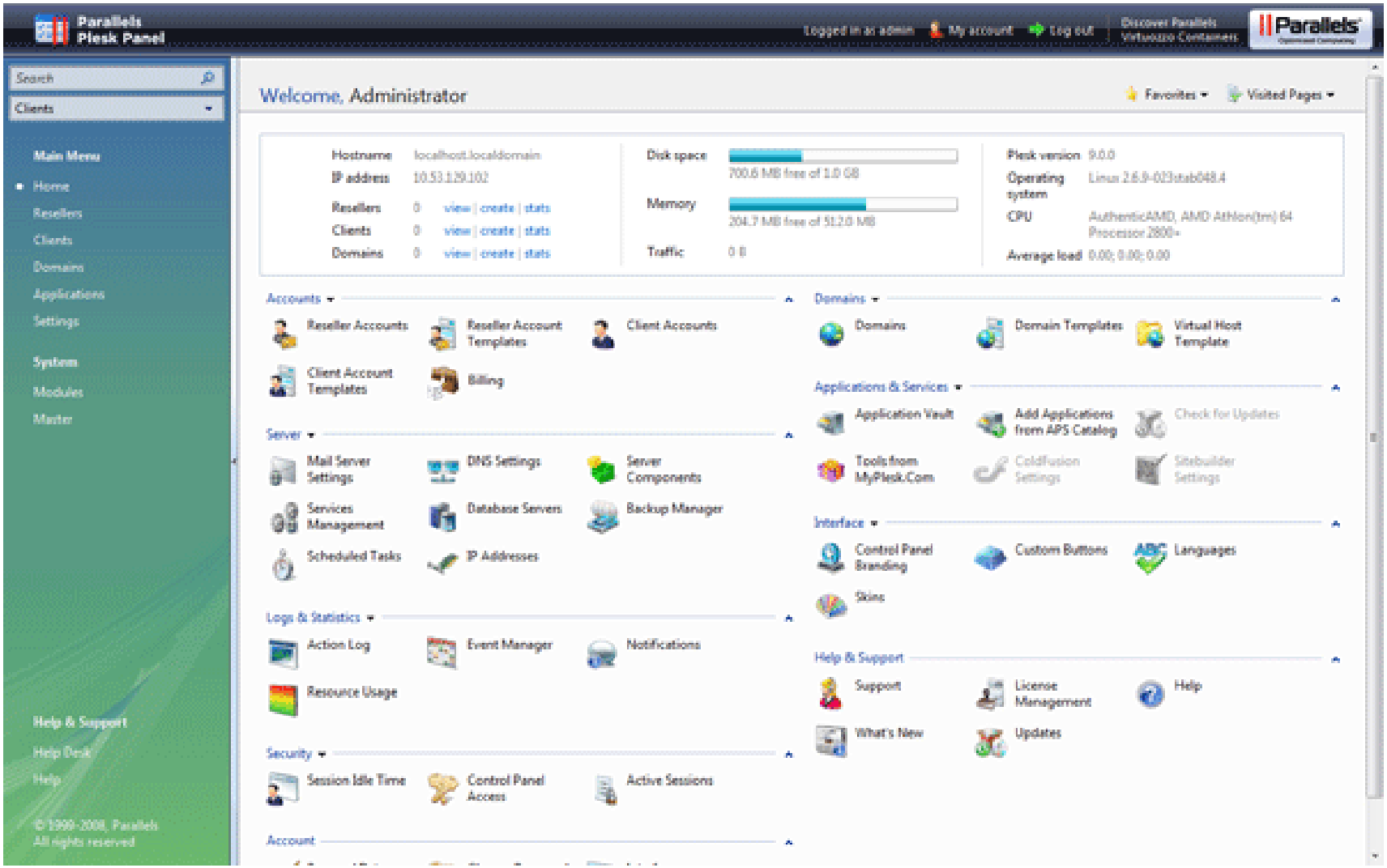
- **To Shared Hosters**: More complete solution for single-server Hosting
  - NEW: Includes Customer & Business Manager 1000 & SiteBuilder 100
  - NEW: Sell “Mobile Websites” as an add-on in Service Plans
  - NEW: Offer Site Isolation with FastCGI, and (with Cloud Linux) Jail Shell
- **To Resellers (through Partners)**: Easily sold on a Per Server basis
  - Each server has all the logical server loads to run VAR/Value-added Hosting
- **To VPS/Dedicated Partners**: Optimized control panels (best for PVC)
  - More Choice: Plesk Panel (NEW Power User mode) *or* Small Business Panel

- **From you To:** Resellers/VARs – Easier UI for running a business
- **From you To**: End Users – best solutions per Customer Type
  - Shared Hosting – NEW intuitive, tab-based UI
  - Power Users - NEW full power without Shared Hosting overhead
  - Small Business – gets simpler Solution with available File Sharing

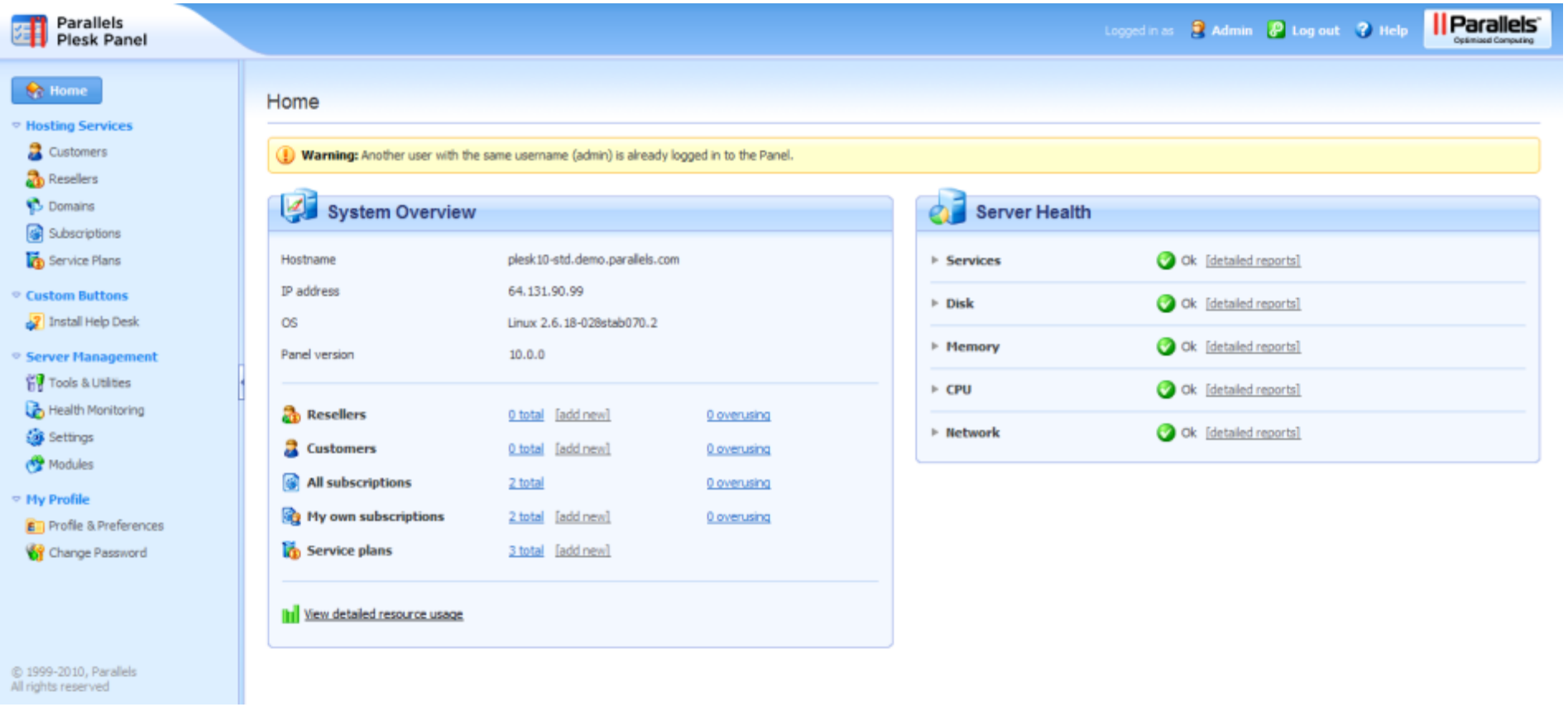
Shared Hosters:
Make More Money with Add-on Sales

