

# The Virtualized Infrastructure Services Opportunity and Parallels Virtualization Roadmap



EMEA Partner Forum '20

Sergey Pankin, Parallels, Sr. Sales Engineer

# Today's Agenda

- The Virtual Infrastructure & VPS opportunity & challenge
- Parallels solution
- What's new
- What's on the horizon

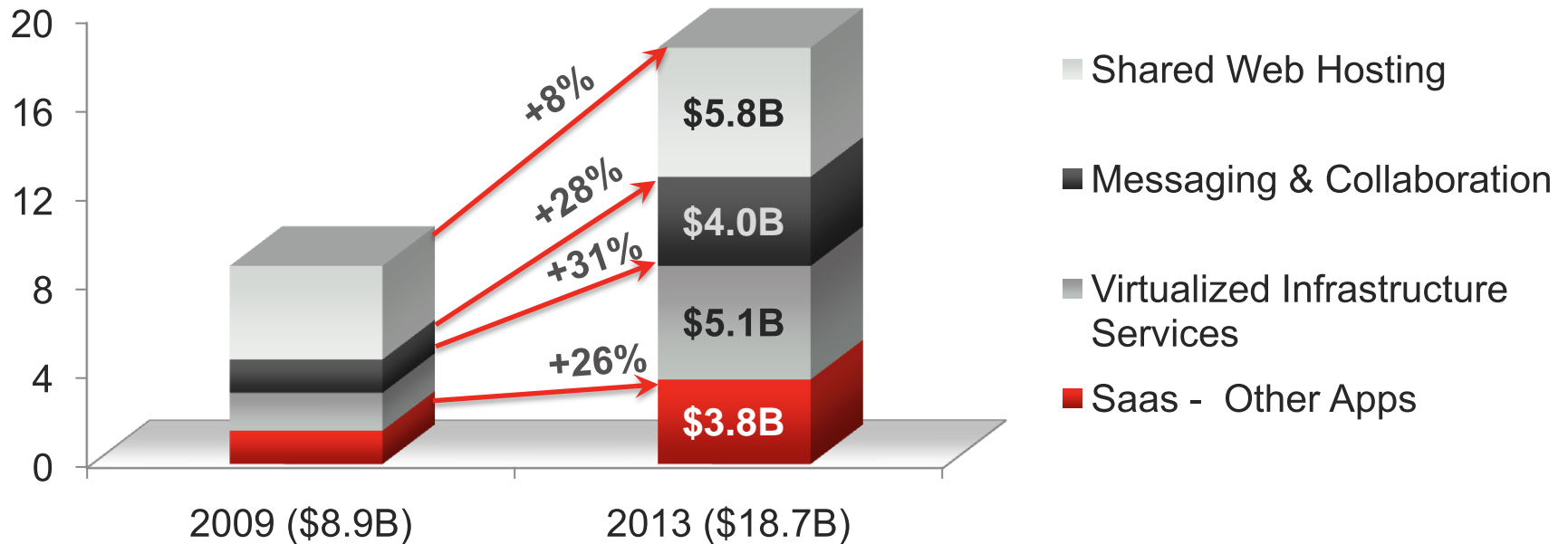
# Innovate in the Cloud

The Virtual Infrastructure Service opportunity & challenge

# The Small Business Cloud Opportunity is Huge!

Even if Conservatively Estimated, and is Shifting

