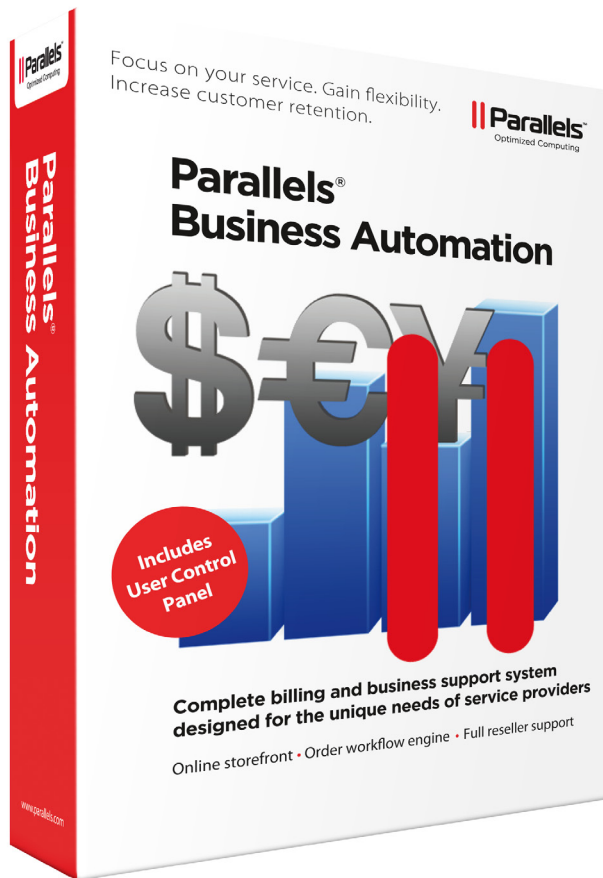


Parallels® Business Automation Version 4.4

Datasheet

Parallels Business Automation is a complete billing and Business Support System (BSS) designed for the unique needs of service provider revenue generating activity which decreases cost, enables flexibility and improves customer retention.



Software Built for Service Providers

Service Providers have many unique needs from a billing and business support system. Business Operations personnel must create financial reports, develop sales performance metrics, monitor provisioning queues to approve new customers, manage complex customer and reseller relationships, support multiple payment methods, detect fraudulent transactions, and report on business operations metrics. Product Managers must define service resource elements, create service plans and bundles, manage marketing discounts, promotions and campaigns, and maintain the online store to ensure it is up to date and accurate. Customer Service needs to send notifications proactively to customers to remind them when services are auto-renewing, credit cards are nearing expiration, and when additional technical resources are needed like bandwidth, hard disk space or server CPU capacity.

Billing requirements for service providers can be very unique when compared to enterprise or retail customers. With some billing software it is very difficult to manage several recurring services each with different minimum terms, billing in advance for flat rate services and in arrears for usage based services, and aggregate multiple services into a single bill. Parallels Business Automation is a complete billing and Business Support System (BSS) designed for the unique needs of service provider revenue generating activity which decreases cost, enables flexibility and improves customer retention.

Focus on Your Service

Your business is unique, however the billing system is not. Parallels frees your engineering staff from billing system development to focus on revenue generating activity and service differentiation. Many service providers develop their initial billing system internally as the needs are initially very simple. However over time, the business grows and the needs of the billing system becomes more complex which then requires additional staff and resources to scale and maintain. Parallels Business Automation will increase your efficiency giving you the confidence to capture, track, collect and upsell revenue of all types.

The Parallels Business Automation graphical user interface is used to specify resources, service templates and service plans which model your business. Parallels Professional Services is used to deploy the solution and can optionally be used to migrate information over from other systems or configure your service plans for you. Parallels Business Automation has the economies of scale to grow with your business and Parallels staff has the expertise within the service provider market. Parallels Business Automation has open APIs which enable integration with 3rd party systems.



Gain Flexibility

Parallels Business Automation allows you to develop creative business models for your business. You can create promotions, or enforce early termination fees, or auto-renew customers based on their initial term. Your creativity is the limit, not the billing system. Discounts, promotions and campaigns can easily implemented complete with integration to the Parallels Business Automation generated online store. The system provides the flexibility to define and bill for any product, service or resource. You can design your own customized order workflow, build and customize shopping cart functionality, customize fraud detection and accept nearly any form of payment without development leveraging Parallels payment plug-ins. With Parallels Business Automation you have the capability to support unlimited hierarchical resellers, sub-resellers and customers each with individual white label capability with ease.

Decrease Churn

Parallels Business Automation gives you the ability to mine your customer base to uncover the best opportunities for service up sell and cross selling. The more you engage your customers, the less likely they are to leave. Use Parallels Business Automation reporting functions to increase your business intelligence and target the appropriate customers for additional revenue. Use marketing functions to deliver targeted campaigns, upgrades, newsletters and promotions to this subset of customers. Enable your customers to impulse purchase services through an optimized shopping cart experience. Parallels Business Automation gives you the ability to present specific context based up-sell services during the ordering process. Determine your churn rate for specific products and services to better understand your customers buying patterns. Detect fraud early in the ordering process before it is provisioned and counted as churn.



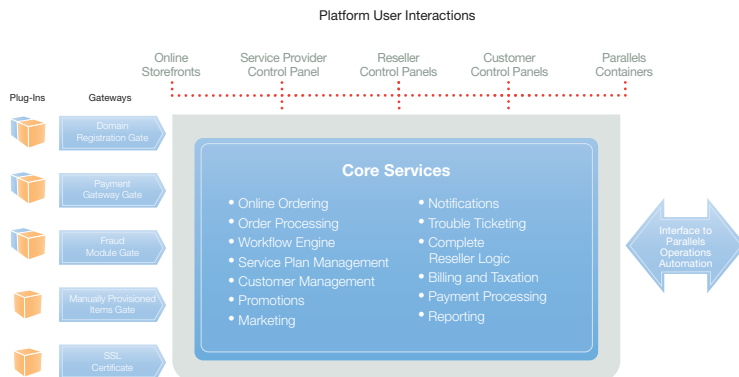
Software Architecture

Parallels Business Automation is a distributed, modular, multi-tier automation software platform that is scalable to millions of customer accounts, customizable on all levels, extendable with customer modules, and integrateable into a service providers existing infrastructure.

Parallels Business Automation also optionally integrates tightly with Parallels Operations Automation for a complete and integrated business support and operational support system. These two solutions work together to enable service providers to provide Microsoft application hosting for applications such as Microsoft Exchange, Software as a Service, virtual private servers, cloud services and desktop as a service.

For more information:

www.parallels.com/products/automation/business



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