Shared Hoster Experience Improvements

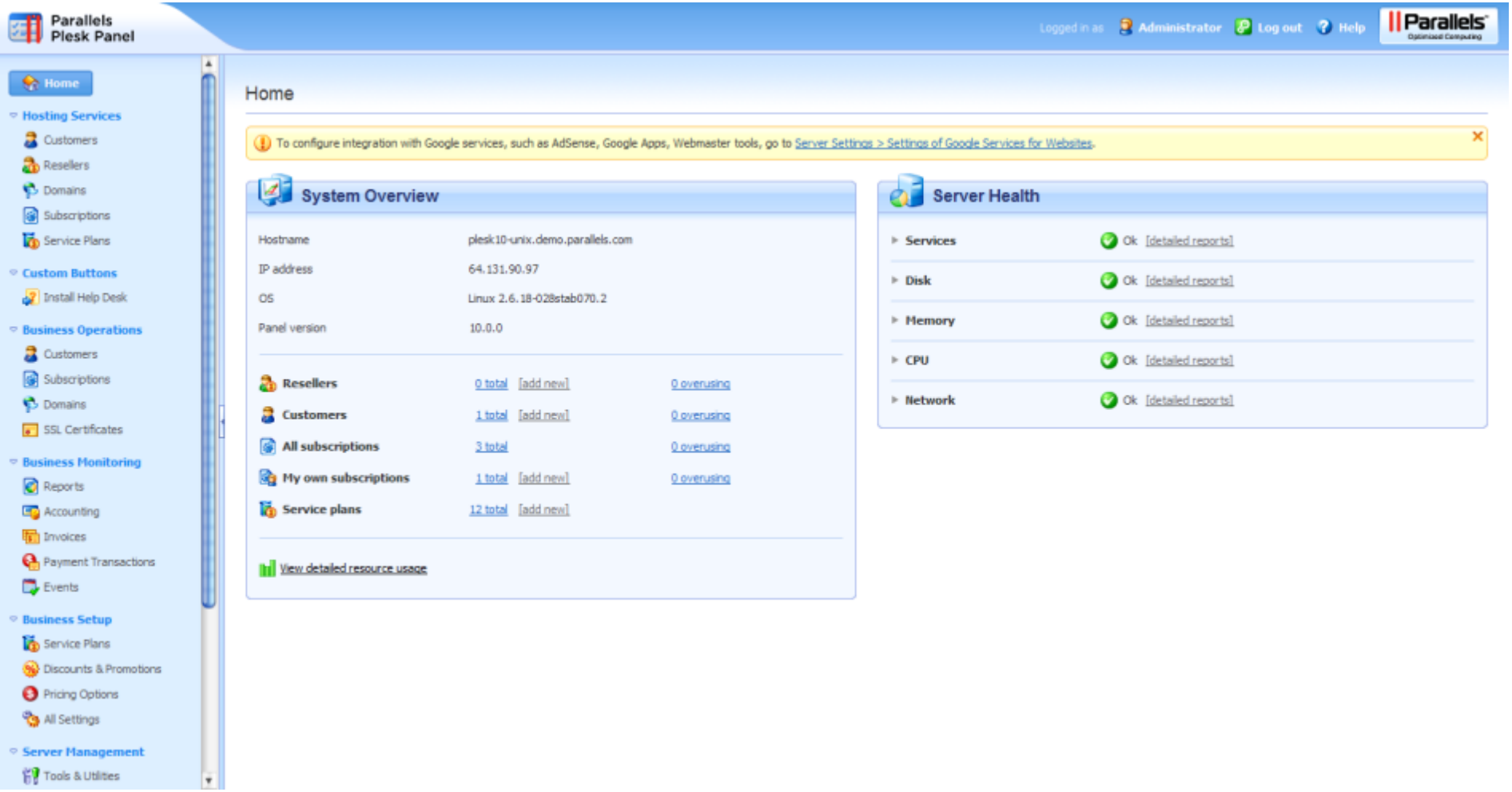
Shared Hoster Experience - Before



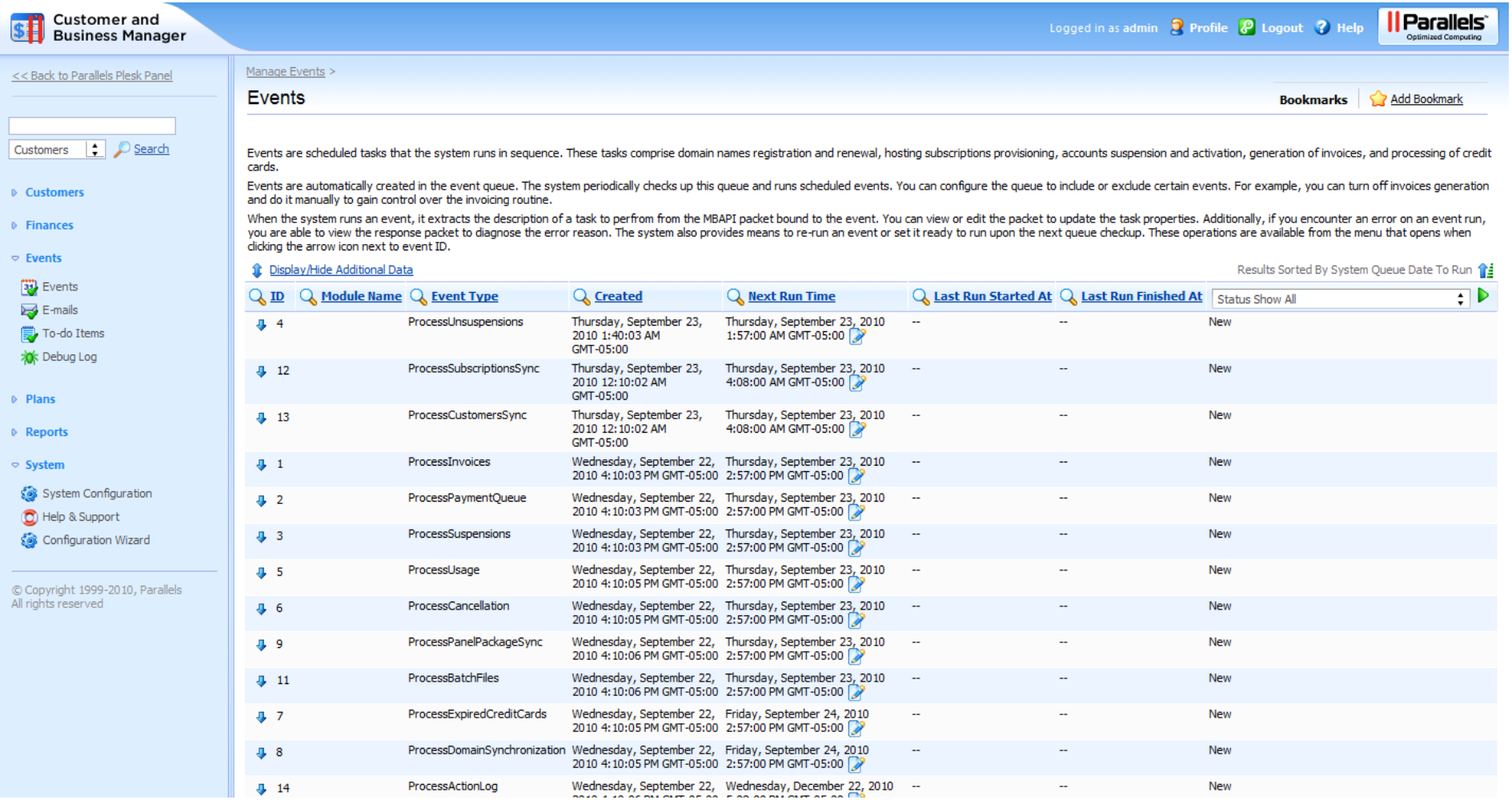
Solution: Shared Hoster Experience – Plesk 30/100



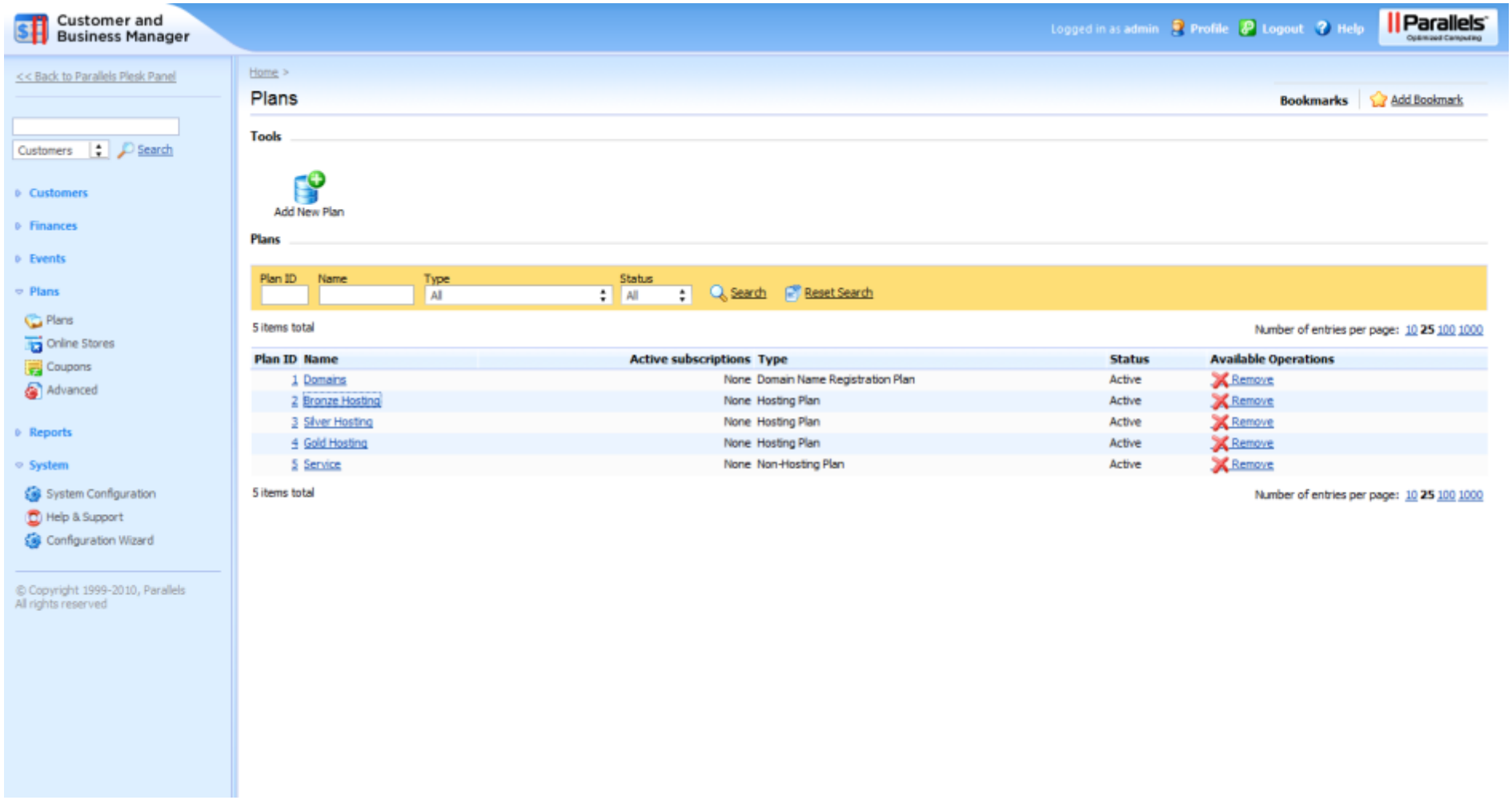
More Complete: Shared Hoster Unlimited License



More Complete – Customer & Business Manager



More Complete – Customer & Business Manager



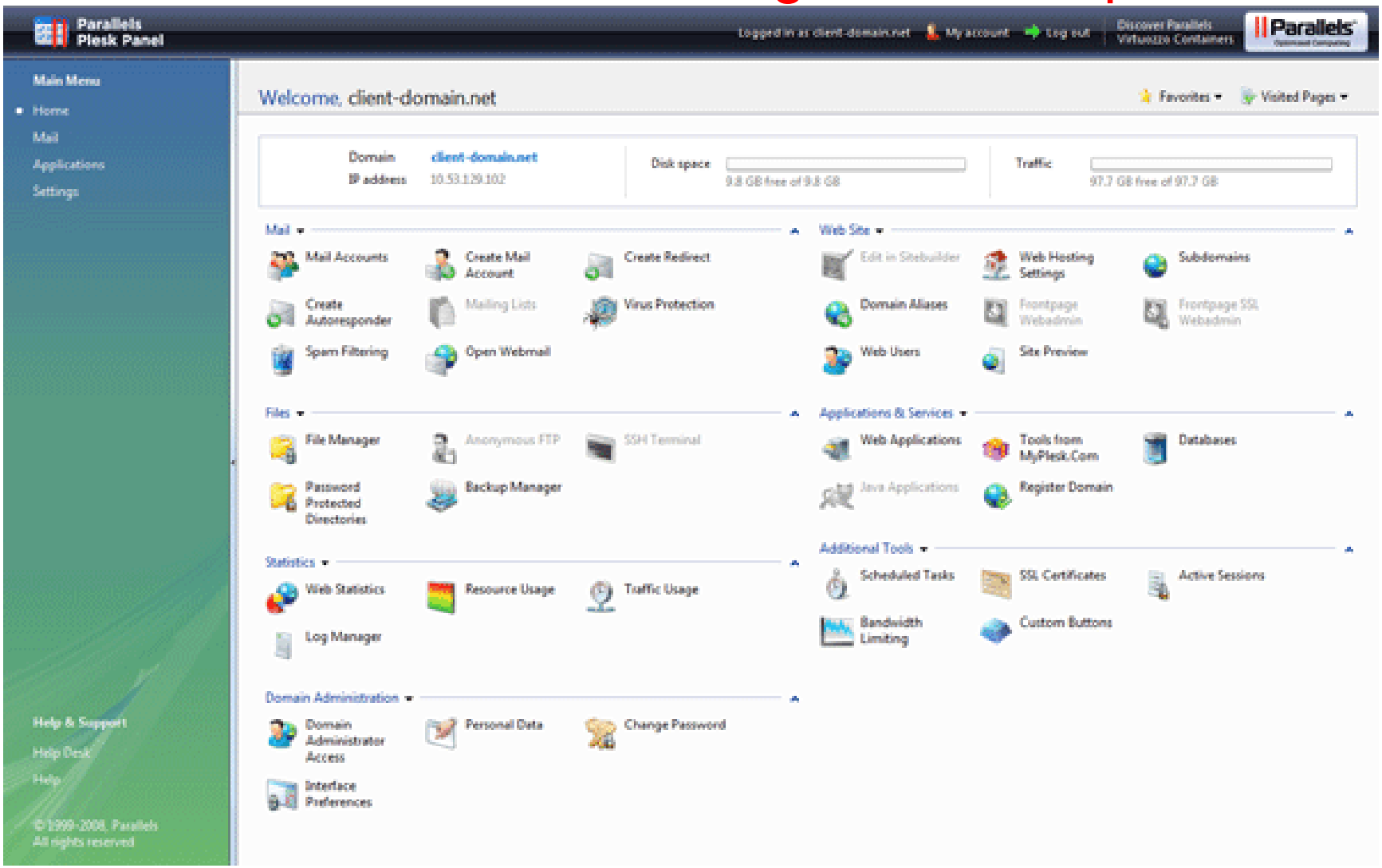
Why Shared Hosters will love Parallels Plesk 10