Shared Web Hosting → Messaging → Infrastructure → SaaS

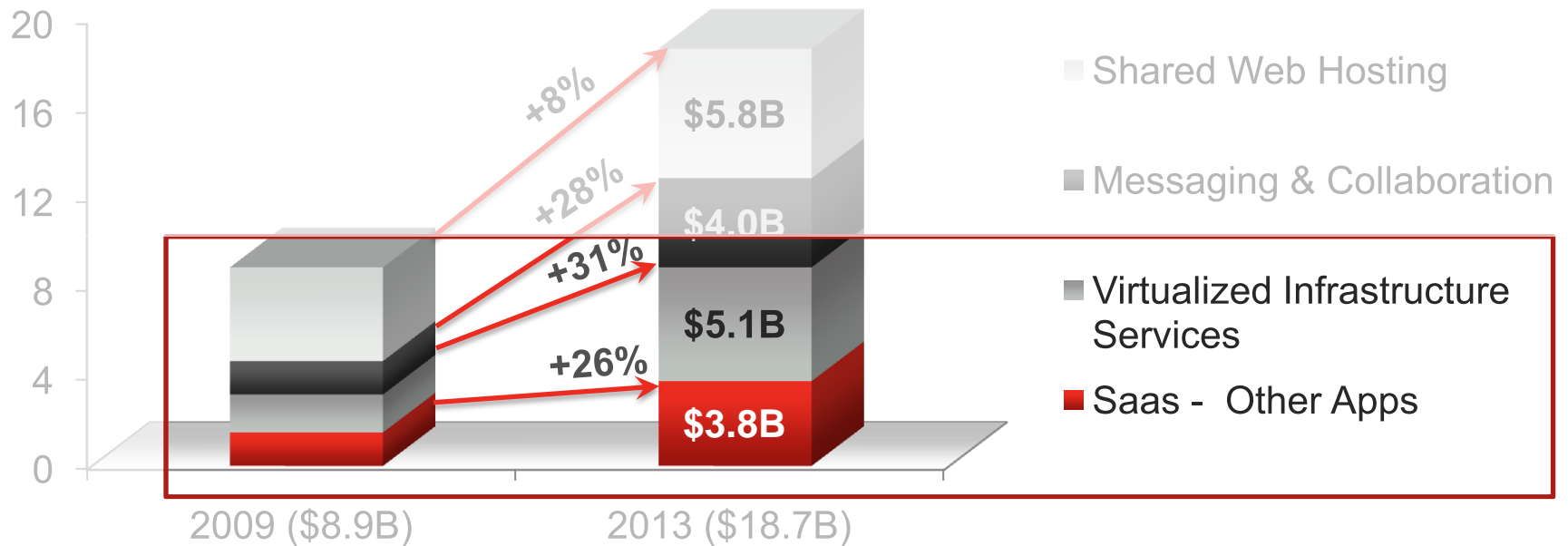


Shared Web Hosting will remain the largest segment of the Cloud for Small Business even in 2013. Highest margins and absolute growth will be a healthy \$1B+!

# The Small Business Cloud Opportunity is Huge!

Even if Conservatively Estimated, and is Shifting

Shared Web Hosting → Messaging → Infrastructure → SaaS



Shared Web Hosting will remain the largest segment of the Cloud for Small Business even in 2013. Highest margins and absolute growth will be a healthy \$1B+!

