

Parallels® Software as a Service (SaaS)

Customer Success Story

Parallels Virtuozzo Containers deliver VoIP Communication Solution through Software as a Service (SaaS)

Swyx Solutions AG utilizes Virtuozzo Containers to rapidly deliver a cost- efficient and scalable hosted PBX application.

Business Challenge

The “SwyxWare” product is a software-based telecommunications system for Microsoft Windows, which enables the PC network of a company to be used for telephony so that businesses can save money by replacing or supplementing their conventional PBX solution. Swyx offers the Hosted SwyxWare application for SaaS deployment through their European service provider customer base.

Swyx required a highly scalable platform that could meet their service provider customer expectations for performance and scalability. Therefore, Swyx developed Hosted SwyxWare, which is scalable from a single server solution up to a multi-server environment to support an unlimited number of customers. Swyx’s service provider customers wanted to offer a baseline configuration that accommodates as few as from one to four end-user customers, with the ability to scale by adding more hardware or migrating seamlessly to more powerful hardware. Swyx required scalability with options to expand to more powerful hardware without being required to duplicate hardware across their customer base, modify configurations or employ special deployment processes. Swyx needed a system that was designed to consist of just one physical server while ensuring isolation possibilities for individual clients.

Swyx Virtuozzo Based SaaS Platform

For their entry-level option, Swyx designed a combination of locally installed software components and virtual environments (Virtual-PBX servers) based on Parallels Virtuozzo Containers. The components are brought together on one physical system to form a reliable and integrated unit that supports up to four customers. Where the Microsoft Windows 2003 Enterprise Edition is used, 4 virtual Windows 2003 licenses are included in the delivery, which means that with the specified maximum number of 4 Virtual-PBX servers there are no further license costs. If Microsoft Windows Server 2003 Data Center Edition is used, there is no restriction to 4 Virtual-PBXs, the only limitation in that case would be the ability of the Server hardware to support the increased amount of users. Overall, the option of the Service Provider License Program from both Microsoft and Parallels makes it possible for service providers from the hosting sector to offer their customers very low-cost and cost-transparent VoIP solutions in the SaaS method of delivery.



Overview

Location: Dortmund, Germany

Type: IP Telephony

Stock: Private

Customer Profile

Swyx was founded in April 1999 with the objective of becoming a leading provider of voice and data convergence solutions. Swyx is recognized as a market leader for IP telephony in major European countries and has enabled thousands of organizations across the continent to take advantage of the business benefits of IP telephony and associated applications

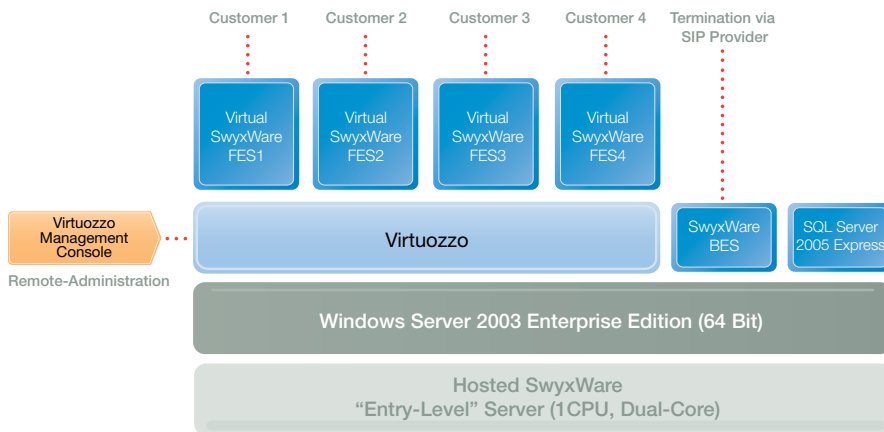
Business Situation

Swyx needed a very reliable and powerful platform that also offered to their customers major improvements and simplifications in installation, updates and operation of their Hosted SwyxWare application, a “Most Innovative Product/Service” award winner from Comms Channel.

