

Parallels® Business Automation - Standard

Customer Success Story

Future Hosting Grows Virtualization Based Hosting Using Parallels Business Automation - Standard for Hosting Automation and Billing

Growth aided by integrated provisioning and billing

Business Challenge

In 2006, Future Hosting recognized the potential of VPS hosting for delivering additional security and flexibility that hosting customers demanded. By providing several VPS hosting plans, Future Hosting was able to offer products which had the advantages of a dedicated server at a price that customers could afford.

The delivery of over 40 different service plans across multiple servers required an automation solution which could keep up with Future Hosting's growth. Using a spreadsheet to track IP addresses, memory size, and storage space worked for a small number of customers, but limited the future growth of the company.

Automating the Hosting Infrastructure

Separate Billing and Provisioning Software

Future Hosting initially utilized control panels, a simple billing solution, and Excel spreadsheets to automate its web hosting business. Although functional, the situation was not ideal. Each time an order was placed, Future Hosting needed to:

- Log the order
- Manually provision the services
- Enter the order in the billing system
- Notify the customer when the order was complete.

This process could take up to 60 minutes. A more effective mechanism for ordering and delivering services as needed.

Future Hosting Selects Parallels Business Automation - Standard

During the initial evaluation, Future Hosting clearly saw the value in purchasing Parallels Business Automation - Standard.

- Orders fulfilled 6 times faster – a Parallels Plesk Control Panel VPS is delivered in 10 minutes instead of 60
- Reduced workload for the staff allowing more focused attention on clients
- Automated customer notifications
- Simplified service plan creation and management
- Integrated billing and provisioning for better account management
- Reduced collection issues due to automatic deactivation of non-paying customers

Future Hosting made their purchase decision when the combined benefits of Parallels Business Automation - Standard significantly outweighed the cost and maintenance of the system.



Future Hosting delivers reliable, cost-effective hosting services. The company specializes in virtualization-based hosting to provide customers with security and flexibility with their hosting needs.

Business Situation

In 2006, Future Hosting began growing rapidly by successfully offering VPS hosting plans to customers who needed additional security and reliability.

Automation was necessary because the billing, provisioning, and customer service requirements were preventing the company from growing.

Solution

Parallels provided the Parallels Business Automation - Standard automation and billing solution for Future Hosting. The Parallels solution replaced the spreadsheet used to track customer orders and a simple billing system which was not integrated with the service delivery process.

Following installation, Future Hosting was able to automatically setup a new VPS hosting plan in 1 minute. This saved the company 30 minutes of operational time and allowed them to complete sales without requiring manual intervention.

Service Provisioning Highlight

With the help of SoftLayer and Parallels, the process of adding a new Parallels Virtuozzo Containers service node was reduced to 45 minutes and 3 clicks.

Beyond the Initial Deployment

Growing and Expanding Service Offerings

Parallels's Parallels Business Automation - Standard delivered a packaged solution which could be maintained and expanded by the Future Hosting developers.

The screenshot shows the Future Hosting website. At the top right, there are navigation links: home, faq, sitemap, manage, support. The main header features the Future Hosting logo and the URL www.futurehosting.biz. A dark blue sidebar on the left contains a menu with items: virtual private servers, dedicated servers, services, network+datacenter, and about future hosting. The main content area has the text 'PERSONALIZED. PRIVATIZED. FUTURIZED.' and a 'Features:' section with a list: 100% Cisco Network, Network IDS, IPS & DDOS, Virtuozzo Power Panel, Automated Provisioning, and Automated Reloads. Below this is a 'TESTIMONIALS' section with a quote from Douglas: 'The last place we used for our shoutcast radio always had connection problems. When we switched to you, we didn't have those problems anymore. We can't thank you enough.' There are also 'OUR PARTNERS' logos for Softlayer, SWSOFT, and Virtuozzo. Two service cards are shown: 'Virtual Private Server' with details like 20GB Disk Space, 256MB RAM, 24/7 Managed Support, 250GB Bandwidth, Choice of Operating system, and Free Control Panel; and 'Professional VPS' with details like 80GB Disk Space, 1GB RAM, 24/7 Pro-Actively Managed Support, 500GB Public Bandwidth, Hardware Firewall, and 24/7 VPS monitoring + response. Both cards have an 'Order Now' button.

Adding VPS Servers

Future Hosting's operations team can install new service nodes with little effort. With the help of Parallels the process of adding a new Virtuozzo service node was reduced to 45 minutes. According to Charles Kowalski, Chief Operations Officer at Future Hosting, "In just three clicks, the new servers are ready to accept incoming customer orders."

Adding New Services for End Users and Resellers

Future Hosting sells Virtual Private Servers (VPSs) directly to end users as well as resellers. For end users, Future Hosting offers simple plans and advanced plans with enhanced security, monitoring, and proactive management. End users appreciate the security and isolation afforded by their own virtual environment. Future Hosting offers VPS plans without oversubscribing their servers, so customers receive the service that they expect. For resellers, Future Hosting offers VPSs with pre-installed Parallels Plesk Control Panel or cPanel control panels. Parallels Business Automation - Standard automatically provisions a VPS with the operating system and control panel that the reseller ordered. Future Hosting developers worked with the Parallels implementation team to automatically install and license the Parallels Plesk Control Panel and cPanel applications inside the VPS.

Learn more at www.parallels.com/hspcomplete

"Parallels Business Automation - Standard automates the delivery of virtualization-based services so that a process which used to take 30 minute can now be done in 3 clicks. I can actually have a life now."

— Vik Patel,
Chief Executive Officer,
Future Hosting

Parallels Business Automation - Standard Flexibility

Parallels and Future Hosting modified Parallels Business Automation - Standard to automatically provision a VPS and obtain Parallels Plesk Control Panel or cPanel licenses.

For More Information

Parallels Business Automation - Standard Documentation

To view the online documentation for Parallels Business Automation - Standard, please visit the Parallels web site:

<http://www.parallels.com/hspcomplete>

Contact Parallels

For more information about Parallels products and services, call Parallels sales at +1 703-995-4102. Outside the United States and Canada, please contact your local Parallels sales office.

Contact Future Hosting

For more information about Future Hosting visit their web site or email sales@futurehosting.biz.
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