# Cloud computing is being driven by



Application Delivery

Software as a Service



Deployment Environment

Platform as a Service



VPS vNetwork vStorage

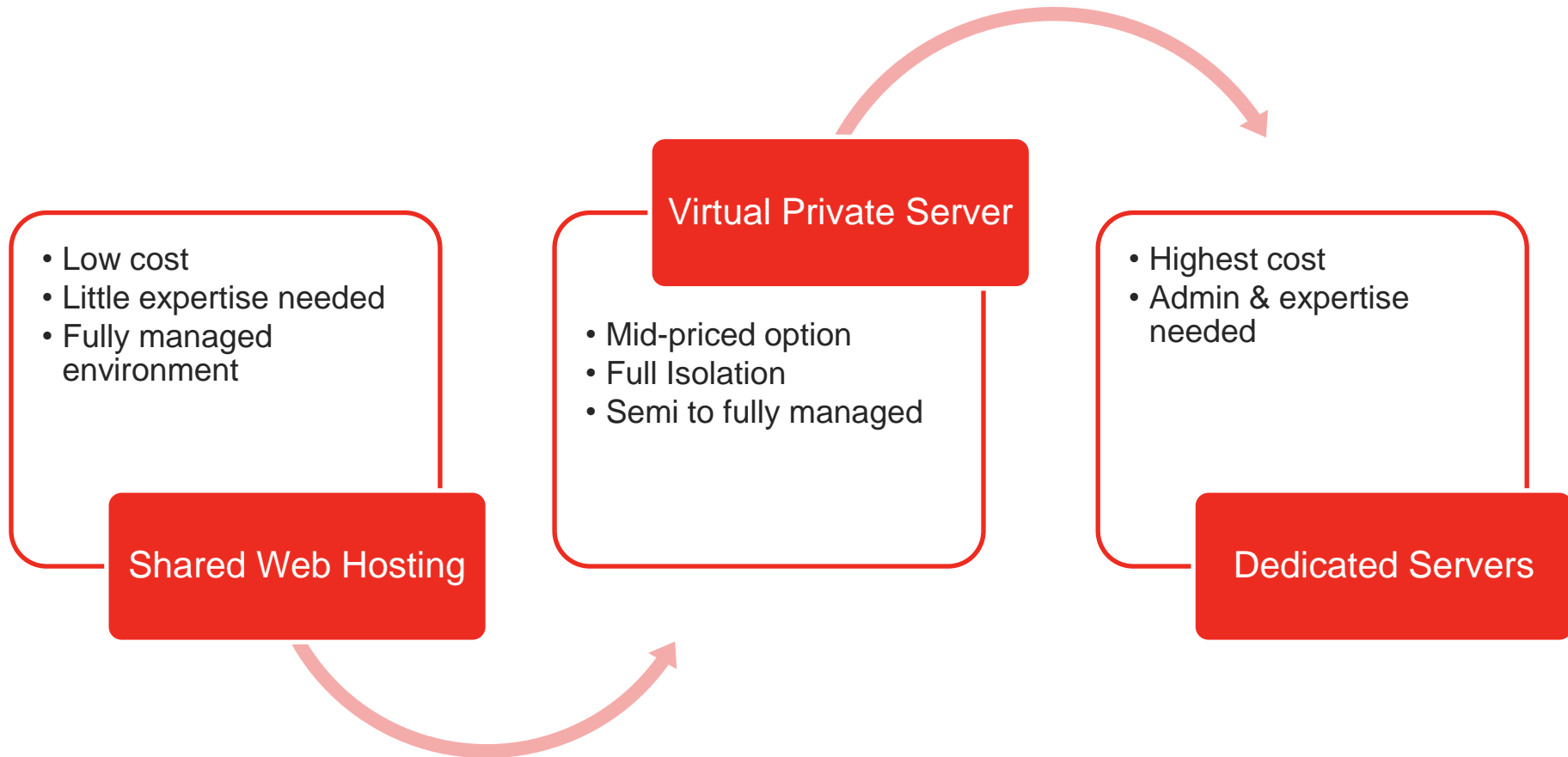
Infrastructure as a Service

**Virtual Servers are the backbone for all of these services**



*Based upon NIST Cloud Computing Definition V15*

# Example successful approach – bridge the gap between shared & dedicated



# Host Gator - Added VPS in Nov 2009

- Implemented Parallels Virtuozzo Containers integrated into existing systems in 45 days.
  - Target: shared hosting customers
  - Required: Integration, web interface for customer self service, stability, elasticity, rapid provisioning.
  - Surpassed 5,000 VPS customers in first 6 months
  - VPS growth of 20-25% month over months





# Grow in the Cloud

Parallels Solutions for VPS, Cloud Servers & Virtual Infrastructure

# Parallels offerings for VPS

*Manage Web resources*

Parallels Small Business Panel

Parallels Plesk Panel & Sitebuilder

*Simplify Administration*

Parallels Virtual Automation

*Virtualize & manage VPS instances*

Parallels Virtuozzo Containers for Linux

Parallels Virtuozzo Containers for Windows

Parallels Server Bare Metal

*Automate delivery, billing & more*

Parallels Automation Standard

Parallels Automation (Parallels Business Automation, Parallels Operations Automation)

