

### **Apptix Partners with Parallels to Fuel Growth and Profitability**

A worldwide leader in Microsoft Hosted Exchange transforms its business by automating cloud services operations and business systems

#### **The Business Challenge**

Apptix, a leading unified communications service provider, grew rapidly through a combination of acquisitions and organic growth. As a result of this growth, they needed to replace legacy systems and custom automation approaches with a holistic platform for automating their operations and business systems. They identified a huge opportunity to expand their reseller partner business and offer a complete unified communications services, but needed to integrate on a single services platform. This cloud services delivery platform would also need to scale up to accommodate rapid growth in the business.

As a company that has built a reputation as a quality service provider, Apptix needed to ensure that it could bring best of breed applications to its customers on a 24x7 basis with high reliability and at highly competitive prices.

#### **The solution**

Apptix quickly determined that it would be more advantageous to buy, rather than build, a new automation platform if it was to quickly capitalize and expand its 200,000 Exchange customers and scale up its reseller program. It selected Parallels Automation, a combination of Parallels Operations Automation, Parallels Business Automation, and deployment services.

“As a company, we wanted a central platform to deliver all of our services to market which also provided a single panel for our customers to acquire, provision and manage applications,” said Chris Damvakaris, Vice President, Sales & Business Development, Apptix. “We have greater flexibility to accommodate the next level of our corporate growth.”

#### **The Partnership**

Apptix already serves over a third of its customers from its newly automated operations and billing platform. One of the profound business benefits this has delivered has been the ability to consolidate infrastructure to the extent that Apptix has reduced its data center footprint, while substantially growing its business. This has delivered both world class business agility and greater profitability.

“One of the advantages of the Parallels platform is that it has allowed us to dramatically expand our product portfolio and ultimately be a single vendor of choice for our customers’ business communication and collaboration needs. On top of being able to offer Hosted Exchange, Hosted SharePoint and VoIP, Parallels Automation allows us to roll out web conferencing, secure IM, online backup, DNS hosting and web site hosting,” said Damvakaris.

Apptix now has fully automated marketing, sign up, resale and billing processes for resellers. This enables its white label partners to go to market quickly, easily and profitably.



#### **About Apptix**

Apptix provides hosted communications services so you can focus on what’s important—growing your business.

Apptix is the industry leader in business-class communications services—the proven company of choice for hosted Exchange email, business VoIP services, and SharePoint collaboration services to more than 20,000 organizations worldwide.

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— Chris Damvakaris,  
VP, Sales & Business Development,  
Apptix

## The Result

The deployment of Parallels Automation by Apptix has resulted in a sizable decrease in its operating expenses and a revenue increase through new service delivery into the Apptix customer base. Apptix has brought on record numbers of new customers and partners while adding new cloud services to its portfolio. This has diversified the company's revenue stream as customers can automatically add extra real-time services, such as secure IM, web conferencing, hosted VoIP and mobile email.

By using Parallels Automation to run customized promotions and to test new bundled offerings, Apptix has diversified its revenue by 10% in the area of hosted email services alone.

They have been able to optimize operations and consolidate infrastructure by closing two data centers. This mix of agility and cost savings has helped transform the business and helped create a model for success in the cloud services industry.

"We have quadrupled the number of mid-market customers since the start of 2009. Four- to five-hundred seat customers have become quite common for us – we now even service a 100,000-seat customer. These organizations are staying with Apptix as they themselves grow," said Damvakaris.

## Contact Parallels

For more information about Parallels products and services, call Parallels Hosting Sales at **+1 (425) 282 6400**. Outside the United States and Canada, please contact your local Parallels sales office.

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

## Contact Apptix

For more information about Apptix please call **800.962.9329** (US/Canada). International callers please dial **+1 703.890.2800**.

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

"With Parallels Automation, we are now executing on our strategic plan to manage an increasing number of cloud services we offer our customers without physically growing in size as a company ourselves."

— Chris Damvakaris,  
VP, Sales & Business Development,  
Apptix



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