



Create your own Microsoft Cloud with Parallels Automation


Microsoft Web Hosting Days

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Getting Into The Clouds

Assuming you want to offer cloud services, you have a choice:



Join a
Reseller
or Affiliate
Program

- Lower upfront costs
- Faster time to market
- Lower margins/profit



Create and
support your
own cloud
offering

- Higher margins and profits
- Greater control & account ownership
- Integration with 3rd party services

Parallels at a Glance



Strong Foundation

- 700+ employees worldwide
- Shipping to the cloud for 10 years
- Partnerships with Microsoft, Intel, others
- 80+ patents

Proven Track Record

- 2 million desktops and over 300,000 servers
- 10 million end-customers in 125 countries
- 30+ awards in the last 12 months

Market Leadership

- #1 mass-market cloud enablement provider
- #1 cloud virtualization provider with well over 1 million instances
- #1 desktop virtualization provider with over 2 million users

Automation Needs For Your Cloud Offerings

Ordering & Billing

- Shopping cart / up-selling
- Recurring billing
- Promos and discounts

Provisioning

- Manage underlying infrastructure
- Provision / de-provision services

Customer Self-Service

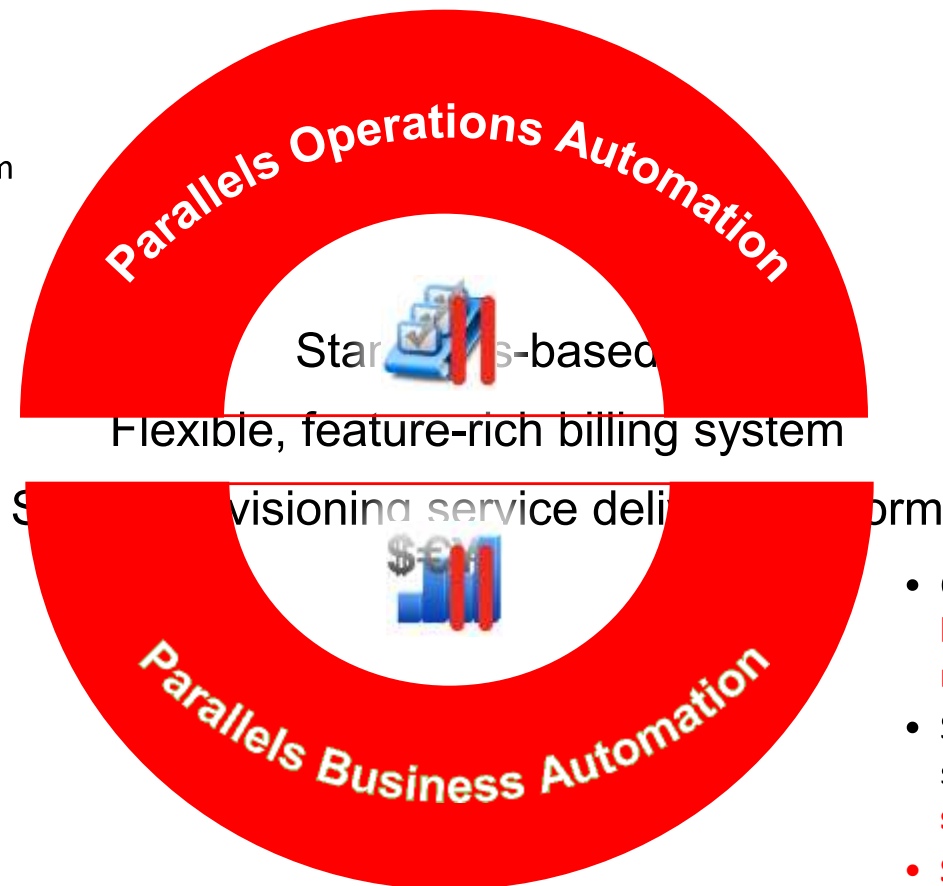
- Add/terminate/modify their services
- Allow your customers to fully manage their applications

Service Catalog

- Manage service plans w/ 100s of components
- Associate service components with pricing and underlying applications