Hosting & VPS Business System

Comprehensive Cloud Services Platform

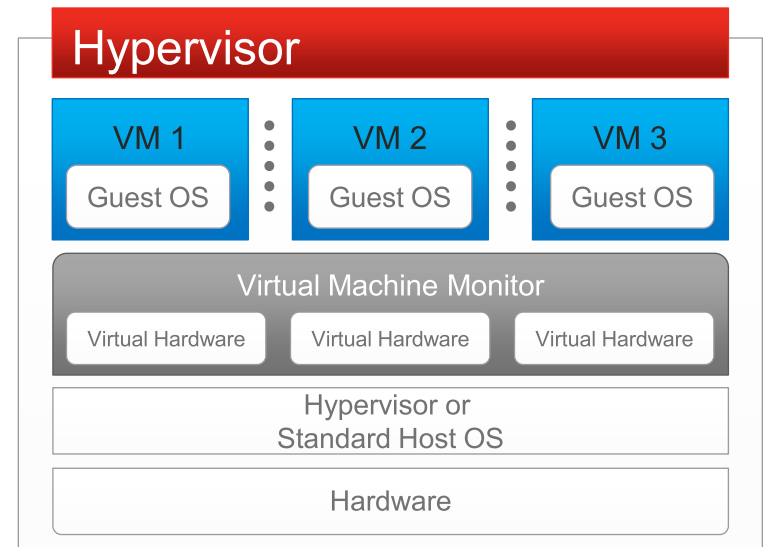
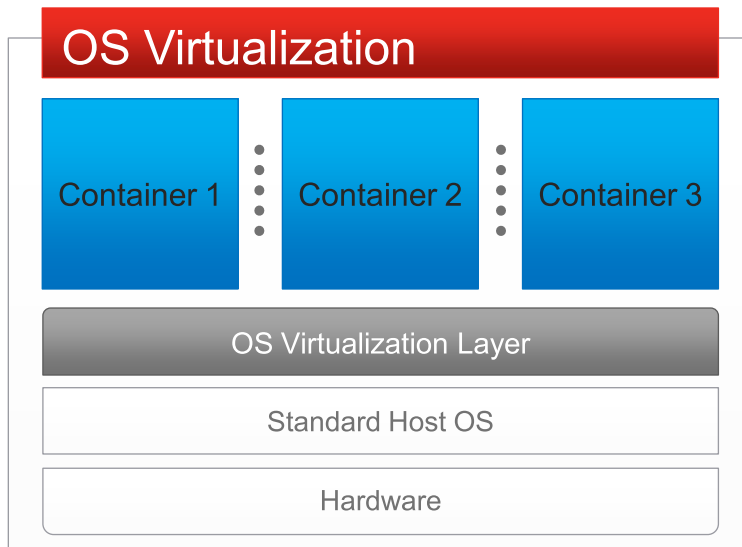
# The industry's most flexible VPS/cloud solution

## Parallels Virtuozzo Containers

- OS Containers
- Secure, Isolated virtual access to OS
- Maximum density of VPS per physical server greatly improving profits
- Centralized administration
- Simplification of multi-server, multi-VPS management tasks

## Parallels Server Bare Metal

- Hypervisor based Virtual Machines
- Virtualizes access to hardware
- Enables full access to OS, versions, patch levels and kernels
- Run different OS types side by side

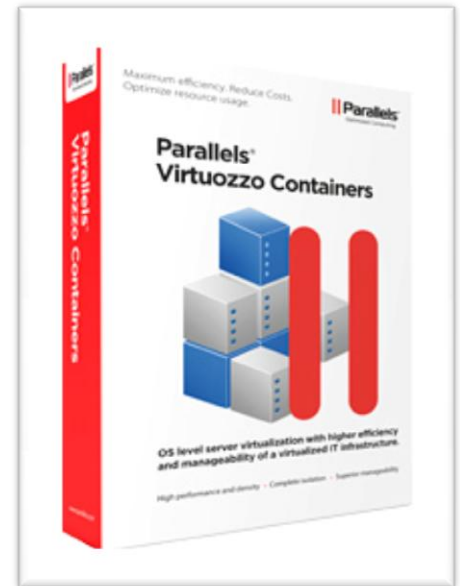


# Optimize for the Cloud

What's new & what's coming!

# Just Released!

- Parallels Virtuozzo Containers 4.6 *for Windows*
- Windows Server 2008 R2 Support
  - Standard, Datacenter and Enterprise editions (English, German, Spanish, French, Polish, Russian, Japanese, Simplified Chinese, Korean)
- Improved Anti-virus & 3<sup>rd</sup> party backup solution support
- Integration with Parallels Virtual Automation 4.6.1
  - Default installation of PVA agent
- Simplified upgrade
  - SWsoft Virtuozzo 3.5.1 Service Pack 1, Parallels Virtuozzo Containers 4.0, Parallels Virtuozzo Containers 4.5, and Parallels Virtuozzo Containers 4.6 Release Candidate.



