Parallels® Cloud Acceleration Services

Data Sheet

Decrease Time to Market and Increase Revenues with Parallels Cloud Acceleration Services

With the global cloud services market for small and medium businesses (SMBs) expected to expand at a compound annual growth rate of 28% – reaching $95.7 billion by the end of 2015 – cloud service providers will need to move quickly to stake out a market presence before the window of opportunity closes. But that can be difficult if your marketing staff is fully occupied managing your existing service portfolio – or if you don't have experience in launching cloud services, or in revamping your channel for the cloud.

That's where Parallels Cloud Acceleration Services comes in. This suite of services is designed specifically to accelerate your time to market for launching new cloud services through Parallels Automation – and to help make the new services profitable as quickly as possible.

Using market analyses, assessments, workshops, and a variety of tools, Parallels Cloud Acceleration Services will provide you with the market intelligence, cloud services best practices, and go-to-market expertise you need to take full advantage of the SMB cloud services market opportunity. We'll apply the expertise we've gained from over 200 Parallels Automation deployments to help you make maximum use of all possible channels and routes to market, while at the same time assisting you in creating a portfolio and customer experience that set you apart from your competitors. As a result, you'll increase your profits, accelerate time-to-revenue by anywhere from 30 to 50%, and significantly grow your subscriber base.

Parallels Cloud Acceleration Services will help you:

- Develop a cloud services strategy and business plan
- Define your cloud services
- Analyze sales channels for the cloud
- Develop a go-to-market plan
- Launch your cloud services
- Analyze and tune the buyer and reseller experience after the launch
- Conduct release planning and portfolio management to fine-tune and optimize your offerings

Flexible and Extensible Services for Every Need

Parallels Cloud Acceleration Services offers several different services to help you successfully deploy new cloud offerings – whatever your needs, experience, and staffing resources.

Parallels Cloud Acceleration Services will help you by:

- Determining the right services to offer, including the right delivery model (hosted, syndicated or hybrid) for each service in your portfolio.
- Providing you with critical business thinking and practices developed over more than 200 Parallels Automation deployments, plus extensive SMB market research.
- Analyzing your sales channel model and buyer/reseller experience to identify ways to increase your profits and grow your subscriber base.

Benefits

- Helps you quickly identify ways to profit from the SMB market opportunity.
- Provides deliverables and workshops that will accelerate your time to market and increase your time to revenue by 30 to 50%.
- Helps you grow average revenue per user (ARPU) with activities such as post-launch assessments, channel reviews, analyses of processes for bringing new customers onboard and cross-selling and upselling them, and release planning support.
- Enables you to grow your customer base by leveraging all available channels for tapping new markets and acquiring new customers.

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Cloud Business Strategy

This service applies our extensive experience in the SMB cloud services market to help you develop your channel strategy, business case, and cloud service portfolio. The four-week engagement includes:

- **Cloud market assessment:** Analysis of the market and key trends, based both on our own Parallels SMB Cloud Insights research and on research from leading market analysts, with report delivery via a web conference.
- **Cloud business strategy workshop:** Rebrand the customer and reseller control panels and add customer content from third-party applications.
- **Business case review:** A review of your cloud business case, with recommendations delivered via a web conference.

Cloud Go-to-Market

This service will accelerate your go-to-market and launch plans, as well as your revenue generation, by helping to define:

- **Service details,** including features, functions, activities, deliverables, bundles, and pricing.
- **Business processes,** including the steps that customers take to order services, workflow for the online store, and end-user notifications.
- **Marketing elements,** such as branding and messaging.
- **Commercial elements,** including billing, currency, and taxation.
- **A complete go-to-market plan,** including channel strategy, sales enablement, and a marketing plan.

The six-week engagement includes:

- **Service definition workshop:** a two-day workshop focused on defining the details of the cloud service, from features and functions to deliverables, packaging, and pricing.
- **Service experience workshop:** A three-day workshop focused on defining the service experience for end users, plus various aspects of the service that you'll need to set up: the order process, billing, branding, service activation, bringing new customers onboard, and adding and changing services.
- **Service acceleration workshop:** A two-day workshop focused on defining your go-to-market plan and determining the resources required to execute it.
- **Messaging and positioning review:** A review of and recommendations for the positioning, messaging, packaging, and pricing you've established for your cloud service, delivered via a web conference.

The service also includes an option for Go-to-Market Execution Support. This option provides a dedicated program manager who will help you develop a go-to-market plan and drive the successful execution of the plan across all of your geographies and entities.

Cloud Business Optimization

In this service, we apply our extensive cloud service experience to provide you with ongoing, proactive marketing support, helping you to continually evaluate and retune your cloud business so as to maximize your revenues and online sales and accelerate the process of bringing new customers onboard. With this service, you can choose from any or all of the following components:

- **A post-launch assessment,** including a report from Parallels and a one-day workshop. Together, these activities will help you assess the end-user experience (including the shopping cart experience, steps in bringing new customers on board, and cross-selling and upselling) and provide recommendations for any changes that are needed.
- **A release-planning service,** consisting of a quarterly, two-day workshop that delivers a cloud market update and defines up to five services in terms of their features, functions, activities, and deliverables. The workshop also helps you determine your service bundles, delivery strategy (hosted, syndicated, or hypbrid), value proposition, and requirements for support readiness.
- **A two-day reseller program workshop,** in which we help you develop plans for expanding your business through new reseller channels.

Additional Services

Go-to-Market Execution Support Service. This service extends the standard advisory-level Cloud Go-to-Market service by providing you with a marketing resource to execute your cloud plan for a period of anywhere from 12 to 52 weeks. The support includes product management, product marketing, and program management resources; developing the marketing deliverables; and developing and executing the go-to-market plan.

Parallels SMB Cloud Insights™ Research Service. We can create a research report tailored to your specific markets and research objectives. This service includes surveying the target markets you identify and analyzing the results, including comparing them with findings from our global research. We deliver the report as part of a workshop or web conference.

Learn More

Only Parallels Cloud Acceleration Services delivers a combination of sophisticated market intelligence, in-depth experience working with service providers, and years of expertise in delivering software as a service (SaaS). To learn more about how Parallels can help you accelerate your cloud services, e-mail **accelerate@parallels.com.**

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