- Optimized Security, Performance, and Density
  - **Site Isolation with FastCGI;** Cloud Linux support
  - PCI Compliant Panel and Billing system
- Modern Hosting Model for best Future Growth Path to PA:
  - NEW Subscriptions with Multi-Domain Allocations – starts path toward PA
  - NEW Service Plans for future rich services (e.g., Hosted Exchange, etc)
- Multiple Add-ons to the Sale increases ARPU
  - **SiteBuilding and Mobile Websites**
  - Plus…Provider Storefront
  - Plus…Domains & Certs
- Cost & Churn Reduction
  - **Integrated Customer & Business Manager** (1000 accounts free)
  - Great End Customer experience & Applications lower Churn

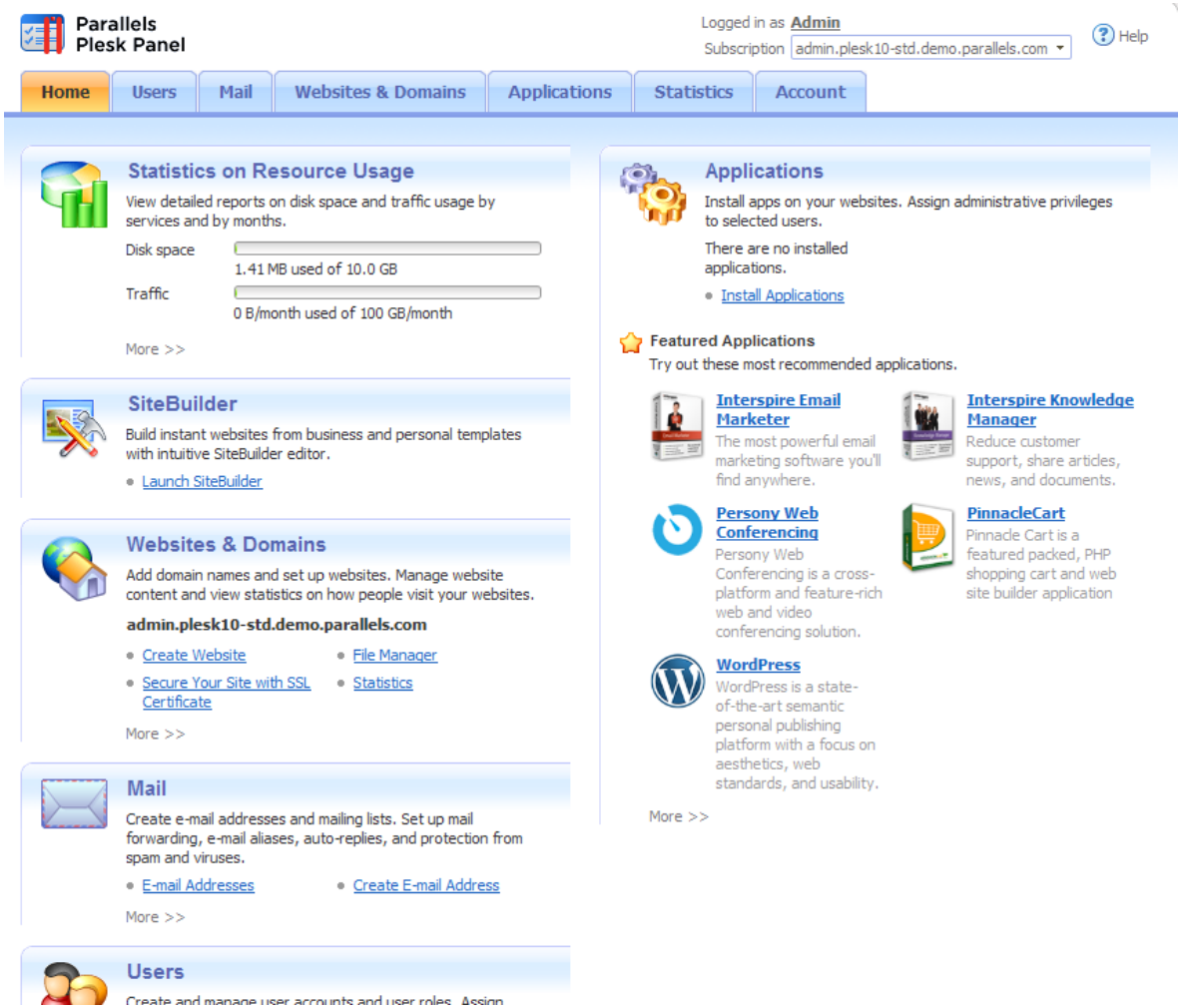
Shared Hosting End Customers: Less Churn, Less Support

End Customer Experience Improvements

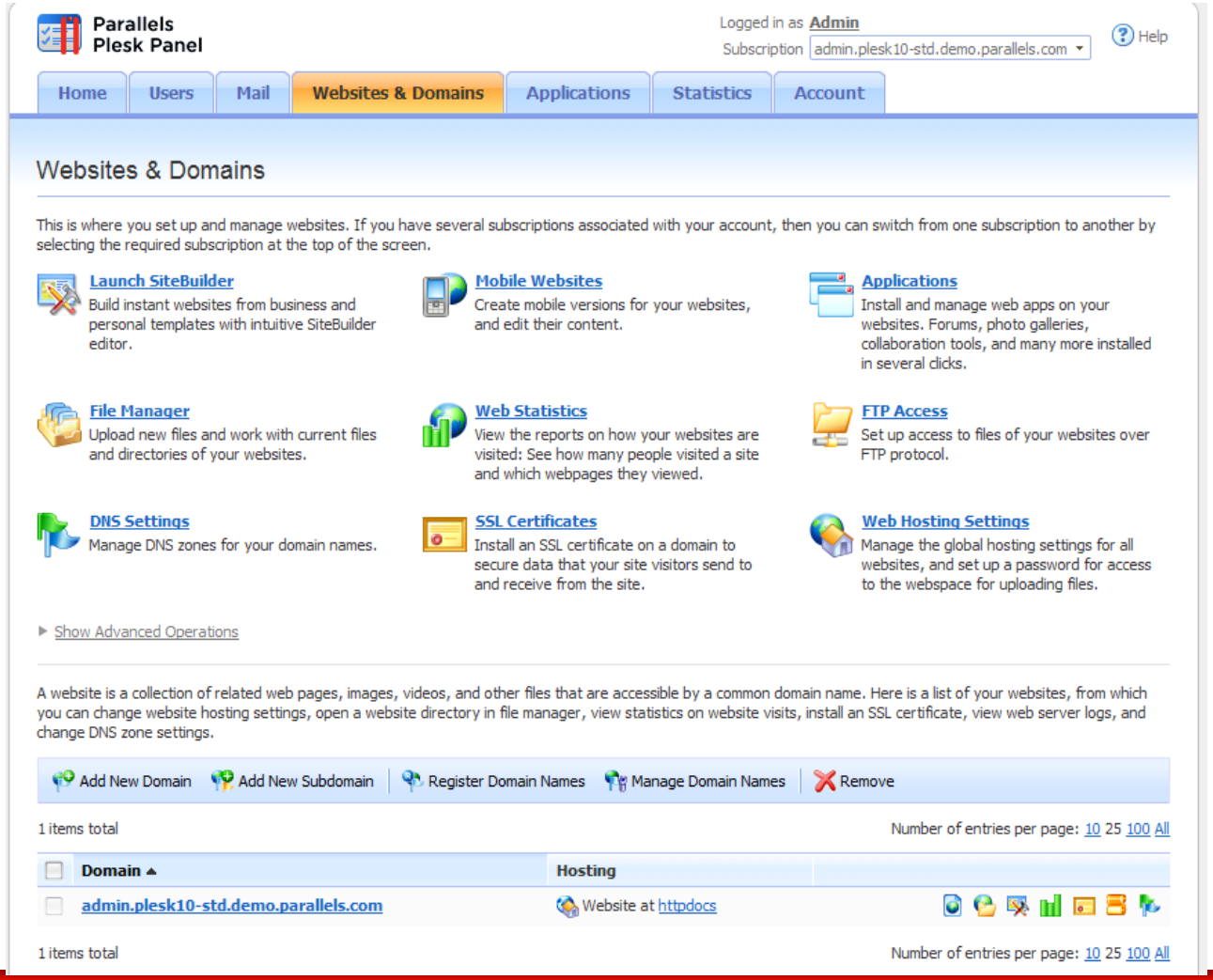
Before Plesk 10, Customers got same Experience…



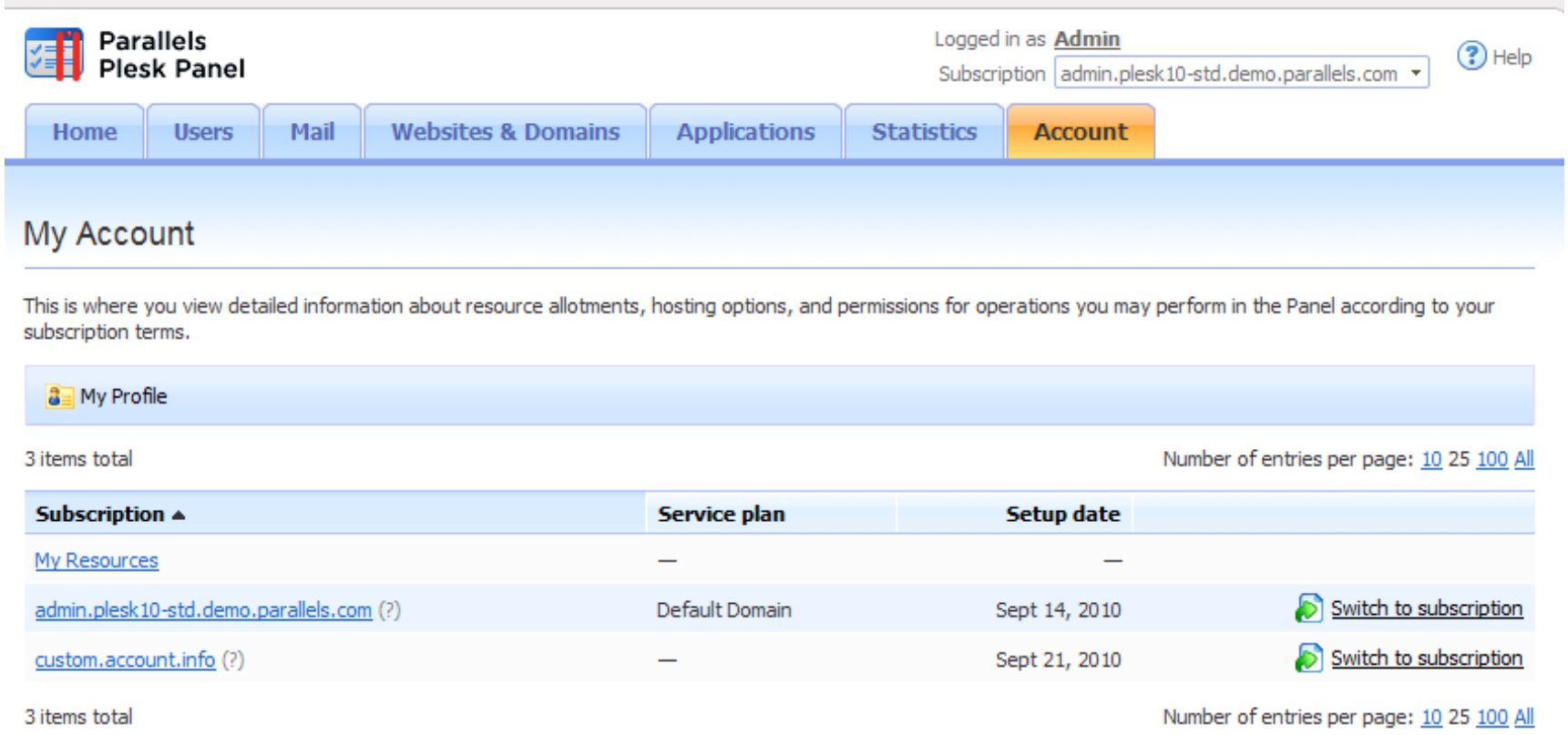
Solution: Customers get Optimized Experience