# Profit from the Cloud

Overview of Parallels Cloud Compute Solution

# Virtual Infrastructure for the Cloud

## Service Provider Opportunity

- Very large market
- To play
  - Amazon's playbook – Roll your own
  - Parallels toolset – Deploy quickly

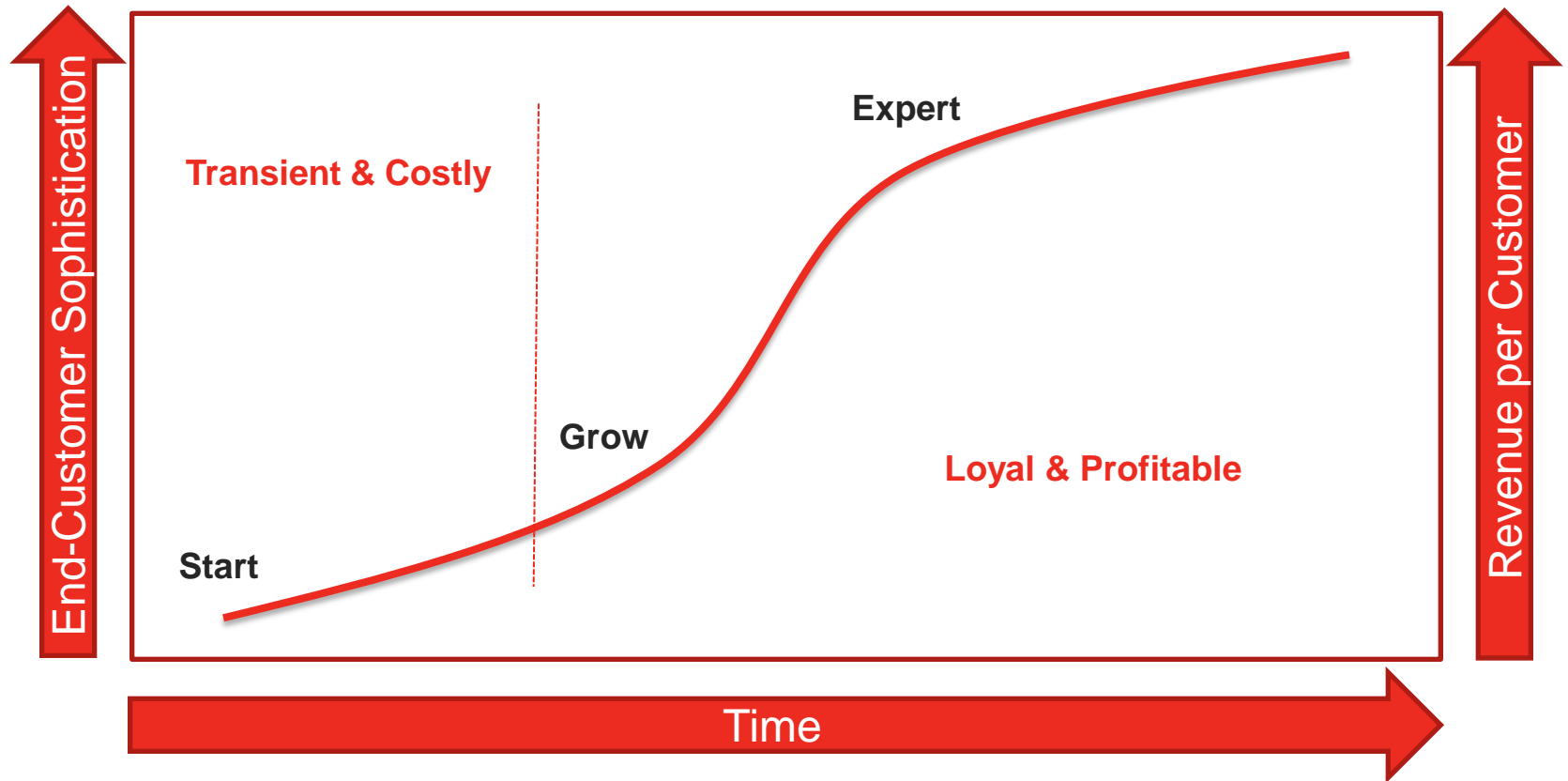
# Virtual Infrastructure for the Cloud

## The Customer

- Small Businesses
- 73.5 Million Strong
  - Low-End
  - Mid-Size
  - Upper-End



# End-Customer Behavior & Profitability



# Customer Cloud Service Demands

|                              | Low-End              | Mid-Market                 | High-End                              |
|------------------------------|----------------------|----------------------------|---------------------------------------|
| <b>Virtual Server</b>        | 1 – a few, disparate | Multiple, disparate        | Many, interconnected                  |
| <b>Virtual Server Sizing</b> | Once at inception    | Multiple during operations | Dynamic                               |
| <b>User Interface</b>        | Intuitive, graphical | Intuitive, graphical       | WYSIWYG design tools, API             |
| <b>OS Control</b>            | Type selection       | Type selection             | Type selection, may want own kernel   |
| <b>Network Storage</b>       | No                   | No                         | Yes                                   |
| <b>Backup Services</b>       | Predefined           | Predefined                 | Configurable                          |
| <b>Complex services</b>      | No                   | Generally No               | Load balancers, firewalls, migration, |

