

# Parallels® Software as a Service (SaaS)

## Datasheet

### ISVs – Deliver SaaS Through Hosting Service Providers

Leverage the infrastructure and channels established by hosting providers to reach up to 10 million new customers.

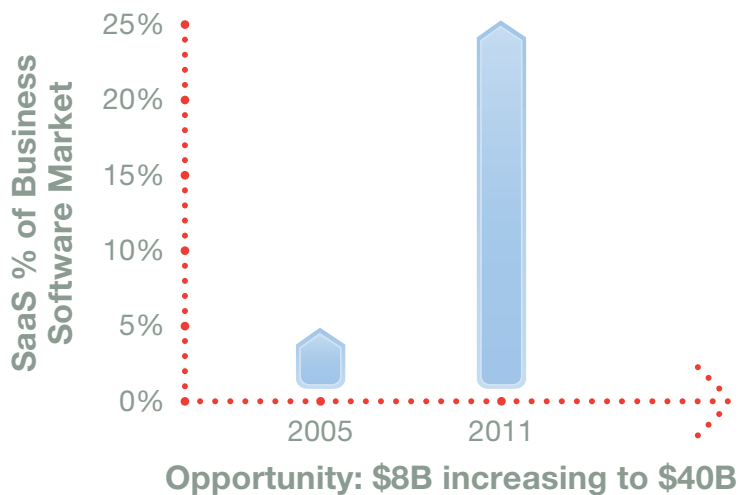
#### The Parallels SaaS Opportunity

As an independent software vendor (ISV), you have already built products which you sell to specific markets. Parallels, through its SaaS initiatives, can extend the market reach of your products without requiring a significant amount of development or marketing by your organization.

Parallels offers ISVs the opportunity to sell existing software applications through Hosting Service Providers (HSP) by assisting ISVs to reduce deployment costs and build a stream of recurring revenue.

#### Reach New Markets Through Hosting Service Providers

Hosting Service Providers provide a unique channel to ISVs by having the infrastructure and support systems to host SaaS applications on a large scale. Their current base of SMB and Enterprise customers allow for ISVs to reach millions of potential new customers with minimal marketing investment and no need for extensive sales and support structures.



#### SaaS Keys to Success

ISVs can improve adoption in the hosting provider channel by making their application easy to implement and inexpensive to maintain. Key elements of Hosting Provider integration include:

- **Advanced Provisioning** – application installation, updating, and deletion must be automated without the use of expensive customer support resources.
- **Multi-Tenant Efficiencies** – Your application should achieve multi-tenant efficiencies either through a multi-tenant architecture or through the use of virtualization technologies.

#### Parallels SaaS Benefits

Independent Software Vendors (ISV) ISVs can:

- **Sell** existing software applications to new channels and markets
- **Target** small and medium size businesses that do not have the capital to purchase, install and manage an application
- **Penetrate** large enterprises by selling a few hosted seats before requiring a full software deployment
- **Establish** a recurring, more predictable revenue stream and achieve higher valuations

#### Hosting Service Providers (HSP)

Service providers can:

- **Build** additional revenue opportunities with their current customers
- **Strengthen** customer relationships by selling new applications and reducing churn
- **Attract** new customers by creating enhanced offerings that differentiate them from the competition

#### End-Customers

For small and medium businesses, SaaS applications provide an opportunity to:

- **Find** a wealth of new applications and solutions to help their business
- **Compete** with larger companies by allowing them to take advantage of software that would otherwise be too costly
- **Grow** efficiently by reducing upfront costs with flexible pricing and licensing

- **Scalability** – Your application must be able to be deployed in a limited hardware infrastructure but be able to grow with the number of users.
- **Management Interface** – Usage and resource reporting must be available from a central management interface.
- **Automatic Billing** – Once an application is provisioned, users must automatically be billed within the current infrastructure of the Hosting Service Provider.

### How can Parallels Help?

Through Parallels SaaS enabling technologies and our vast marketing capabilities, Parallels can help ISVs achieve:

- **Multi-Tenant Efficiencies Without Development** – Re-developing your application to function within a multi-tenant SaaS environment can take years of extensive development. Parallels virtualization technology allows you to deploy multiple clients on a single physical server with minimal investment.
- **Provisioning and Management Enablement** – Parallels solutions and application packaging are compliant with the Application Packaging Standard (APS) being adopted by the hosting industry. By packaging your application for Parallels SaaS, thousands of hosting providers will be able to provision and monitor it using their existing control panels.
- **Industry Leader** – As the industry leader in software applications for hosting providers, enabling your application with Parallels SaaS gives you access to Parallels’s customer base of 10,000+ hosting providers and 10 million active sites/ domains.
- **Marketing Opportunities** – Once your application is part of the Parallels SaaS initiative, you may have access to marketing opportunities including press releases, advertisement of your application in Parallels products available in millions of domains, and executive introductions to the largest hosting companies in the world.

### How do I Get Started?

Join the Parallels Developer’s Network ([developer.parallels.com](http://developer.parallels.com)) today and visit the APS Standard website, where you will have free access to the Application Packaging Standard (APS) specification. Once your application is packaged in this format, thousands of hosting providers who use an APS enabled control panel (Parallels Plesk Panel, Parallels Operations Automation, and proprietary panels such as 1&1’s Click-n-Build) will be able to offer your application without expensive control panel integration.

Learn more at [www.parallels.com/saas](http://www.parallels.com/saas) and at [www.APSstandard.org](http://www.APSstandard.org).

### Testimonials

“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, virtualization was clearly the best option.”

– Steve Merkel,  
Chief Information Officer,  
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“Our private label Software-as-a-Service (SaaS) small business applications address challenges such as bookkeeping, customer follow up, managing employee’s HR issues, and group scheduling. Hosting Service Providers are the perfect channel to reach the SMB market. Through SaaS enabling technologies from Parallels, we were able to make our suite of applications deployable by thousands of hosting service providers with minimal development effort.”

– Brian Patrick Donaghy,  
VP of Product Strategy,  
Smart Online, Inc.

### Important Resources

Parallels SaaS Overview  
<http://www.parallels.com/saas>

Parallels Developer Network  
<http://developer.parallels.com>

Application Packaging Standard  
<http://www.APSstandard.org>