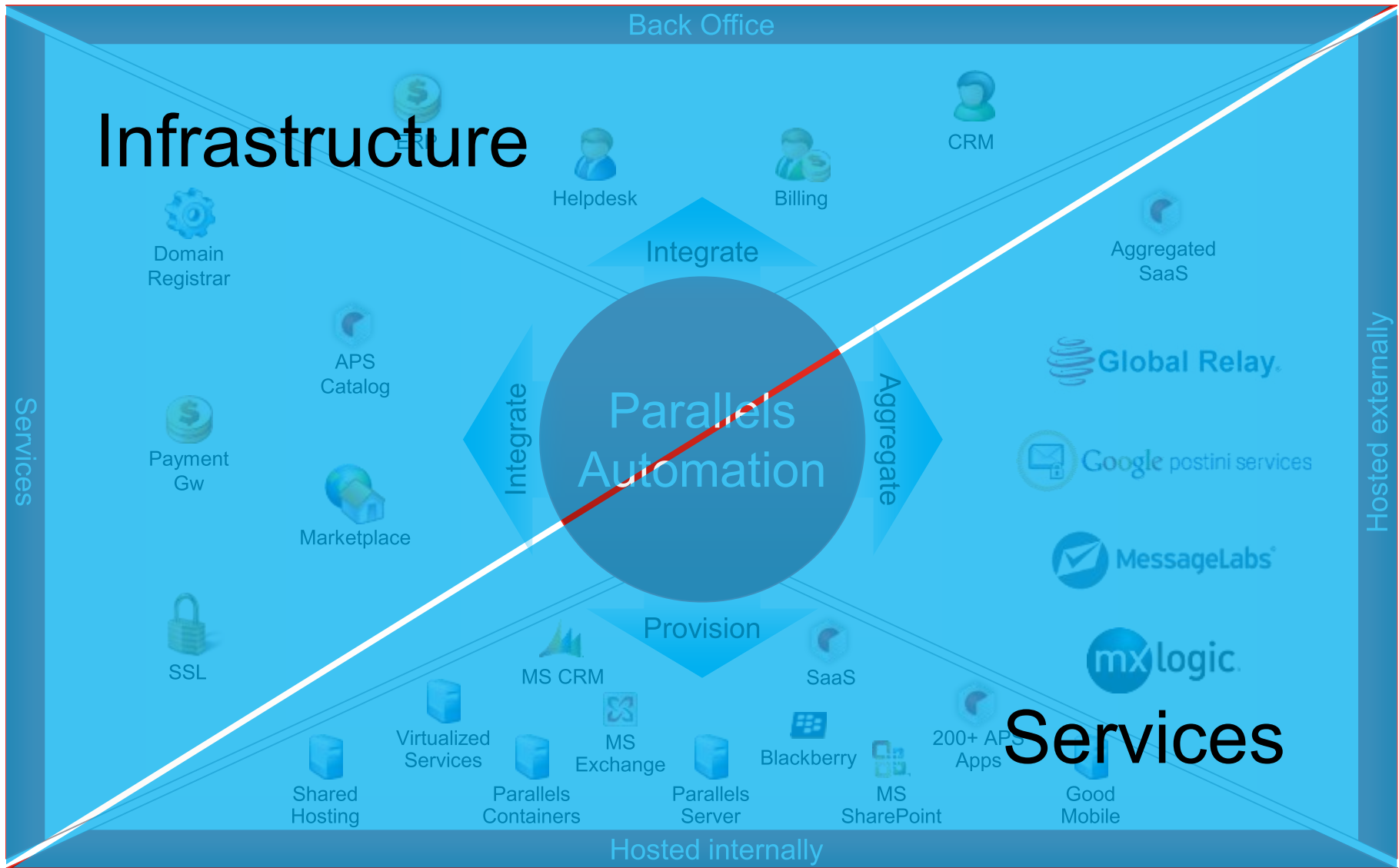
Parallels Automation: A Complete Solution

- **Provision** any cloud services or hosted applications
- Complete **operations management (OSS)**
- Delegated cross-platform management of virtual infrastructure









- Complete BSS for **ordering, billing, up-sell/cross-sell and much more**
- Sell all of our products and service offerings through **one system**
- **Self service control panels** for provider, customer, reseller, and end-user

Parallels Automation: A Complete Solution



Cloud Services Available w/ Parallels Automation

Application Cloud Services

- ▶ **SaaS** Delivery hundreds of applications as a service
- ▶ **Microsoft Exchange**  Automated ordering, provisioning, billing, and self-service control panels for Exchange 2003 and Exchange 2007 .
- ▶ **Unified Communications**  Microsoft Office Communication Server
- ▶ **Mobile Access**    BlackBerry
- ▶ **Messaging Security**  MessageLabs  mxlogic  Google postini services
- ▶ **Message Archiving**  Global Relay
- ▶ **Microsoft SharePoint**  Automated ordering, provisioning, and billing for SharePoint sites. Integrated delivery with Exchange. Track users and site storage.
- ▶ **MS Dynamics CRM**  Automated provisioning of Dynamics CRM accounts and users.

