

Parallels® Operations Automation SaaS Module

Datasheet

Parallels Operations Automation SaaS Module Enables Delivery of Business Grade Applications

Overview

The Software as a Service (SaaS) market is growing at a rapid rate and many Service Providers who are offering SaaS applications are seeing new subscribers ask for applications in addition to traditional services. With Parallels Operations Automation you can participate in SaaS and be positioned in this market which is expected to grow to \$40 Billion by year 2011. The Parallels Operations Automation (POA) SaaS Module gives you access to Business Grade Applications, e.g. CRM and VoIP to increase your average revenue per user (ARPU).

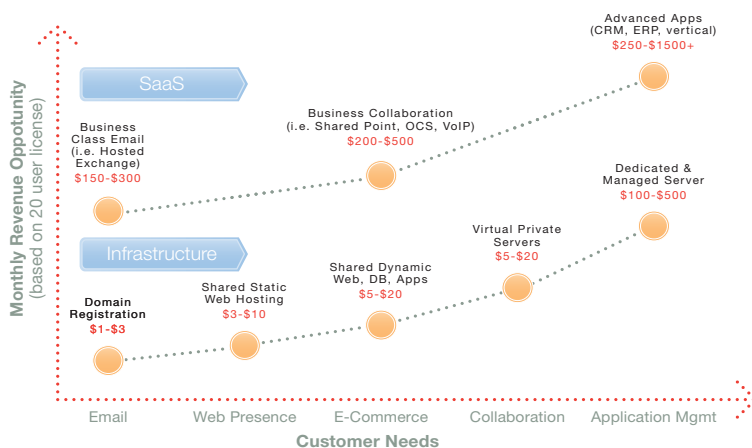
The POA SaaS Module offers these benefits to the Provider:

- **Higher Average Revenue Per User (ARPU)**
 - Define higher revenue Service Plans for Existing and New Customers
 - Automation enables Service Plans to Scale across customer base
- **Simplified Application Delivery for Faster Time to Market**
 - Application packaging Standard (APS) simplifies application integration and reduces delivery time with a standard packaging format
 - Key Web Applications are located in one convenient APS Catalog
- **Full Manageability and Flexibility to Lower Costs of SaaS**
 - From Control Panel Manage: SaaS applications in CCP, Customer's end-users, end-user's access to SaaS Applications, individualized or grouped
 - Automation reduces tasks and steps

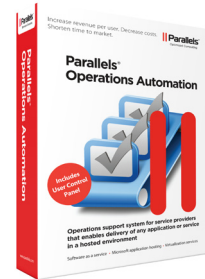
Parallels Operations Automation SaaS Module helps you extend your service offerings to grow more revenue with existing customers and attract new customers.

Attain Higher Average Revenue per Customer

It's no secret that more services equal more revenue. Parallels Operation Automation enables access to a wide variety of applications from Open Source to existing web applications up to business grade commercial applications such as Microsoft Exchange, all of which can be offered individually or bundled as an SMB package.



With Parallels Operations Automation you can achieve automated deployment, updates and billing of a wide variety of applications, all with a proven SaaS platform.



Parallels Operations Automation

Parallels Operations Automation is an Operations Support System (OSS) for Service Providers who want to deliver server-based applications and services. Parallels Operations Automation is architected to deliver a system that increases average revenue per user, deploys quickly for fast time to market, reduces ongoing operational costs and is customizable.

Application Packaging Standard

Parallels Operations Automation supports the Application Packaging Standard (APS) so providers can offer APS certified applications without control panel development.

Visit www.APSstandard.org for more info.

"Our private label SaaS SMB applications address challenges such as bookkeeping, customer follow-up, managing employees HR issues and group scheduling. Hosting Service Providers are the perfect channel to reach the SMB market. Through SaaS enabling technologies from Parallels, we were able to make our suite of applications deployable by thousands of hosting service providers with minimal development effort."

— Brian Patrick Donaghy,
VP of Product Strategy,
Smart Online, Inc.

Parallels Operations Automation SaaS Module

Parallels Automation enables automated deployment, updates and billing of applications. With Parallels Operations Automation you can;

- Define SaaS applications either in a sell-up package or individually
- Manage SaaS applications and settings in the Control Panel
- Manage Customer's end-users
- Manage end-user's access to SaaS Applications

The SaaS Module also facilitates patches and upgrades of applications. POA also supports Parallels Virtuozzo Containers to provide isolated environments to allow multiple customers to use multiple applications on the same hosted server.

Types of Applications You Can Offer

Now it's even easier to add applications; choose from Open Source Applications to Business Grade Applications including Microsoft Hosted Applications. Here is just an example of application types available:

Examples of Applications Types offered in SaaS Module		
Wiki	⋮	Document Management
Contact Manager	⋮	eCommerce
Anti-Virus/Anti-Spam	⋮	On-Line Backup
Collaboration	⋮	Help Desk
VoIP	⋮	CRM

Getting started with Parallels Operations Automation for SaaS

For Providers that are already using Parallels Operations Automation, you'll be able to quickly focus on the SMB market which has a higher growth rate than the traditional hosting market. You can do this by ordering the SaaS Module as an add-on to your platform.

For Providers that are new to Parallels Operations Automation, Parallels Expert Services can help you get deployed quickly with POA and the SaaS Module with industry standard processes for faster time to market and faster sales cycles as well.

For more information on how to get started with the Parallels SaaS Module, contact your local Parallels sales representatives or email us at hostsales@parallels.com.

To learn more about Parallels Operations Automation, visit www.parallels.com/automation.

To learn more about SaaS, visit: www.parallels.com/saas and www.APSstandard.org.

For More Information

Integrated Billing

Parallels Automation links service delivery with payment and invoicing processes. This allows customers to order SaaS applications online. Once ordered, applications are automatically provisioned.

Parallels Virtuozzo Containers

Virtualization is a key component for delivering cost effective SaaS solutions for single-instance applications. POA supports Parallels Virtuozzo Containers ability to provide an operating system based virtualization solution that provides multiple isolated environments on a single server. This allows providers to support several customer environments and applications on a single server, thereby reducing the cost of service to the end user.

Parallels Virtuozzo Containers

Virtualization documentation for Parallels Automation, visit the Parallels web site: www.parallels.com/automation.

Contact Parallels

For more information about Parallels products and services, call Parallels sales at **+1 703-995-4102**.

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