

# Parallels® Automation

## Datasheet

Parallels Automation is a customizable billing and automation solution for delivering hosting services and software applications to millions of customers.

### Automate Your Entire Business

Parallels Automation streamlines all business processes, from online ordering and provisioning to common account management tasks. Parallels Automation allows you to build customized service plans which your customers can order from an online store. Customer orders are automatically provisioned and billed without any manual involvement. Orders are filled almost instantaneously and your customers can go online to configure their services using the Parallels Automation control panel without learning how to configure a server.

### Service Provider Opportunities

Parallels Automation has been customized for the needs of industry leading service providers:

- Telecoms and ISPs use Parallels Automation to integrate hosting services into their existing infrastructures.
- Domain Registrars use Parallels Automation to offer hosting services to their large customer bases.
- Hosting Service Providers use Parallels Automation to automate and expand their businesses with new capacity and new services – including SaaS offerings.

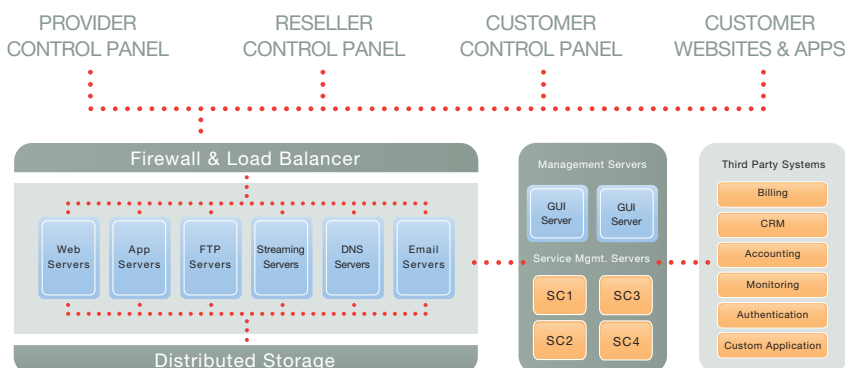
Parallels Automation's flexibility and scalability make it ideal for service providers who are entering hosting as well as for established providers with existing infrastructures.

### Launch and Sell Customized Service Plans

Using Parallels Automation, you can increase revenue by selling new services to existing customers via the customer control panel or by acquiring new customers through the online store.

### Improve Server Utilization

The Parallels Automation management servers, web-based control panels, and resource servers (see diagram below) can be deployed across multiple servers for high scalability, high density, and high availability. This improves your profitability while improving customer responsiveness.



### Parallels Automation Advantages

**Integrated Billing** – Pre-integrated billing allows customers to order, upgrade, and manage services from a single control panel. Customer and service plan data is automatically synchronized between the billing and provisioning systems.

**Extensible** – Parallels Automation includes a well documented set of APIs for providers who want to use their own billing system, online store, domain registrar, or payment gateway.

**Distributed** – Deploy services on farms of single-purpose servers to increase server density and maintain a low cost structure. Some services can be deployed in service clusters for high availability.

**Scalable** – Add servers to manage millions of users and thousands of service plans. Orders are processed asynchronously to ensure rapid online response in peak periods.

**Modular** – You can deploy specific components or a complete solution, including billing, marketing, provisioning, resource management, and customer care.

### Parallels Automation Services

You can offer customers many types of services using Parallels Automation. Service plans can include combinations of resources from several different service nodes.

- Domain Registration
- Email Hosting
- Shared Hosting
- Virtual Hosting
- Dedicated Servers
- Hosted Exchange
- Hosted SharePoint
- Game Servers
- Media Streaming
- Custom Applications
- SaaS Applications

## Differentiate with Parallels Automation

Parallels Automation allows you to differentiate your solutions by offering unique services, unique business models, unique business flow, and unique branding.

### Multiple Levels of Differentiation

Parallels Automation has control panels for service providers, resellers, and customers. Parallels Automation allows you to customize:

- **Storefront** – Integrate with your existing website to maintain your current branding. Customize the shopping process to collect the data relevant to your service offering.
- **Control Panels** – Rebrand the customer and reseller control panels. Add new screens from third party applications.
- **Business Logic and Workflow** – Create customized business processes including automated and manual procedures.
- **Service Components** – Parallels Automation allows you to integrate your own sub-systems or deploy Parallels Automation's pre-integrated billing, directory services, customer care, marketing, and e-commerce modules.
- **Reseller Programs** – Parallels Automation supports multiple distribution models. Allow resellers to customize branding, pricing, workflow, service plans, registrars, and payment gateways.

### Parallels Customization Services

Parallels has hundreds of person years of experience delivering hosting solutions to customers. Our experts can help with customization, installation, integration, and migration of existing customers.

### Leading Providers Use Parallels Automation

Parallels Automation has been deployed by several leading hosting providers including telecom carriers, domain registrars, and hosting providers.



Parallels helped intergenia deliver new product offerings to the market, 39 days after project inception. Within a few months, intergenia grew to a customer base of over 20,000 users. After launch, intergenia utilized Parallels Automation to quickly deploy other services, including Windows hosting and Hosted Exchange.

## Data393

Data393 utilized the Parallels Automation documentation and software development kit (SDK) to migrate a majority of their existing customers to a single platform and reduce the cost of servicing their customer base. In the future, Data393 is looking to utilize Parallels Automation to automate SaaS offerings.

Learn more at [www.parallels.com/automation](http://www.parallels.com/automation)

## Software as a Service (SaaS)

Parallels Automation automates the ordering, delivery, and management of hosted applications so providers can deliver SaaS.

- **Web applications** – Parallels Automation's application vault allows customers to configure and deploy applications into a web directory.
- **Traditional applications** – Parallels Automation allows users to pay for and automatically provision applications into a virtual environment.
- **Multi-tenant applications** – create service plans and configuration processes to integrate multi-tenant applications with your other services.

### Open Fusion

Parallels Automation supports the Open Fusion initiative to improve integration among hosting industry software.

Parallels Automation incorporates the Application Packaging Standard so providers can offer APS certified applications without control panel development.

### How do I get started?

Service providers can purchase pre-engineered Parallels Automation modules (such as Hosted Exchange) or customize a deployment by offering multiple services or by deploying customized modules.

Pricing consists of deployment fees, customization fees, and ongoing licensing fees. Prices vary by the types of services offered as well as by the amount of integration required.

Contact a Parallels Automation specialist at [hostsales@parallels.com](mailto:hostsales@parallels.com) for detailed pricing information.



660 SW 39th Street  
Suite 205  
Renton, WA 98057  
USA  
Main +1 425 282 6400  
Fax +1 425 282 6444

13755 Sunrise Valley Drive  
Suite 600  
Herndon, VA 20171  
USA  
Main +1 703 815 5670  
Fax +1 703 815 5675

[www.parallels.com](http://www.parallels.com)