Infrastructure Cloud Services

- ▶ **Virtualized Services** Offer VPS hosting and cloud compute
- ▶ **Dedicated Cloud Hosting** Bare metal provisioning, IP address management, remote re-boot, and automated re-imaging from a customer control panel.
- ▶ **Website Hosting** Standard web hosting for Windows or Linux

No system in the market does what PA does! Delegated Management of all IT and Services on Large Scale And Complete Back-office Automation

Microsoft Exchange Module

Automation

Delegate management functions to end users to reduce support requests.

Mobile Access

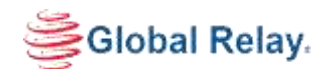
- Active Sync
- Good Link
- Blackberry

Messaging Security

- Message Labs
- Google Postini Services
- MX Logic

Message Archiving

- Global Relay



Microsoft SharePoint Module

Automation

Automate the provisioning of Microsoft SharePoint sites, user access, site accounting

SharePoint Highlights

- Collaboration and Social Computing
- Portals
- Enterprise Search
- Enterprise Content Management
- Business Process and Forms
- Business Intelligence
- Hosted Solution
- Developer Platform



Office Communication Server Module

Instant Messaging

- Secure real-time communications
- Messaging History stored for compliance

PC-to-PC VoIP calls

- Multiple Participants
- High-Definition Video up to 640x480

Enhanced Presence

- Providing additional status info to your colleagues

Live Meetings

- Desktop Sharing
- Chat
- VoIP/Video conferencing
- Meeting Recordings



Microsoft Dynamics CRM Module

Automation

Automate account and user management of a hosted MS Dynamics CRM solution

Sales

Establish a 360-degree view of customer.

Marketing

Plan, implement and measure more-effective marketing campaigns.

Service

Deliver high-value Customer Service with integrated interaction and knowledge management.