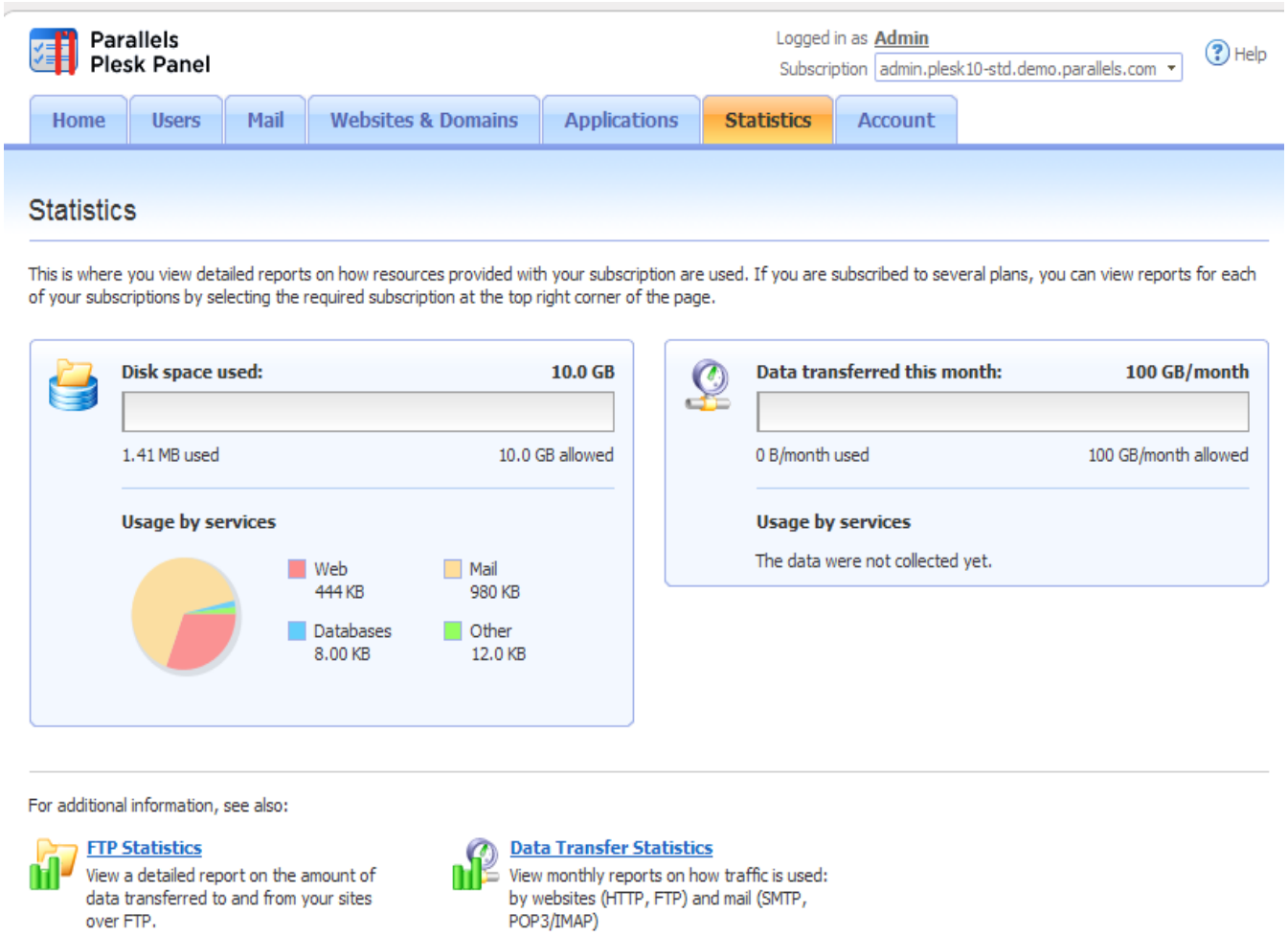
Solution: Manage Websites, Build them, Go Mobile…



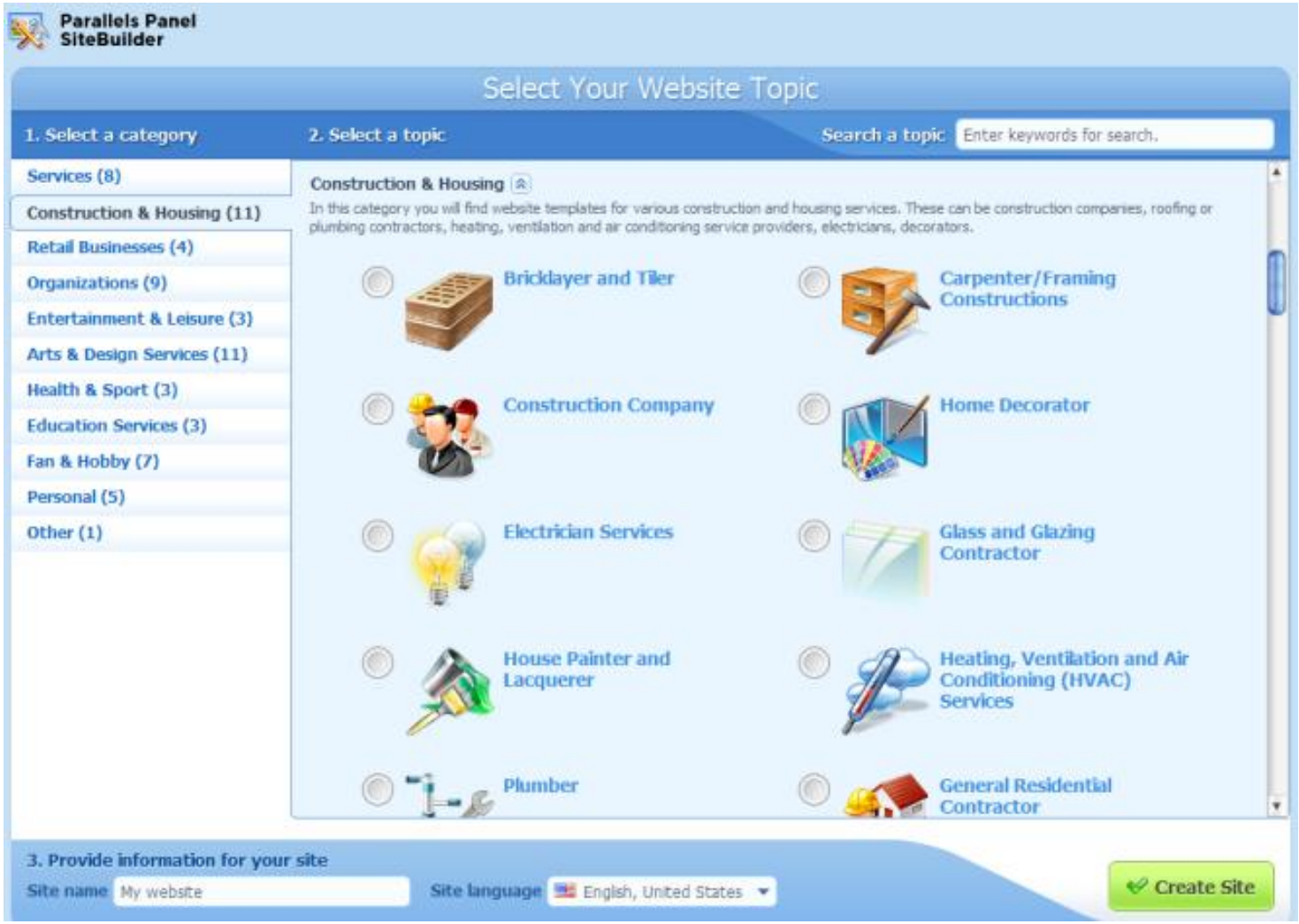
Solution: Easily Manage Account



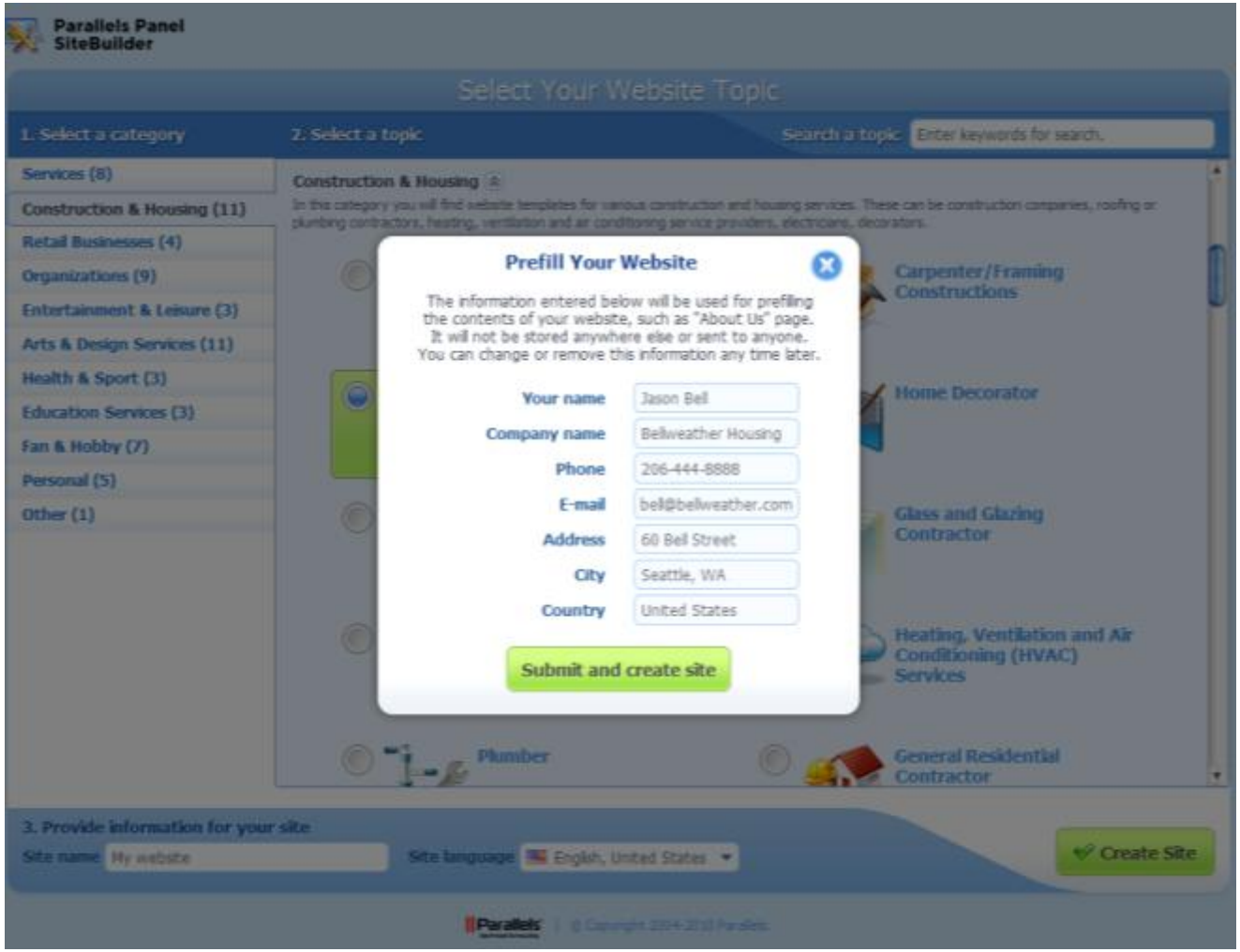
Solution: And See your Resource Usage Statistics



