

# Parallels® Business Automation - Standard

## Datasheet

Parallels Business Automation - Standard delivers a pre-integrated solution to simplify service delivery, billing, and management across multiple platforms.

### Business Challenges

Hosting Service Providers use Parallels Business Automation - Standard to save money on support costs and improve customer satisfaction by automating server configuration and maintenance tasks. By replacing manual processes with intuitive web-based control panels, service providers can scale their business to support hundreds of thousands of customers.

Parallels Business Automation - Standard can save service providers up to \$5 per customer by automating business processes and improving customer retention. In addition, providers can increase average revenue per customer by up to 15% by offering customers service upgrades directly from the customer control panel.

### The Parallels Business Automation - Standard Solution

Parallels Business Automation - Standard manages all stages of the customer lifecycle. The central management node receives orders from the online storefront, provisions services to application servers, bills services and collects payments, and allows customers to update their service using a web-based control panel.

This solution has been in use for many years by hundreds of service providers. Over time, the software has incorporated real-market feedback and has been integrated with numerous payment gateways, domain registrars, help desks, service delivery platforms, and other third-party systems.

Parallels Business Automation - Standard has been used to manage: domain registration, email hosting, shared web hosting, VPS hosting, dedicated hosting, and collocation on both Linux and Windows application servers.

The introduction of an application programming interface and a software development kit provides additional flexibility for customers who want to integrate new services. Service providers can also use the API to integrate existing storefronts or other third party applications.

### Comprehensive Hosting Solution

Parallels Business Automation - Standard delivers a complete business operations solution for managing shared web hosting and virtualize web hosting services. The new API and SDK made adding additional services easy.

### Unified Platform

Manage both Linux and Windows services from a single platform:

- Domain Registration
- Email Hosting
- Shared Hosting
- Virtual Private Servers
- Dedicated Servers

### Flexible Billing

Integrated billing support includes:

- Discounts and promotions
- Pre-integrated payment gateways
- Setup fees and recurring fees
- Metered and unmetered resources

### Reseller Support

Reseller support includes:

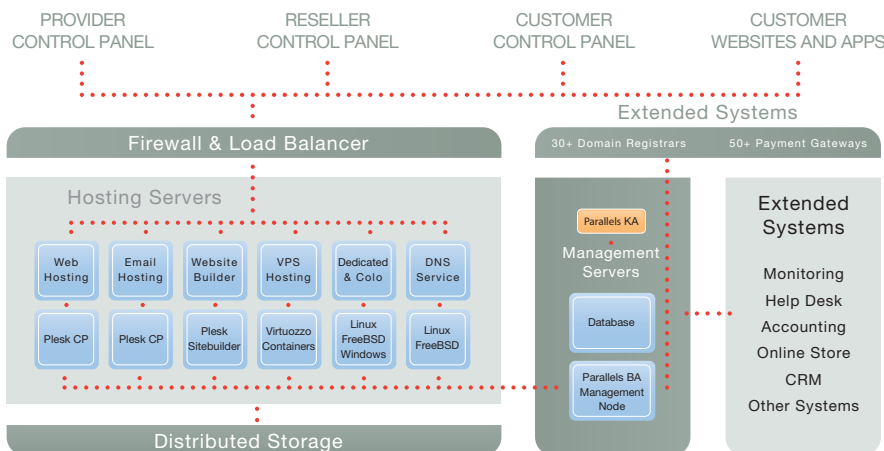
- Customized branding
- Online store management
- Ability to create hosting plans
- Billing and receivables management

### Plesk Hosting

- Provision accounts directly from an online store into Plesk control panel nodes
- Manage IP addresses and billing for accounts using the Plesk control panel

### VPS Hosting

- Integration with Virtuozzo Containers including operating system templates and application templates
- Manage VPS backups



## Business and Operations Components

Parallels Business Automation - Standard provides four business directors which manage your service plans, customer communication, and billing operations as well as three operations directors which manage your hardware, configurations, and applications.

**Account Director** allows providers to manage customer accounts, partner/reseller enrollment, subscriptions overview, credit terms setup, and customer care.

- Customer Manager
- Reseller Manager
- Subscription Manager
- Support Manager

**Billing Director** provides a complete billing system for a service provider's business, including: account balances, customer receivables, reseller support, promotions, discounts, taxation, hosting plan management, and revenue reports.

- Receivables Manager
- Product Manager
- Report Manager
- Taxation Manager
- Discount Manager
- Accounting Manager

**Marketing Director** provides tools that can be used to manage marketing campaigns, configure and brand the storefront, and perform mass mailings.

- Campaign Manager
- Announcement Manager
- Site Manager
- Brand Manager

**Commerce Director** allows providers to configure the online store, online payment and bank transfer tools, transaction log, payments processing setup and encryption for credit cards/bank accounts and much more.

- Online Payments
- Bank Transfers
- Payment Processing
- Anti-fraud Manager
- Store Manager
- Upgrade Manager

**Service Director** provides system-level administration of all types of services covered by Parallels Business Automation - Standard: Plesk Control Panel Shared, Virtuozzo Containers VPS, Dedicated, Sitebuilder add-ons, IP addresses, Domains and DNS, and much more.

- Plesk Manager
- Virtuozzo Manager
- Servers Manager
- Sitebuilder Manager
- Domain Manager
- IP Manager
- Service Level Manager
- License Manager

**Configuration Director** provides system-wide configuration including role-based access permissions, events and actions setup, regional settings and more.

- Security Manager
- License Manager
- Miscellaneous Settings
- Event Manager
- Up2date Manager

**Migration Director** provides tools for data migration into Parallels Business Automation, including XML export/import and direct migration from remote servers.

- Conflicts Resolver
- Import-Export Manager
- Migration Manager

Learn more at [www.parallels.com/automation/business/standard/](http://www.parallels.com/automation/business/standard/)

## Multi-level Management

**The Provider Control Panel** includes access to all Parallels Business Automation - Standard components: Directors and Managers. The hosting provider can control the setup and management of their entire hosting infrastructure, hosting plans and online ecommerce, customer recurring and resource usage billing, control panel localization and customization, and much more.

**The Reseller Control Panel** supports multiple business models. Distributors can resell provider defined plans or create custom service plans from resources allocated by the service provider. The control panel provides resellers with a similar level of control as the Service Provider. From the setup of hosting plans to the management of their customers' subscriptions; the entire hosting business is run from the Reseller Control Center.

**The Customer Control Panel** is provided for specific customer skill sets and needs, allowing for the support of a diverse customer base. Customers manage their hosting services and billing account from a single login. Different branding is displayed according to the reseller that enrolled the customer.

## Pre-Packaged Plug-ins and Templates

Parallels Business Automation - Standard allows service providers to manage an extensive array of third party services and applications.

Many services have already been integrated, and others can be added based on customer requirements.

- Broad Linux/UNIX and Windows-based OS support
- Over 50 Customer Applications
- Over 50 Payment Gateway Plug-ins
- Over 30 Domain Registrars



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