

# Parallels® Plesk Control Panel

## Customer Success Story

### Parallels Plesk Control Panel Enables FastServers.net to Lower Support Costs and Increase Demand for its Dedicated Servers

As the most stable and secure multi-platform control panel, Parallels Plesk Control Panel delivers the automation tools our customers need which has translated to higher demand for our dedicated server offering.

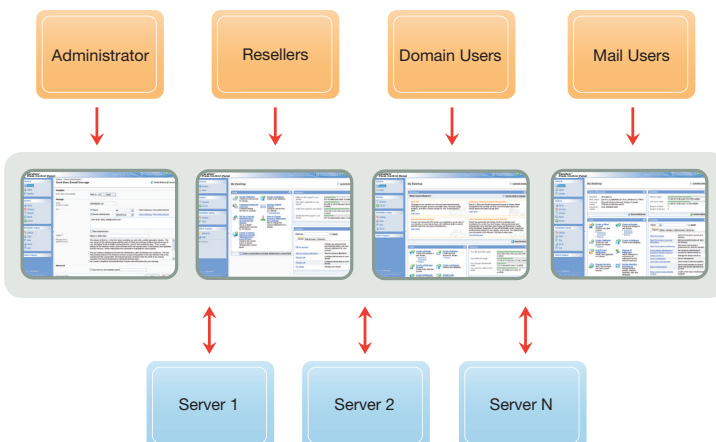
#### Business Summary

First established in 2001, FastServers.net started as a division of PowerSurge. Focused on the dedicated server market the company experienced exponential growth and now hosts more than 1,200 servers. In March of 2004, FastServers.net spun off on its own targeting the dedicated server marketplace and co-location business. The company wanted to bundle web hosting software with their dedicated server offering. FastServers.net believed that being able to provide their customers with a reliable, secure and stable automation solution would enable them to strengthen their dedicated server offering and gain significant market share.

#### Business Challenge

Ongoing cost of development and security of in house control panel during an explosive growth in customer base became a huge challenge for FastServers.net. In addition, finding and keeping qualified developers on staff proved expensive and time consuming forcing the company toward an outsourced business model for developing in house control panels.

Even more troubling was the quality and features of the in-house solution compared to available 3rd Party Windows control panels being offered by competitors. FastServers.net needed to compete and the time to market for the in-house solution with equivalent features of other control panels was time and cost prohibitive. They needed a solution that could be deployed immediately that was cost effective and had already proven itself as stable and feature rich.



FastServers.net offers dedicated server hosting solutions. The company provides a unique combination of strategic assistance, advanced technology and profound knowledge of system administration.

#### Benefits

- Parallels Plesk Control Panel provided a customizable solution that could be easily integrated into FastServers.net current offerings
- The comprehensive migration tools in the software allowed FastServers.net to easily move hundreds of customers from their in-house legacy control panel directly to Parallels Plesk Control Panel
- FastServers.net was able to offer a control panel with an extensive list of services and tools that met their requirements
- The complete set of easy to use automation tools found in Parallels Plesk Control Panel allowed FastServers.net to reduce support and maintenance costs
- As the leading multi-platform control panel, Parallels Plesk Control Panel is available to FastServers.net customers on both the Windows and Linux platforms

## Solution

Faservers.net launched Parallels Plesk Control Panel in 2004 not only because it is a leading automation solution but also because their customers demanded it. The company came to Parallels looking for a full package they could offer their customers: leading software solutions, support, and a partner dedicated to their growth. Developed for professional hosting service providers, Parallels Plesk Control Panel proved to be the solution FastServers.net needed. Parallels Plesk Control Panel is comprehensive server management software designed to manage all systems and applications for hosting on a single server. The software allows Administrators to manage up to thousands of virtual hosts on a single server. FastServers.net migrated all of its Windows customers from their in-house control panel to Parallels Plesk Control Panel. Although there were a few bumps in the road, the transition was smooth and FastServers.net technical staff was able to get help when and where they needed it.

Parallels Plesk Control Panel deploys in minutes and quickly provided a high performance, comprehensive solution that was inexpensive and easy to use for both the FastServers.net technical staff and their customers. The software provided many advanced solutions for fastserver.net's more experienced customers, including an XML API and a complete Software Development Kit (SDK) with multiple backend utilities to deliver powerful customization.

## Benefits

Parallels Plesk Control Panel enables FastServers.net to sell more Windows-based servers. Now they have a stable, secure and comprehensive control panel they can include within the server, thus giving their customers the automation and management capabilities they need. Parallels Plesk Control Panel control panel enables FastServers.net's customers to easily create hosting accounts for reseller clients, specifying virtual host type, FTP login and password, disk space, traffic restrictions, and other hosting parameters. The control panel reduces support costs by providing an easy to use and straight forward interface to the four levels of administration found in the software. In addition, the demand for Parallels Plesk Control Panel continues to grow because the software allows administrators and resellers to automate routine tasks and domain owners gain the self-management control they want over their servers.

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

“The latest version of Parallels Plesk Control Panel is by far the most integrated and flexible multi-platform control panel that Parallels has developed to date. Parallels takes server management to a new level by providing expanded applications and tools that add significant new value to our dedicated Windows hosting business.”

— Travis Schaffner,  
CTO, FastServers.net



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