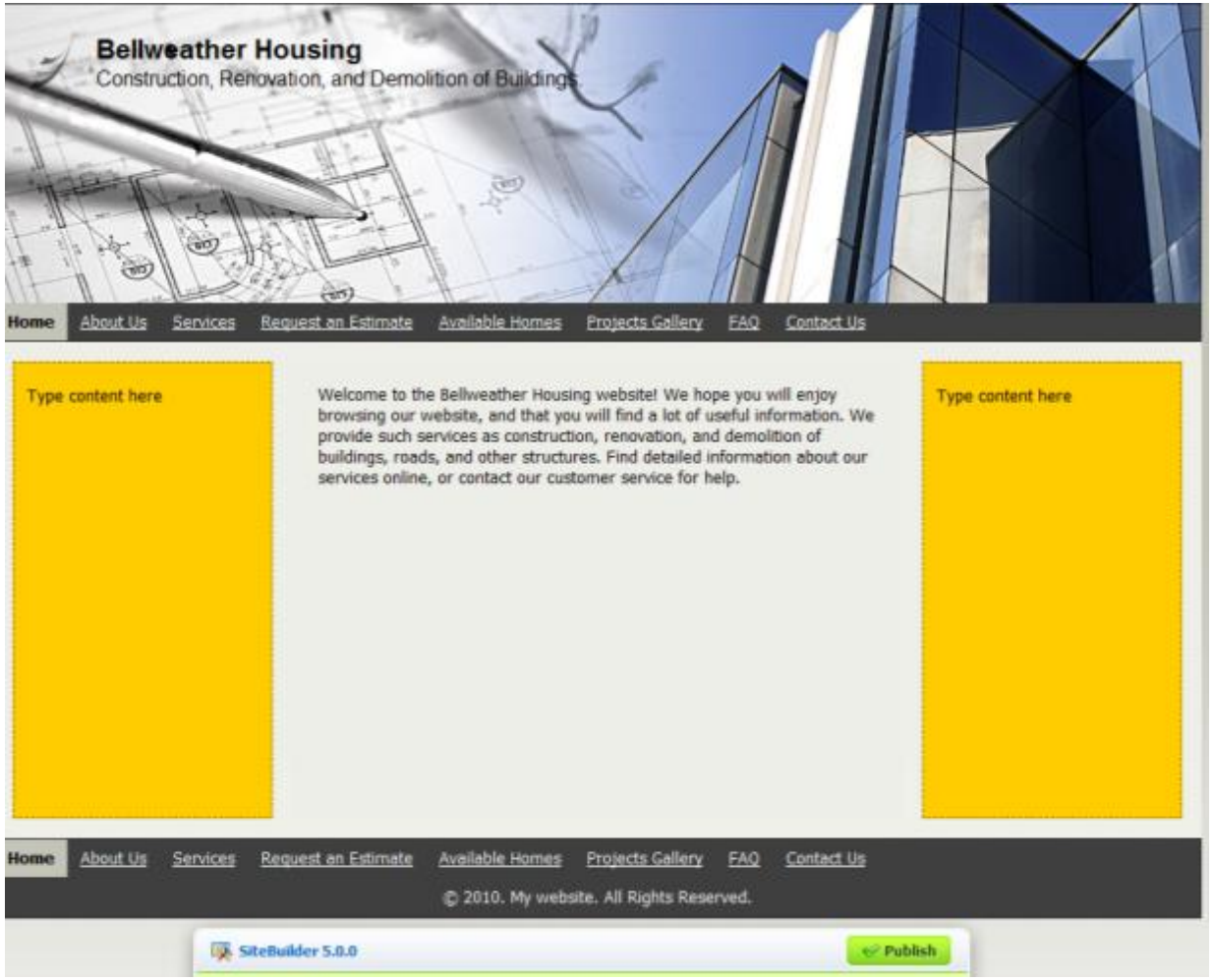
More Complete: SiteBuilder Pre-Written Templates



