Parallels® Automation for Communication Service Providers

Data Sheet

Parallels Automation is a service delivery platform that enables communication service providers (CSPs) to offer a broad portfolio of in-demand cloud services to their small and medium-sized business customers.

Launch and Manage Your Cloud

Parallels Automation streamlines all business processes, from online ordering and provisioning to common account management tasks. This automation provides unique flexibility to build customized, market-specific service plans which your customers can order from an online storefront. Customer orders are automatically provisioned and billed without any manual involvement and orders are filled almost instantaneously. Customers configure and manage their individual services through online management tools.

Communication Service Provider Opportunities

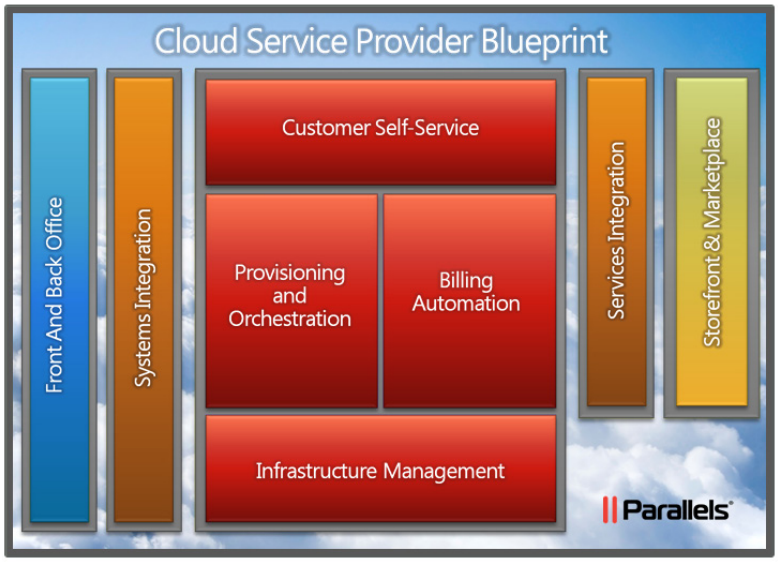
A CSP needs to replace complex, expensive and time-consuming custom development with a proven commercial service delivery automation solution for the cloud in order to:

- Rapidly deploy new services, new features and up-sell customers
- Increase market share, increase ARPU and decrease churn
- Maximize margins through minimizing operating costs
- Easily integrate with existing OSS/BSS systems

Profit From The Cloud

CSPs across the globe need to rapidly offer cloud services including Web hosting, Storage-as-a-service, Infrastructure-as-a-service and Platform-as-a-service. Parallels Automation enables CSPs to provision and bill cloud services as well as to create storefronts which include applications and services such as:

- Shared and virtual hosting
- Hosted Microsoft Exchange, SharePoint, Lync, and Dynamics CRM
- Syndicated Microsoft Office 365
- Open-Xchange
- Symantec.cloud
- Collaboration (i.e. web conferencing and wikis)
- Domain registration
- Over 300 other cloud applications and services



Parallels Automation Advantages

Rapid – Grab a first-market-mover advantage and get to market fast! Continue to offer current SaaS services and easily introduce new applications and services.

Flexible – Allows a CSP to design unique cloud services bundles, define service components, and track and report for billing. Also supports syndication of third-party cloud services such as Microsoft Office 365 and Symantec MessageLabs.

Simple – Leverage a well-documented, easy to-use-system that minimizes operational/ development costs, and maximizes profit.

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.

Channel support – Includes support for private-label, fully branded reseller offerings, providing multi-channel marketing solutions.

Go-to-market support – Engage Parallels to deliver cloud planning workshops and execution strategies designed to reduce time-to-revenue and grow your cloud business.

SMB Cloud Insights™ – Parallels primary research reports span 14 key global markets profiling current SMB adoption and attitudes toward popular cloud services.

Create Your Own App Store for Small Businesses

Parallels Automation automates the ordering, delivery, and management of hosted applications so CSPs can operate their own storefront.

- **Web applications** – The application vault of Parallels Automation allows customers to configure and deploy applications into a web directory.
- **Services** – Parallels Automation enables CSPs to offer paid services such as Storage/Platform and/or Infrastructure-as-a-service, as well as third-party services.
- **Traditional or multi-tenant applications** – Create service plans and configuration processes to integrate multi-tenant applications with core services.

Published January 2013

A Comprehensive Cloud Service Delivery Platform

Parallels Automation is deployed across multiple servers for high scalability, high density, and high availability. It is a complete cloud service delivery automation solution for managing service components, customers, billing, and syndicating third-party services.

Why Parallels Automation?

Parallels Automation allows you to differentiate your solutions by moving faster than your competition, 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 and allows you to customize:

- **Storefront** – Integrate with your existing website to maintain your current branding and customize the shopping process to collect the data relevant to your service offering.
- **Control panels** – Rebrand the customer and reseller control panels and add customer content 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 and allows resellers to customize branding, pricing, workflow, service plans, registrars and payment gateways.

Parallels Customization Services

Parallels has more than a decade of experience delivering hosting and cloud automation solutions to customers. Our professional service experts can help with customization, installation, integration, optimization and migration of existing customers.

APS

The Application Packaging Standard makes it easy and inexpensive for developers to package applications and services for any CSP using Parallels Automation. There are currently more than 400 commercial applications that are part of this fast growing ecosystem.

Learn how CSPs are Implementing Parallels Automation

Visit: **www.parallels.com/stories/hosting-cloud** to explore partner stories, or visit **www.parallels.com/**csp to learn more about Parallels Automation for communication service providers.

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 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 **CSPsales@parallels.com** for a product demo.

© 1999-2013 Parallels IP Holdings GmbH. All rights reserved. Parallels and the Parallels logo are registered trademarks of Parallels IP Holdings GmbH. Other product and company names are the trademarks or registered trademarks of their respective owners.

Parallels®

North America
500 SW 39th Street, Suite 200
Renton, Washington 98057
USA
HostingSales@parallels.com
www.parallels.com

EMEA
Willy-Brandt-Platz 3
81829 Munich
Germany
HostingSales.eu@parallels.com
www.parallels.com/eu

APAC
3 Anson Road, #36-01
Springleaf Tower 079909
Singapore
HostingSales.apac@parallels.com
www.parallels.com