

Parallels® Software as a Service (SaaS)

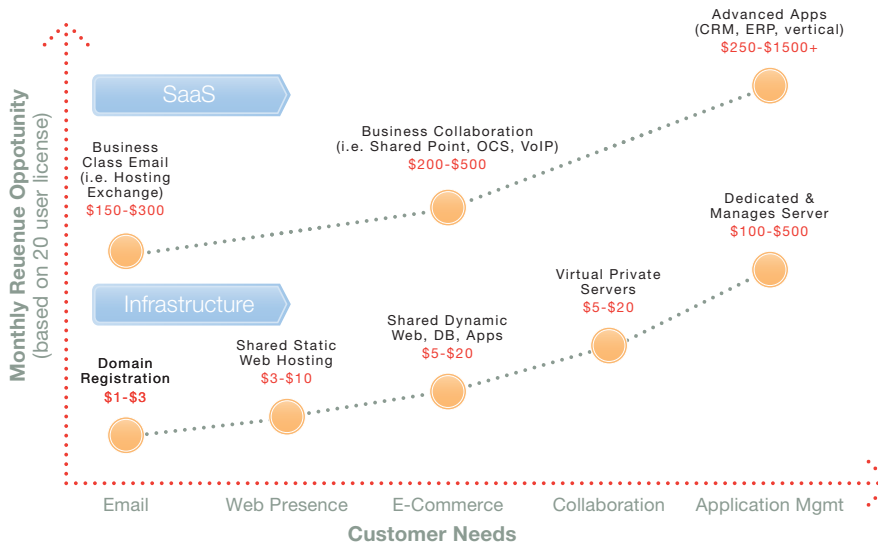
Datasheet

SaaS Benefits and Strategies for Service Providers

Increase your Average Revenue Per Customer by offering highly demanded applications in addition to your existing service offerings.

Traditional Hosting Services versus Applications

Most service providers only offer traditional hosting services. Customers purchase domain names, server resources, Internet connectivity, and power. A small business customer or enterprise department can pay \$10 - \$50 per month for website hosting or a virtual private server. But, as you can see below, there is an opportunity to make 10-20x more by selling SaaS applications.



SaaS Benefits for You

In addition to increasing average revenue per customer, service providers can attract new customers by selling business applications. This is your opportunity to grow revenue and your service portfolio. By offering SaaS you can upsell your customer base and also increase your channel reach, both locally and/or globally.

Key to SaaS: Parallels Open Platform

Parallels Open Platform can provide real world advantages to help you get into SaaS:

- Parallels Open Platform can Extend your Infrastructure
 - SaaS capable from provisioning to billing
 - Maximize a platform you are using now
- You can significantly Cut Costs to Implement SaaS
 - Get to market faster with Parallels proven SaaS platform and products
 - Implement with minimal or no additional resources
- Leverage Parallels Ecosystem to Offer a Wide Range of High Demand SaaS Applications
 - Web, Collaboration, Back Office, Front Office Applications
 - Over 100 APS Packaged Apps and Virtuozzo Templates are available

Parallels SaaS Initiatives

SaaS initiatives and Parallels products offer several benefits to service providers who want to offer SaaS applications.

Application Packaging Standard

Parallels Plesk Control Panel and Parallels Automation products provide self service control panels which support APS. This allows hosting providers to offer applications without costly control panel integration.

Virtualization

Parallels Virtuozzo Containers (PVC) is a key component for delivering cost effective SaaS solutions. PVC provides an operating system based virtualization solution to create multiple isolated environments on a single server. This allows providers to support several customer environments and applications on a single server, thereby reducing the cost of service delivery.

Licensing Standard

Parallels will offer a licensing solution so hosting providers can track and compensate application providers.

Single Sign-On (SSO) Standard

All Parallels control panels and many APS certified applications support the SSO Standard of the Parallels Open Platform. SSO provides a single username and password for all hosted applications to improve the end user experience and simplify password management.

Integrated Billing

Parallels Automation products link service delivery with payment and invoicing processes. This allows hosting providers to offer SaaS applications online. Once ordered, applications are automatically provisioned.

Types of Applications

Parallels products and initiatives enable service providers to deliver all of the different types of SaaS applications described below.

Application Types

Multi-instance

Multi-instance applications are deployed into a shared-web hosting environment. A copy of the application is configured and deployed into a web directory at the request of the user.

Single-instance Applications

Traditional applications are deployed one customer per application into a server. This can be wasteful in terms of resources since each server may be running at only 10% of capacity.

Multi-tenant Applications

Multi-tenant applications provide a single operating environment shared by multiple customers. A configuration file is created and deployed each time a customer requests services on a multi-tenant application.

SaaS Tools	Benefits for Service Providers
Application Packaging Standard (APS)	<ul style="list-style-type: none">• Provides standards for seamless integration of SaaS applications and APS compliant control panels• Provides a marketplace for acquiring applications• Facilitates an ecosystem for service providers and ISVs
Parallels Automation	<ul style="list-style-type: none">• Provides a way to deliver and charge customers for multi-instance, single-instance, and multi-tenant applications• Automates delivery and provisioning of applications
Parallels Plesk Control Panel	<ul style="list-style-type: none">• Provides an APS compliant control panel for delivering multi-instance applications to customers• Automates delivery and provisioning of applications
Parallels Virtuozzo Containers	<ul style="list-style-type: none">• Creates isolated environments for deploying multiple single-instance applications on a single server• Lowest virtualization overhead maximizes revenue per server

Benefits to Your Customers

SaaS is being demanded by customers who want:

- **Budgeting** – SaaS purchases have predictable recurring fees instead of large capital expenditures and unexpected maintenance costs.
- **Evaluation** – online applications are much easier to evaluate than in-house solutions – greatly reducing the time to purchase.
- **Maintenance** – customers do not need to hire IT experts to maintain software – they will leave that up to the hosting provider.
- **Support** – customers demand reliable service and 24x7 support that cannot always be provided internally.

Learn More at: www.parallels.com/saas

Getting Started with SaaS

Parallels can help hosting providers begin offering SaaS or streamline existing offerings.

- **Time to market** – the Parallels APS standard allows you to rapidly deploy new applications for your customers.
- **Development effort** – Parallels control panels provide access to a wide variety of applications that can be offered without any software development.
- **Back office** – Parallels is the leader in delivering a complete set of back office tools including provisioning, billing, self-service control panels, and management software.
- **Reseller offers** – the back office solutions above include support for several resale models so hosting providers can offer applications directly or through resale channels.
- **Licensing** – Parallels is developing a mechanized licensing process to help providers accurately license ISV applications.
- **Migration** – Parallels professional services can provide advice with regard to onsite to hosted service migrations as well as hosted to hosted migrations.

Evidence

“When deploying our application in a SaaS environment, we considered rewriting it from the ground up for multi-tenancy, deploying multiple instances using IP-based or name-based facilities in Apache, or virtualizing. In our case, using Parallels Virtuozzo Containers was clearly the best option.”

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