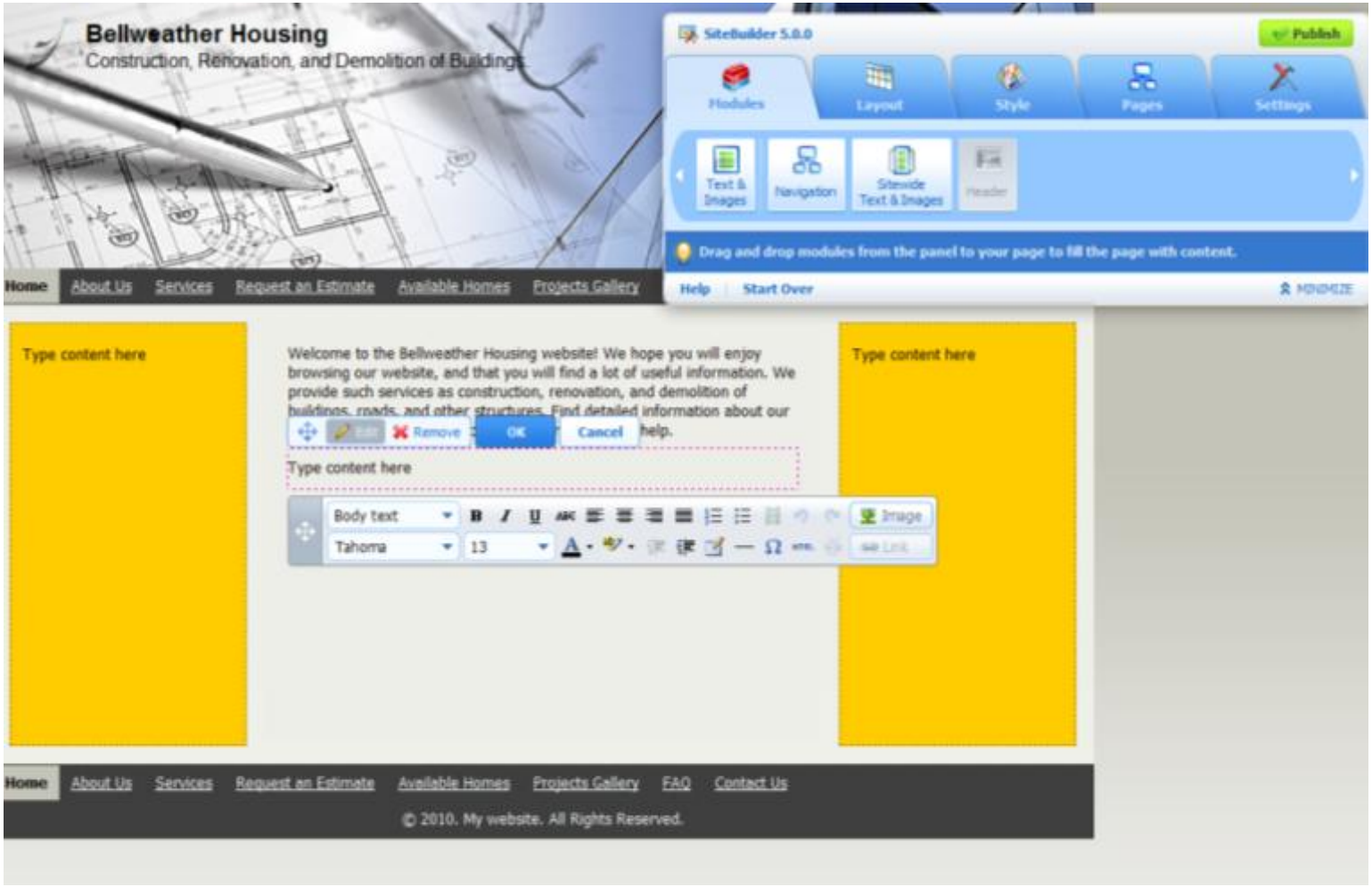
More Complete: Instant Website Creation



More Complete: Pre-Written Site is Generated



More Complete: Drag & Drop/Direct inline Editing

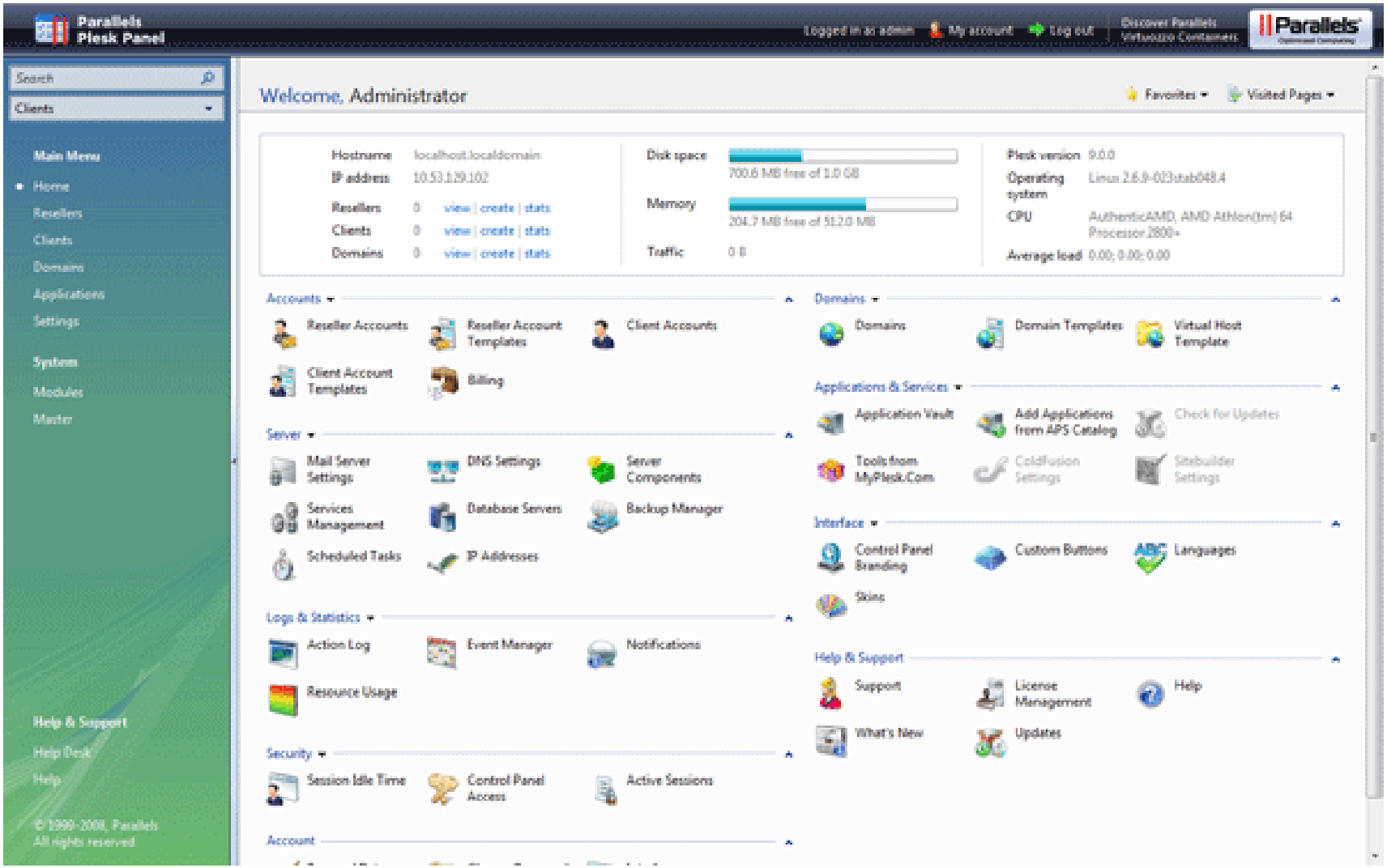


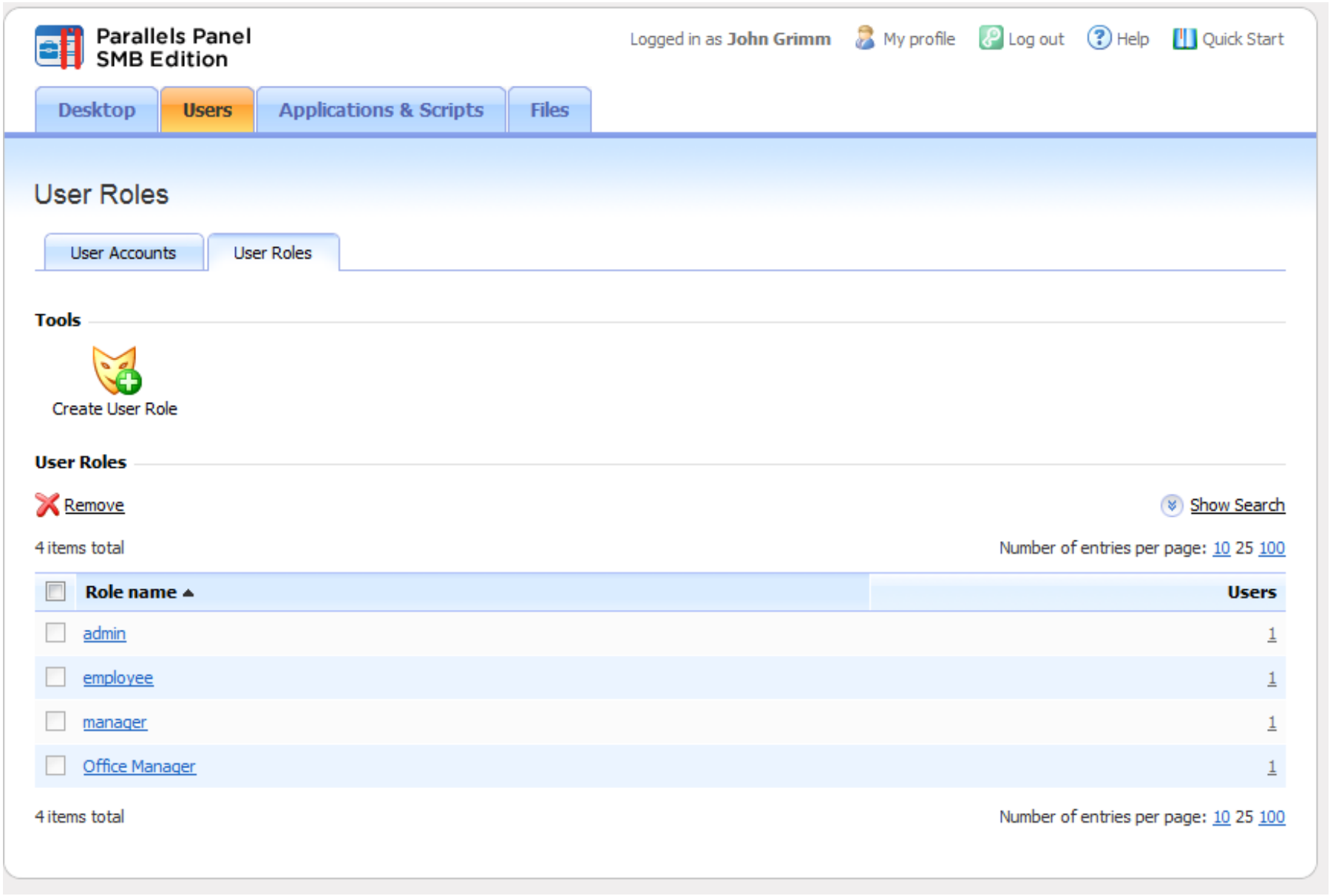
Solution: Optimized for VPS & Dedicated

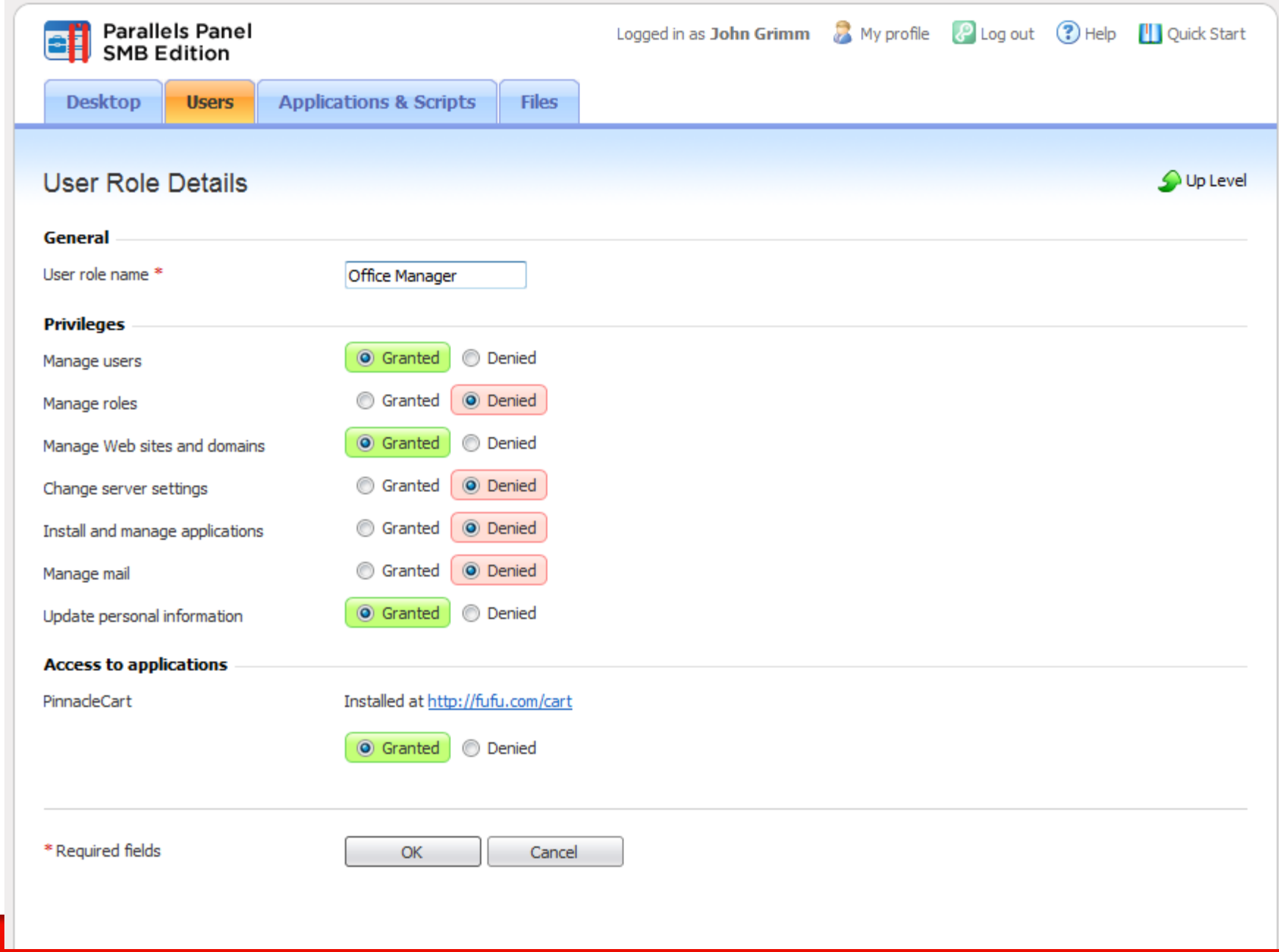
VPS & Dedicated Experience Improvements

- Choice:
  - Small Business Panel
  - Plesk 10 Power User Mode (VPS Optimized)
- Both offer: Apps & SiteBuilding

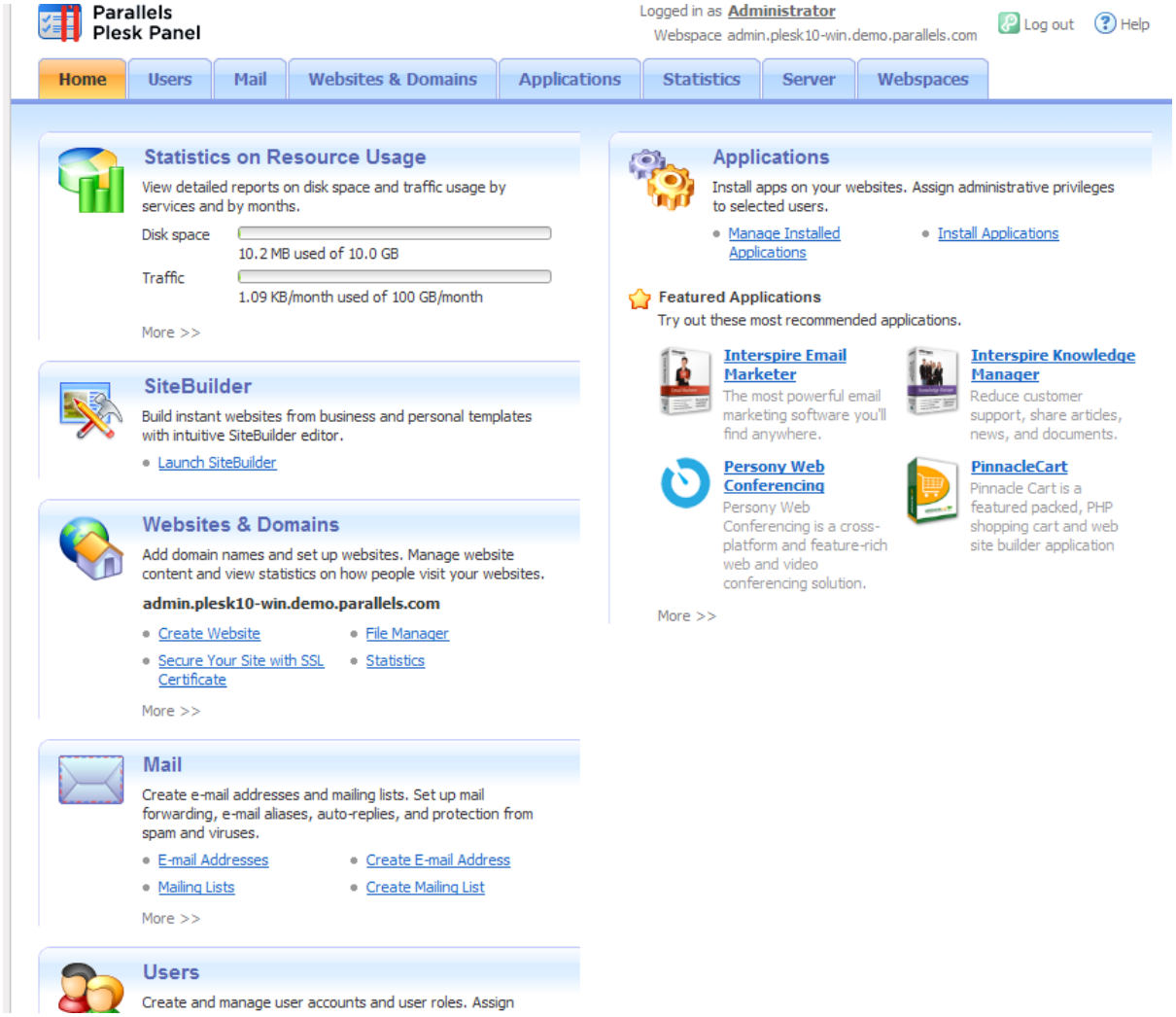
Pre Plesk Panel 10 – Server Admins all the same….