Parallels SaaS Solution

Parallels’s SaaS platform provided automation and virtualization technology which provided Swyx with a solution that met all their requirements.

Parallels Virtuozzo Containers delivered high application density to contain costs while providing platform hardware independence, making upgrades a much simpler process for their customer.



Entry-Level Hosted SwyxWare in SaaS Implementation

Swyx's Hosted SwyxWare SaaS solution is a low-cost VoIP software solution that offers functions and options that could only be offered in the past by expensive hardware telephone systems. It includes the following functionalities:

- Comprehensive IP telephony functions that reduce call charges and improve communications
- A software-based product that grows with the customer's company and is not subject to the physical limitations of conventional telephone systems – you only pay for what you need
- License model per configured user
- Time and costs are saved as the system can be maintained and updated in the company by the Windows® systems administrator
- Access to calls and voicemail from anywhere: an effective mobile office solution for improving availability

Solution and Implementation

Swyx realized that it's not just the functionality their customers were interested in – issues such as server requirements, operability, security and future-proofing also needed to be addressed and guaranteed. Swyx's Hosted SwyxWare customers, the majority of which are from the provider sector, naturally attach great importance to stability, reliability and cost minimization.

As Swyx SaaS platforms were installed at their customer base, the Service Providers were pleased that there were no special considerations required for a successful installation of the system. This effective time savings help to ease typical issues which were normally experienced as hardware, installation and configuration problems. Instead, the time was efficiently spent on adjusting to an optimum configuration to meet the customer's needs. Installation of the virtual units were not a problem for Swyx thanks to Virtuozzo, primarily due to the fact that once the prototypes were established, they merely needed to be duplicated (cloned). Maintenance of the operating system was also much simpler, as future operating system updates just needed to be installed on the host system; the Virtual-PBX servers then access them automatically after integration on the host.

Baseline System

- Hosted SwyxWare
- Parallels Virtuozzo Containers
- Windows 2003 Enterprise or Datacenter Edition
- 1 - 2 CPU - 64-Bit, 3.2 GHz+ (Core2Duo/Xeon or AMD Opteron)
- 4 to 32 GB RAM (6 to over 30 V-PBX)
- Two 1 Gbit Ethernet Adapters
- 200 GB and more hard disc space (RAID protected)

Which SaaS Solution?

“Swyx has made its choice and offers its customers a new future-oriented solution with Hosted SwyxWare based on Parallels Virtuozzo Containers.”.

- Uwe Sauerbrey, VP Product Planning, Swyx Solutions

“With Parallels Virtuozzo Containers no resources are needlessly wasted, because it is not necessary to install a separate complete system for each virtual PBX server, as is the case with other virtualization solutions. This saves main memory and hard disk space, which means hard cash for our customers.” ”.

— Dirk Vielner, Service Provider Consultant, Swyx Solutions AG

Results

Using Parallels Virtuozzo Containers, Swyx was able to quickly deliver a hosted solution without redeveloping their application. As a result, Swyx’s customers were able to operate the Hosted SwyxWare application just as they would with in-house solutions as the application doesn’t change in any way. Thanks to the excellent intuitive management options of Virtuozzo, the newly introduced infrastructure in Hosted SwyxWare has been well accepted by Swyx’s customers and their in-house team without any problems.

A huge advantage of Swyx’s Virtuozzo based SaaS solution is that the separation of hardware and service (operating system + application) makes it much simpler to change the hardware, which means their customers can switch models and undertake major expansions to the base system without having to re-install all the components. This freedom, enabled by Parallels Virtuozzo Containers, was an important selling point to Swyx.

Learn More at: www.parallels.com/saas

For More Information

Virtuozzo Documentation

To view the online documentation for Parallels Virtuozzo Containers, visit the Parallels web site:

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

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.

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