

# Parallels® Operations Automation

Datasheet

## Parallels Operations Automation Enables Large Scale Delivery of Any Application or Service in a Hosted Environment

### Overview

Parallels Operations Automation (POA) is an Operations Support System (OSS) for Service Providers, Telecom Carriers, and ISVs that enables delivery of any application or service in a hosted environment. POA helps:

- **Hosting Providers** to deliver and automate a wide variety of hosted services from domain registration and shared hosting to SaaS and managed hosting,
- **ISVs** to easily offer applications in a SaaS model without re-architecting their software,
- **Telecom Carriers** to offer value added services in an efficient and cost-effective manner while easily integrating with their existing infrastructure.

### Service Offerings with Parallels Operations Automation

No in-house system or system available in the market today does what POA does! With POA you can delegate management of all applications and services on a large scale and have complete back-office automation. Here are just some of the services you can offer your end-user customers.

Offerings	Highlighted Features
SaaS Applications	For Business Grade Application delivery utilizing the Application Packaging Standard (APS)
Hosted Exchange	Automated ordering, provisioning, and billing
Hosted Sharepoint	Automated ordering, provisioning, and billing
Virtualized & VPS Hosting	Integrated with Parallels Virtuozzo Containers to dynamically allocate resources & software applications among VPS servers
Shared Hosting	Provide customer self-service, upgrades, and billing. Supports both Windows and Linux platforms
Dedicated Servers	Bare metal provisioning, IP address management and more
Domain Registration	Includes standard parking, frame forwarding, single page website, renewal reminders, automated re-ordering

### Manage Your Operation More Effectively

Parallels Operations Automation automates the full lifecycle of hosted services and software - from service management and provisioning to customer self-service and datacenter management. This capability means more time for you to innovate, increase competitiveness and to utilize your resources to make money instead of using valuable resources on non-revenue producing repetitive administration tasks and system maintenance.

### Build or Buy?

Many OSS systems are developed in-house, committing valuable engineering resources on developing commodity components. POA allows service providers to instantly jump start into technological innovation without sacrificing their unique value proposition.

With 100s of man-years worth of development, POA has the scalability and performance to run millions of accounts and can be easily customized to create a differentiated set of services or made to fit into your existing way of doing business.

### Application Packaging Standard

Parallels Operations Automation supports the Application Packaging Standard (APS) allowing to instantly launch any APS certified applications without any additional development.

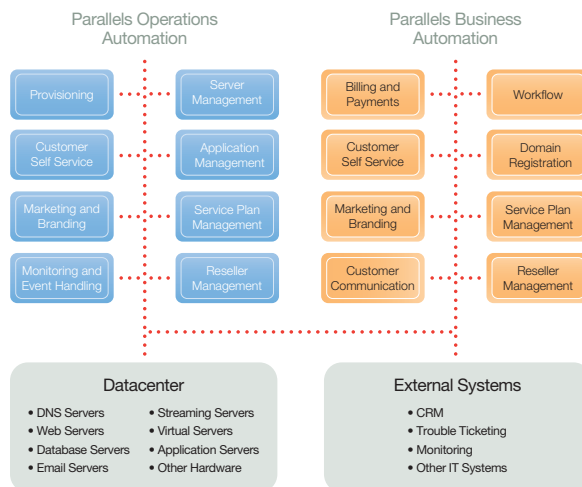
Visit [www.apsstandard.com/](http://www.apsstandard.com/) for more info.

“The Parallels Operations Automation control panel is by far the best control panel we have used or investigated. Our customers all love the control panel, it is well thought out, and easy to navigate – even for novices. We get many compliments and referrals because of the control panel.”

— Dave Grantz  
ExchangeMyMail

## Parallels Operations Automation

Parallels Operations Automation is architected to deliver a system that increases average revenue per user, deploys new services quickly for fast time to market, reduces ongoing operational costs, and is customizable and can be integrated on multiple levels. The following diagram illustrates the core functional blocks of POA:



In conjunction with billing and chargeback software with Parallels Business Automation, Parallels Operations Automation is the leading datacenter automation solution to streamline all operations and business processes of your service provider business.

With Parallels Operations Automation, providers can deliver a full range of services:

- To multiple audiences including consumers, SOHO, SMB, and enterprise
- For a variety of vertical industries
- In multiple geographies and under multiple brands
- Through the n-tier channel of reseller and affiliates

## Rapid Deployment with Parallels Operations Automation Modules

With POA's modular design you can choose individual Automation Modules and related services to be deployed in multiple phases thus minimizing the overall impact on your business during the implementation stage. Further, Parallels Expert Services can help you get deployed quickly with industry standard processes for faster time to market and reduced risks.

For more information on how to get started with POA, contact your local Parallels sales representatives or email us at [hostsales@parallels.com](mailto:hostsales@parallels.com).

## To Learn More

For Parallels Operations Automation, visit [www.parallels.com/automation](http://www.parallels.com/automation).

For Software as a Service (SaaS), visit [www.parallels.com/saas](http://www.parallels.com/saas).

"...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."

— Jochen Berger  
CTO and Founder, Intergenica

"...Parallels Automation is the one solution that meets our internal needs while supporting the requirements of our resellers and customers with its ability to successfully deploy and manage new offerings."

— Steve Merkel  
CTO, Data 393

"The Parallels Operations Automation control panel is by far the best control panel we have used or investigated. Our customers all love the control panel, it is well thought out, and easy to navigate – even for novices. We get many compliments and referrals because of the control panel."

— Dave Grantz  
ExchangeMyMail

## 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.



North America  
13755 Sunrise Valley Drive  
Suite 600  
Herndon, va 20171 / USA  
main +1 703 815 5670  
fax +1 703 815 5675  
PAsales@parallels.com  
[www.parallels.com](http://www.parallels.com)

EMEA  
Willy-Brandt-Platz 3  
81829 Munich  
Germany  
main +49 89 450 80 86-0  
fax +49 89 450 80 86-13  
PAsales@parallels.com  
[www.parallels.de](http://www.parallels.de)

APAC  
Almond Akasaka Building 10F  
3-2-2 Akasaka, Minato-ku  
Tokyo / Japan  
main +81 (0)3 6459 1361  
fax +81 (0)3 6459 1363  
PAsales@parallels.com  
[www.parallels.com/jp](http://www.parallels.com/jp)