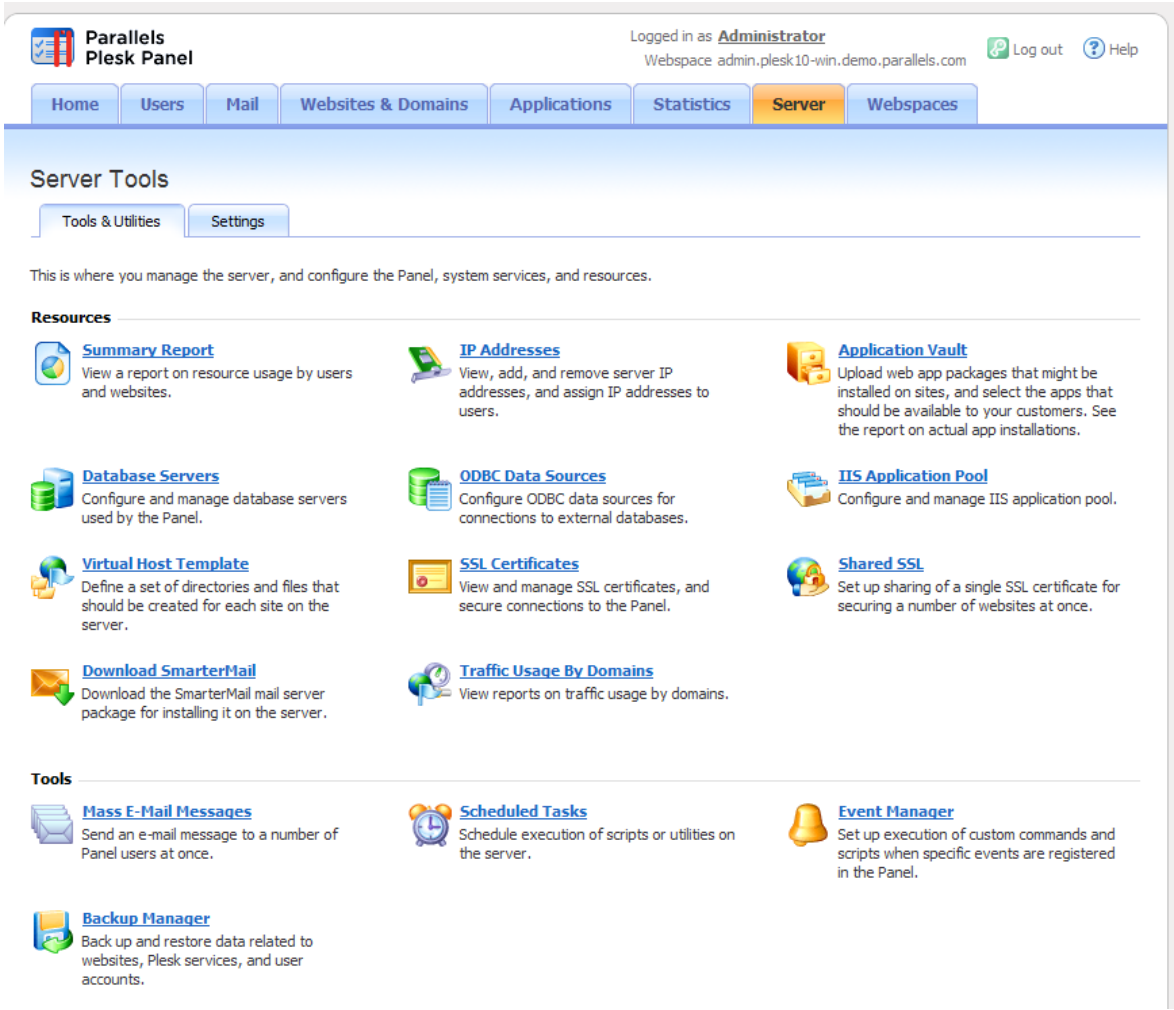

Parallels Panel
SMB Edition
Logged in as John Grimm
My profile
Log out
Help
Quick Start
Desktop
Users
Applications & Scripts
Files
User Roles
User Accounts
User Roles
Tools
Create User Role
User Roles
Remove
Show Search
4 items total
Number of entries per page: 10 25 100
Role name
Users
admin 1
employee 1
manager 1
Office Manager 1
4 items total
Number of entries per page: 10 25 100


Parallels Panel
SMB Edition
Logged in as John Grimm
My profile
Log out
Help
Quick Start
Desktop
Users
Applications & Scripts
Files
User Role Details
Up Level
General
User role name *
Office Manager
Privileges
Manage users
Granted
Denied
Manage roles
Granted
Denied
Manage Web sites and domains
Granted
Denied
Change server settings
Granted
Denied
Install and manage applications
Granted
Denied
Manage mail
Granted
Denied
Update personal information
Granted
Denied
Access to applications
PinnacleCart
Installed at http://fufu.com/cart
Granted
Denied
* Required fields
OK
Cancel

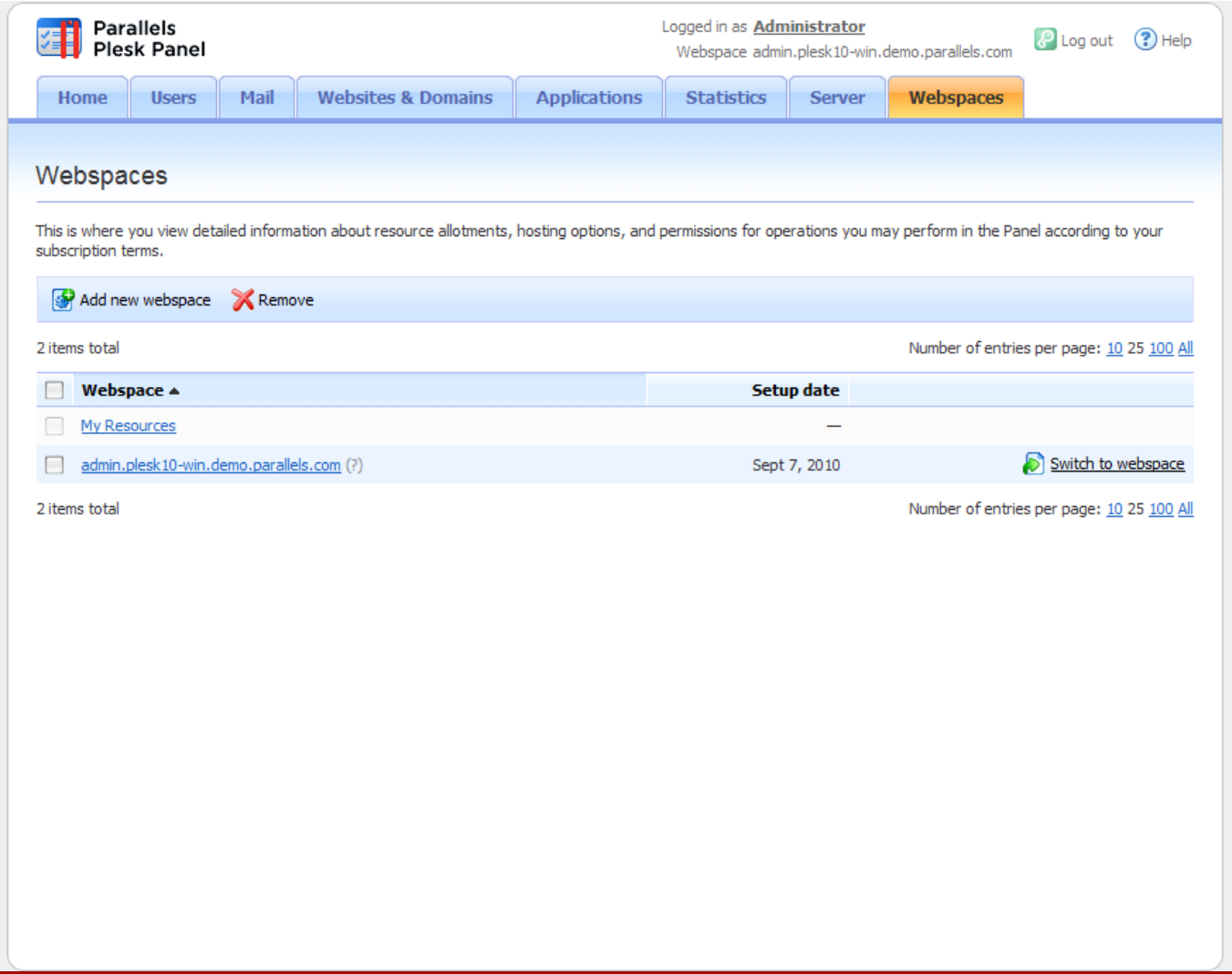
Solution: Optimized for VPS/Dedicated power users



Solution: Power User control over VPS or Server



Solution: Control over Webspaces (allotments)