Microsoft Dynamics CRM



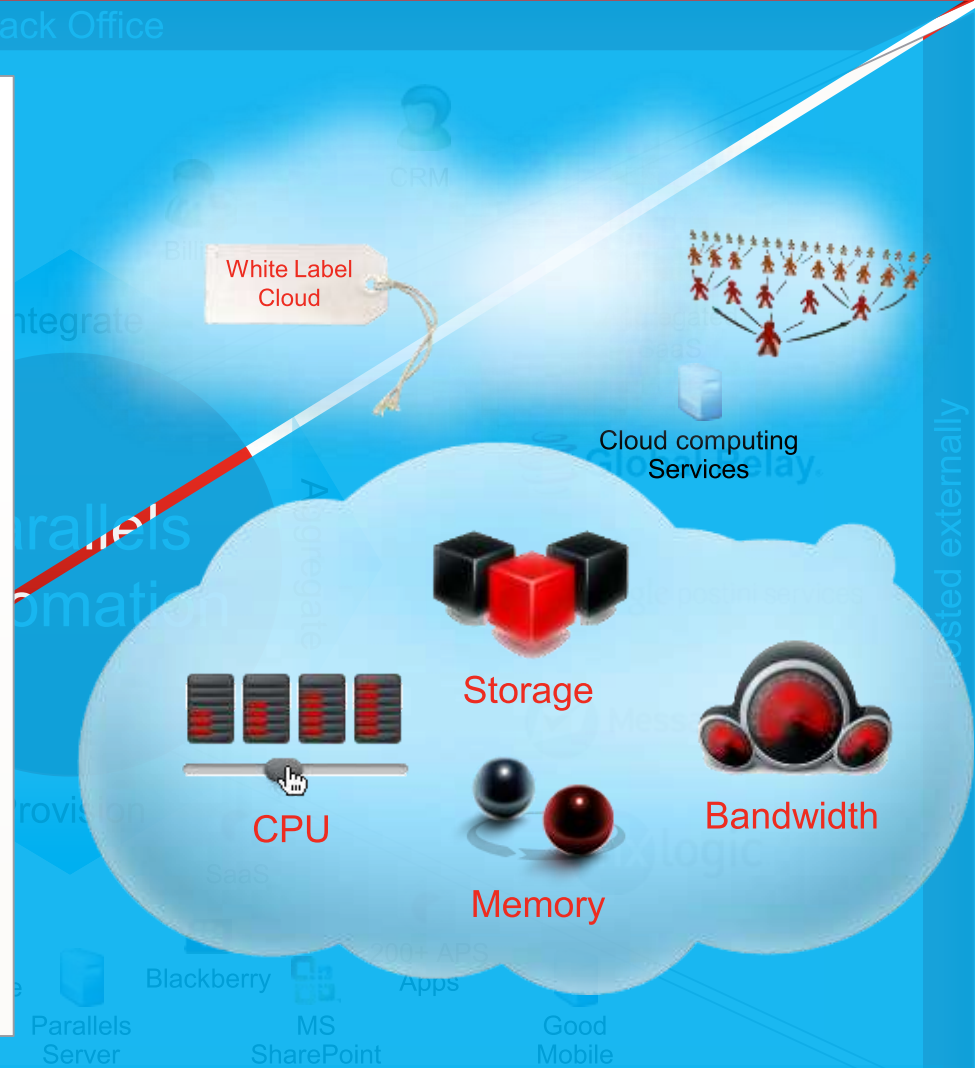
250+ SaaS Options and Growing

Web and E-commerce	
Collaboration Communication	
Infrastructure	
Front/ Back Office	

Future Direction: Cloud Services

Capturing New Audiences

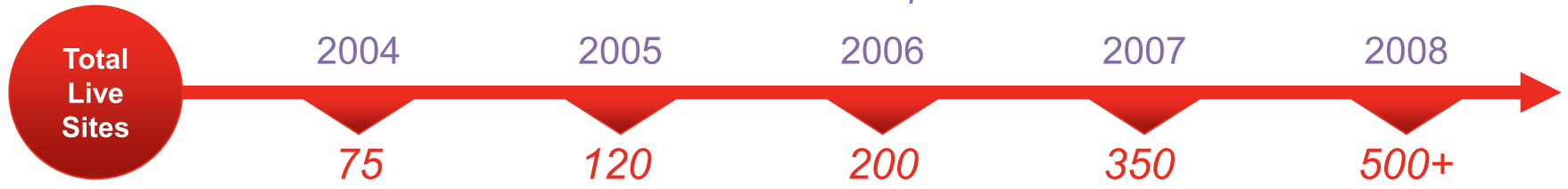
- Offer automated, pay-as-you-go cloud computing services
- Automated ordering through provisioning to billing
- Charge for services by CPU used, bandwidth I/O, disk space
- Extensive end-user control panels



Sign up for updates at: www.parallels.com/cloudcompute

Parallels Automation Success and Momentum

Parallels Automation adoption - total live sites*



Telco/ISP



Mass Market Hosting



VAR and SaaS ISV



Customer Success Stories



- Hosted Exchange MSP with over 220,000 mailboxes
- Full range of services including Exchange, VoIP, Mobility, BlackBerry, SharePoint, VPS Hosting, OCS, Online Backup and Anti-spam / Anti-virus
- SMB target customer

“Parallels Automation allowed us to improve and extend our product portfolio and significantly enhance reseller revenue opportunities and competitive advantages while dramatically expanding our universe of potential channel partners.”

-Chris Damvakaris

VP of Sales and Business Development



- An MSP focused on hosted business-class email and collaboration services.
- Full range of services including Exchange, Mobility, BlackBerry, SharePoint, and Virtual Dedicated Hosting
- SMB target customer

“The Parallels Automation is one of the best decisions we have made to date. It has allowed us to automate and grow our business by offering the most advanced and up-to-date messaging services while reducing support overhead.”

-David Grantz, CIO

Why Parallels Automation?

- Complete solution built to enable and support cloud service providers
 - End-to-end lifecycle management from customer order to provisioning to billing
- Flexible platform for control over plans, pricing, bundles, and third-party add-ons
 - Broadest variety of up-sell options (archiving, compliance, premium anti-spam, anti-virus)
- Best end-user self-service control panels
 - Reduce support costs, empower end-users
 - Simplify move from on-premise services
- Leverage Parallels' expertise for go-to-market guidance and assistance



Parallels Automation is the best cloud automation solution used by leading service providers worldwide.

Next Steps

Meeting/Webcast

Download our complimentary whitepaper
www.parallels.com/spp/integrators



Join us at Parallels Summit 2010

The banner features a stylized logo of two palm trees on a red and yellow wave. Below the logo, it says "Summit 2010". To the right, a red 3D stick figure is shown peeking from behind a white, curled-up corner of a page, with the word "REGISTER" written above it. The Parallels logo and "Optimized Computing" are on the left, and "PROFIT FROM THE CLOUD" is on the right. At the bottom, a black bar contains the text "FEB 22 - 24 FONTAINEBLEAU MIAMI BEACH".

Summit 2010

REGISTER

Parallels™
Optimized Computing

PROFIT
FROM THE CLOUD

FEB 22 - 24 FONTAINEBLEAU MIAMI BEACH

Thank You! Questions?

For more info, contact:

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www.parallels.com/spp/integrators for the whitepaper
www.parallels.com/summit to register for Parallels Summit 2010