

Parallels Automation Enables Fast Time to Market on a Complete Shared Hosting Solution

intergenia AG sought to launch a shared hosting offering to its customers in a very short time frame, it partnered with Parallels and used Parallels Automation to roll out its solution to customers in 39 days.

Business Challenges

Retaining Market Dominance

Germany is among the most advanced and competitive hosting markets in the world. As a long-time market leader in dedicated hosting, intergenia wanted to maintain its position of strength in hosting and compete with the other successful providers offering shared services. intergenia planned to expand its service offerings into the shared hosting market through its SERVER4YOU consumer-centric brand.

Fast and Effective Time to Market

intergenia needed a partner and tool set that could quickly and efficiently launch a market-competitive shared service offering. intergenia had been advertising its new shared service with a specific launch date and with the growing customer interest and momentum it was critical to meet that deadline.

Profitable 555 Days Free Hosting

intergenia has maintained market leadership through creative service offerings and promotions. intergenia's latest promotional concept was to launch its shared hosting service along with a 555 Days Free hosting promotion. In support of this new promotion, advertising campaigns had been launched with prominently displayed availability dates. With the 555 promotion, customers would receive several days of service for free. To maintain profitability, it was important to have no manual labor in the provisioning and subscription process and very low costs for ongoing administration and management.

Flexible and Distributed Architecture

intergenia became a market leader by being a visionary, but it is impossible to anticipate everything because the market dynamics change quickly. Intergenias didn't just need a provisioning tool, it was looking for a full lifecycle platform that could not only support today's requirements, but would be flexible enough to quickly add new features, services and platforms.



intergenia AG is one of the leading hosting providers in Germany. intergenia has been in business for over five years and has data centers housing over 10000 dedicated servers, making intergenia a benchmark for successful hosting businesses. intergenia comprises several hosting brands including PlusServer, SERVER4YOU, and PerfectServer, each addressing a different hosting market segments.

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— Jochen Berger,
CTO and Founder,
intergenia

Parallels Automation Application

- **Launch New Service Offering**
- Launch Hosting Business
- Manage Data Center Infrastructure
- Special Application Hosting

Service Provided

- **Shared Hosting**
- VPS Hosting
- Dedicated Hosting
- Microsoft Application Hosting
- Game Service Hosting

Parallels Automation Solution

intergenia evaluated several competing products including Ensim, Sphera and several local German products but only Parallels Automation was able to meet its business and market challenges. The other solutions either did not integrate with the existing infrastructure or would add administrative overhead, costs which would be difficult to cover with the shared service and 555 Days Free promotion.

Parallels Automation Design and Deployment

With intergenia's advertised launch deadline quickly approaching, Parallels used its proven methodology for design, implementation, and support and enabled a very fast and successful deployment. "It would have taken us years and many times the investment to implement the solution internally with a fraction of the features that Parallels Automation supports" said Jochen Berger, CTO of intergenia. With Parallels, intergenia launched a benchmark, integrated and automated shared solution in 39 days.

The complex deployment included most phases in the customer life-cycle from subscription to billing and became the infrastructure core to intergenia's shared service offering. intergenia's existing online subscription service was integrated with Parallels Automation's provisioning engine. Parallels Automation also integrated with existing trouble ticketing, FAQ, and billing systems for a single complete solution. Customers enroll in the service and Parallels Automation automates the rest, from provisioning to automatically billing the customer. intergenia provides very little administration and intervention in the turn-key process.

intergenia's Results

intergenia successfully launched its shared hosting solution in December of 2004. In just a few short months, intergenia built its shared offering to a customer base of over 20,000 and expects that base to grow steadily. Not only has the customer base grown quickly, intergenia has received industry praise for the shared service in reviews by CT, the largest computer magazine in Germany.

intergenia has already used Parallels Automation to deploy a bundled Windows and hosted Exchange offering to its customers in early 2005. intergenia has been very satisfied with Parallels Automation and Parallels and plans to continue to expand its service offerings deploying Parallels Automation at the core.

Learn more at www.parallels.com/pem

Parallels Automation Deployment

Provisioning & Data Center
Infrastructure Management

Integration with intergenia business
processes and applications:

- Subscription Service
- Trouble Ticketing
- FAQ
- Billing

"Due to the structure of our 555 days free hosting offer, it was important for us to have everything automated and low costs for administration," said Berger.



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