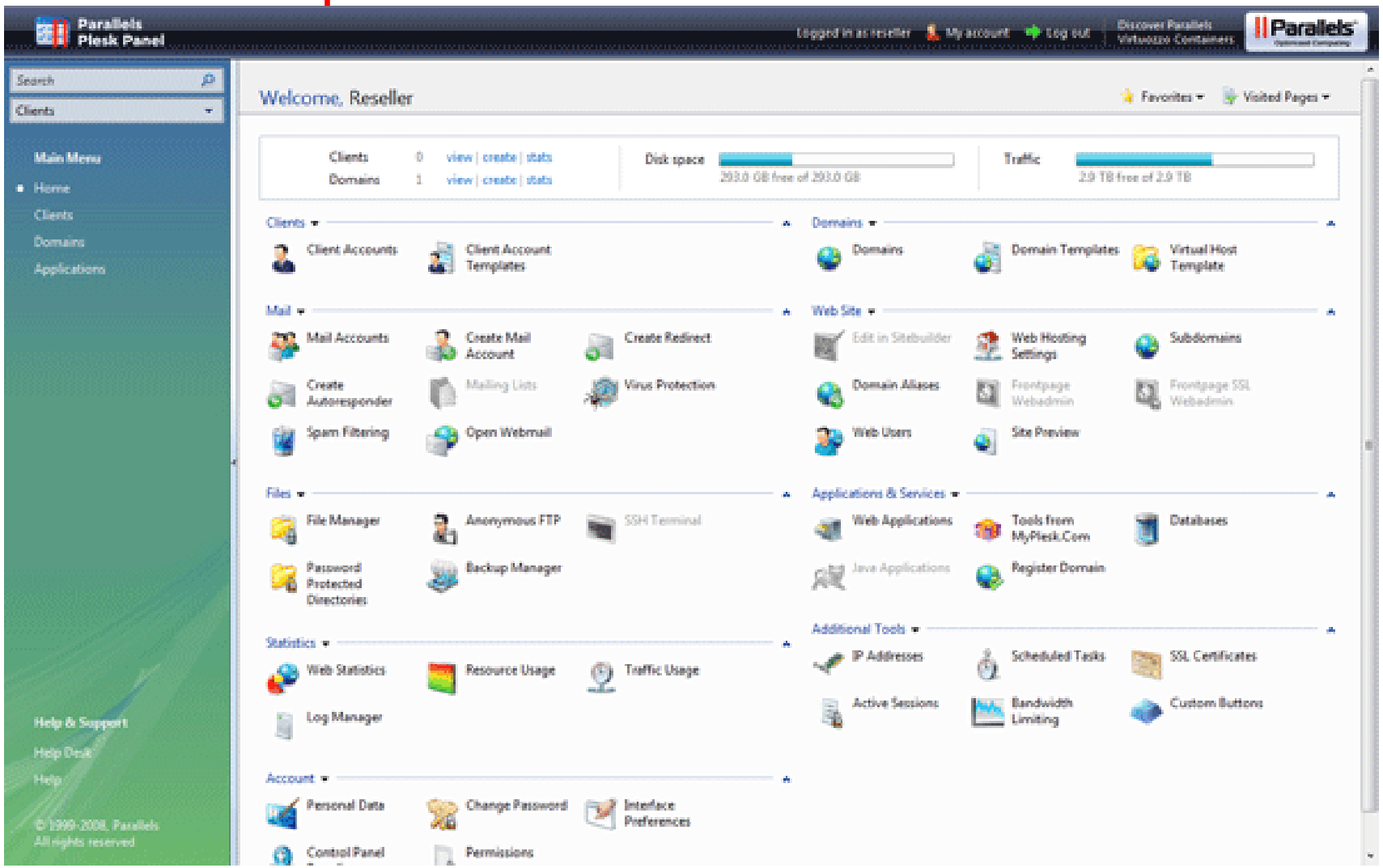


Solution: Reseller Offering

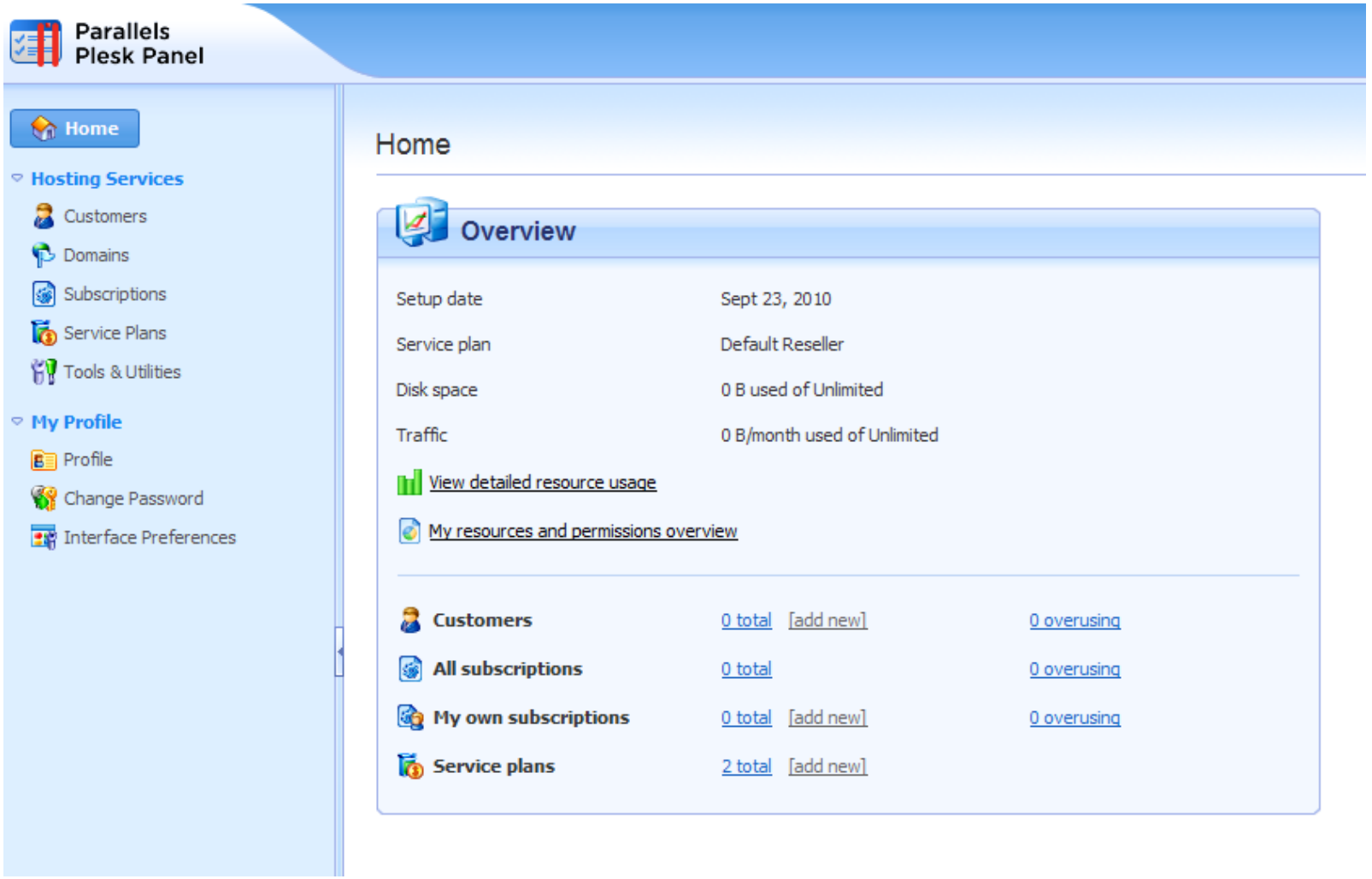
Reseller Experience Improvements

- Easily sell by Server
- Windows & Linux are the Same
- Profit from Applications Sales

Reseller Experience before Plesk Panel 10…



Solution: Optimized Reseller Experience



Parallels Plesk 10 changes the Control Panel game...

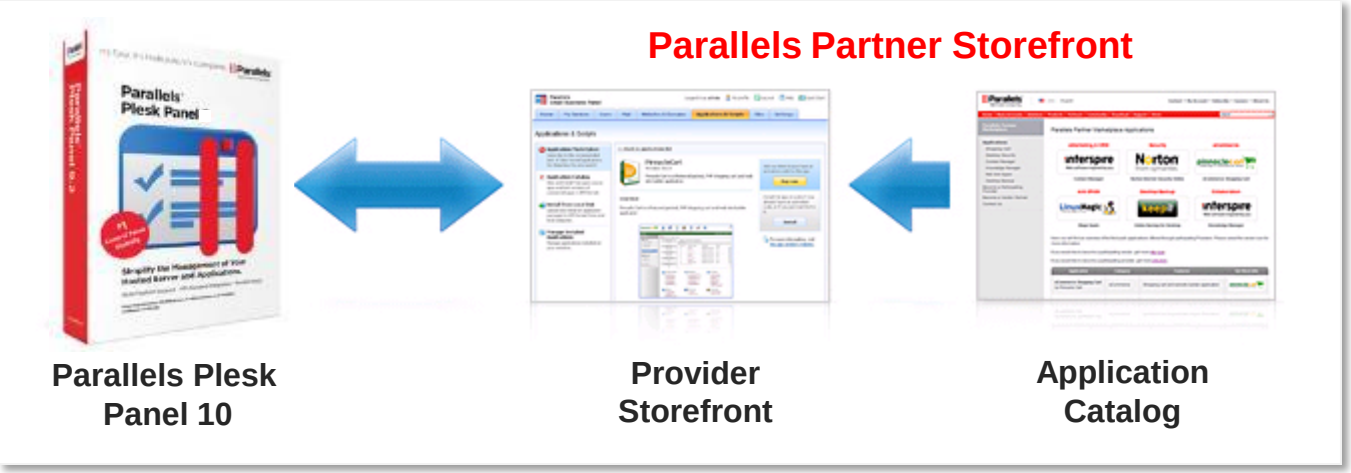
- Solutions: Optimized - for End Customers & Web Hosts
  - **And Admins too**: Caching server support, Health monitoring, Apache config
- More Complete - More than just a Control Panel
  - Unlimited has SiteBuilder 100 and Customer & Business Manager 1000
- More Complete - Add-On Sales make more Money
  - First step toward “Richer Services” – such as Hosted Exchange, etc.

Plesk 10 is Best for Applications

Parallels® Partner Storefront

New to Parallels Panel 10

More Complete & Solution: Parallels® Partner Storefront is a key component of Parallels Plesk Panel 10 . The Storefront enables cloud service providers to quickly and easily monetize their customers through the sale of commercial applications. Partners can offer their Panel customers a wide variety of applications, without development effort, by partnering with Parallels in a revenue-share business model.



Parallels Partner Storefront - Activation

Activation is simple and operation is turnkey

Activating Your Storefront is Simple as 1 2 3

1. You Select from a growing list of Small Business Applications
2. You tell us your selections and send us your Logo
3. We Activate Your Storefront

Applications you can include in Your Storefront

- **Anti-Spam** - with MagicSpam by LinuxMagic
- **Anti-Virus** - Plesk Premium Anti-Virus
- **Anti-Virus** – with Kaspersky
- **Desktop Security** - with Norton™ Internet Security
- **eCommerce** - with Shopping Cart by Pinnacle Cart
- **Email Marketer/Contact Manager** - by Interspire
- **Knowledge Manager** - by Interspire
- **Desktop Online Backup** - by Keepit.com
- **Mobile Web** - with UNITY Mobile
- **Web/Video Conferencing** - by Persony
- **IT Help Desk** - by Global Mentoring
- **SSL Certificates** – with GeoTrust
- **SSL Certificates** – with Comodo
- **Domains** – with Tucows/OpenSRS

Parallels Partner Storefront - Products and Services

Parallels Premium Antivirus by Parallels	Infrastructure	This product provides high reliability, 24x7 monitoring with multiple updates per hour during an outbreak, fast performance, and a sophisticated heuristic virus-analyzer engine.	
Antivirus by Kaspersky	Infrastructure	This product combines traditional anti-virus with the latest technologies to protect against malicious programs, viruses, spyware, Trojans, Worms and keyloggers.	
UNITY Mobile By Unity Mobile	Mobile Web	Provides everything needed to create, publish, manage and monetize static mobile websites. Now ANY size company can have world class mobility with minimal time, effort and cost.	
OpenSRS By Tucows	Domain Registration	One of the largest wholesale domain name registrars in the world and the third largest domain name registrar. More than 10,000 OpenSRS Resellers in 100 countries have sold over 10 million domains.	
PCI Validation By Trustwave	PCI	PCI Validation Program featuring: TrustKeeper SAQ , TrustKeeper External Scanning (up to 10 IP's) and TrustKeeper Agent	

Parallels Plesk Panel Family

Parallels Plesk Panel 10 & Small Business Panel

- Solutions
- More Complete

Not only control panels anymore