# Start and Grow

Objectives:

- Simple, powerful experience
- Easy and intuitive on-boarding and upgrading
- Short and sweet process
  
- Create new virtual servers
- Grow existing virtual servers
- Do not reboot



**CPU**



**Memory**



**Storage**



**OS**



**Pay Per Use**



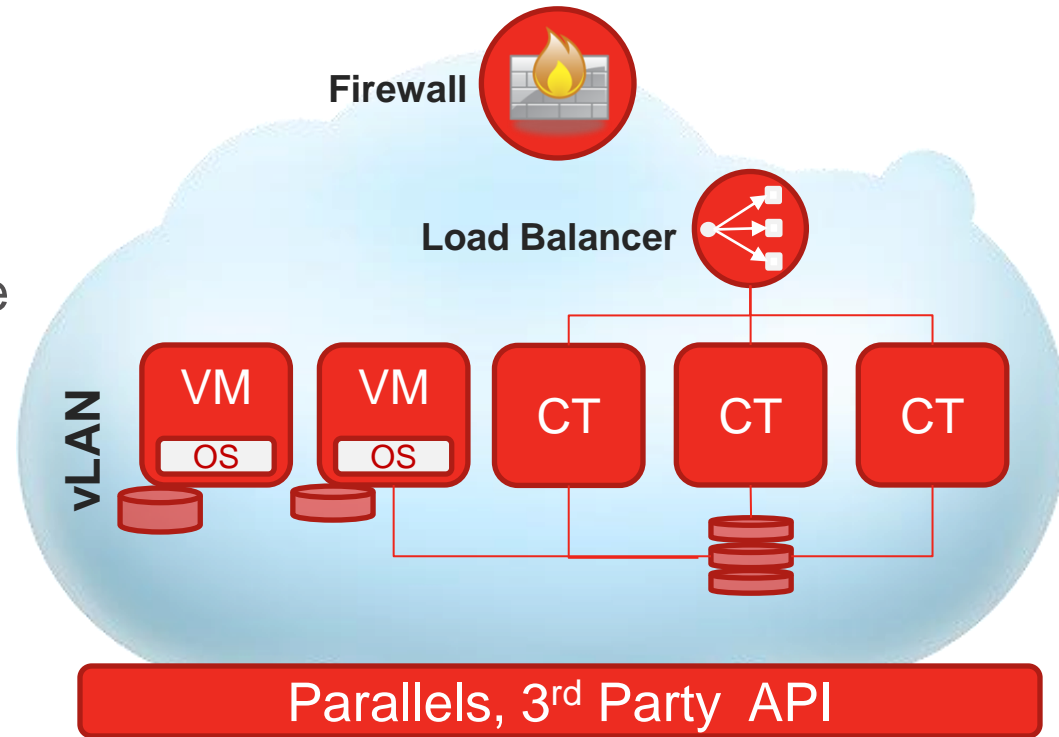
**Billing**

**Flat Rate**

# High-End

## Objectives:

- Flexible, powerful experience
- Intuitive data center design process
- Create many virtual servers
- Connect
- Protect
- Attach storage
- Organize and harmonize
- Automate
- Manage
- Monitor



**Billing**



**Performance**



**Scripts**

# Parallels Virtualization

## Partner for Profit

### Rapidly Growing Market

- 31% CAGR
- \$5 B+ Market by 2013

### Proven Track Record

- 10 Years of Experience
- Created the VPS Market

### Exciting New Products

- PVC Windows, Linux 4.6
- C2U: Cloud Computing for Everyone



# Next Steps

- Join the Beta for Parallels Virtuozzo Containers 4.6
- Cloud Compute - Seeking early adopters – please let your Parallels team know if you are interested to participate in the Cloud Compute Solution program.
- Parallels Global Summit 2011 Showcase