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Parallels Plesk Roadmap: Panel & Automation

Craig Bartholomew, VP of Hosting Control Panels & Shared Hosting

Topics

- Web Presence
 - How to attract and keep customers – moving beyond Websites to Facebook
 - DEMO: Web Presence Builder
- Plesk 11 Family Evolution – now tuned to *your* Hosting
 - Parallels Plesk Panel and the new Parallels Plesk Automation
- Plesk 11 – Cloud Ready, Optimized, & Anywhere Access
- Parallels Plesk Automation 11 – how to Scale to the Skies
 - DEMO: Parallels Plesk Automation
- Easy Upgrades – You are never lost or disoriented
- Next Steps

Web Presence – Attracting Small Businesses

ADVICE: Use it as a Customer Acquisition offering, and Cross-Sell & Upsell

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SUMMIT

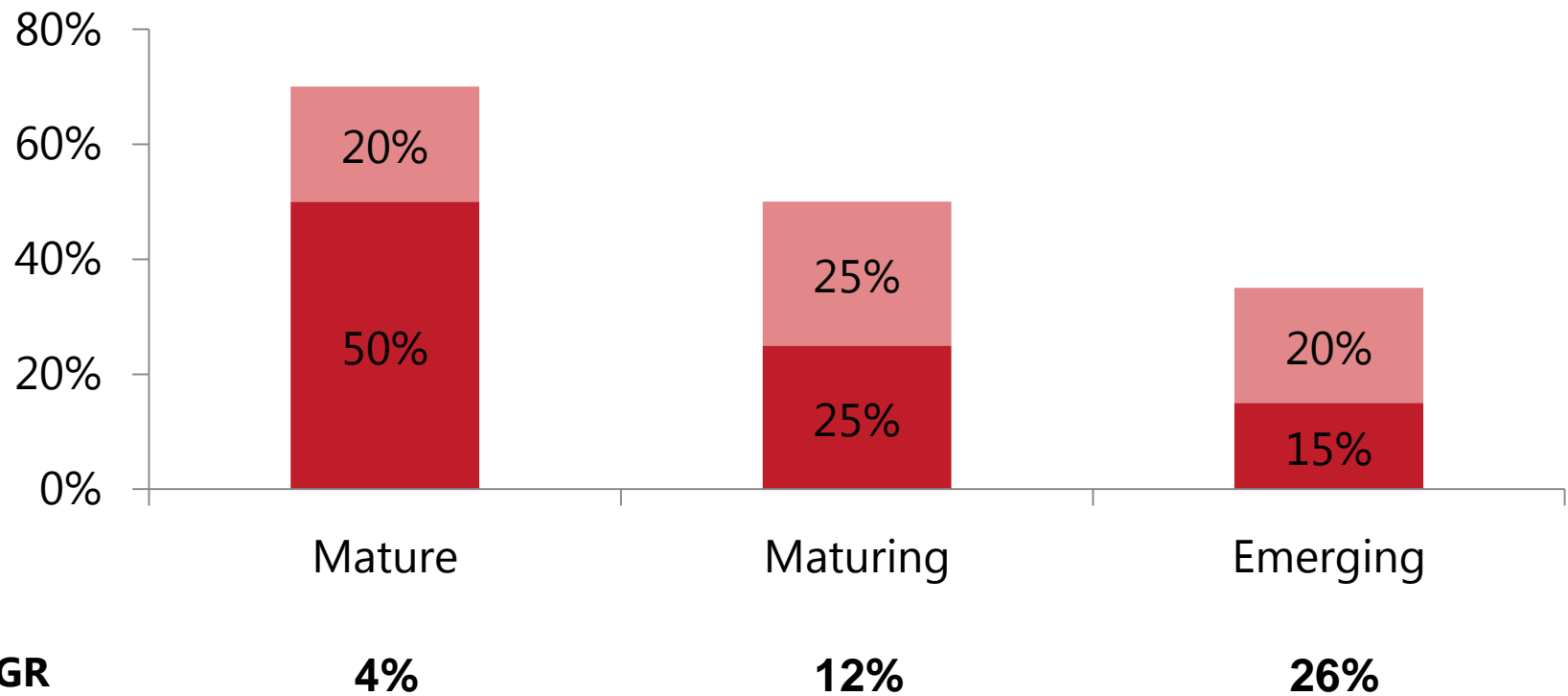
2011 Global Web Presence Market was \$8.7B

\$4.2B

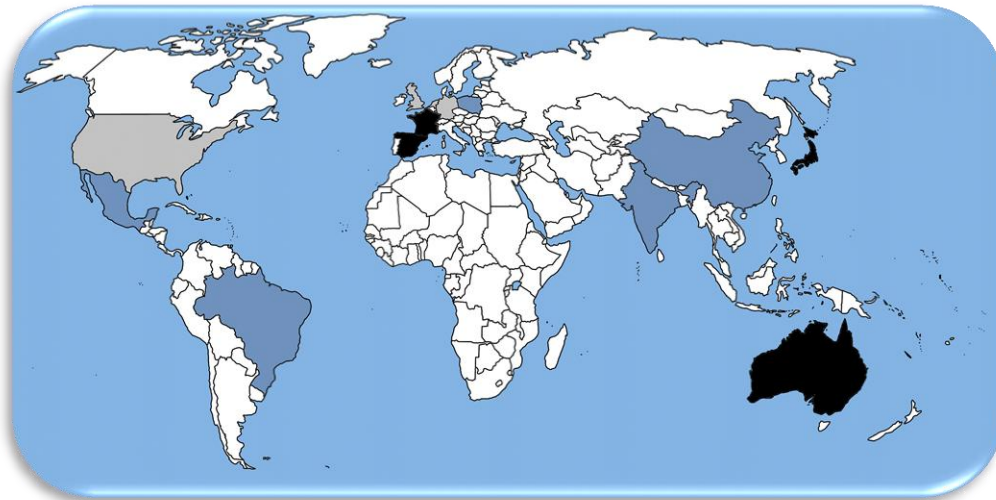
\$2B

\$2.5B

■ 3rd-Party Hosted ■ Other



Stage of Web Presence Adoption by Geography



Mature

- e.g., Germany, US, UK, Netherlands
- >70% Internet penetration

Maturing

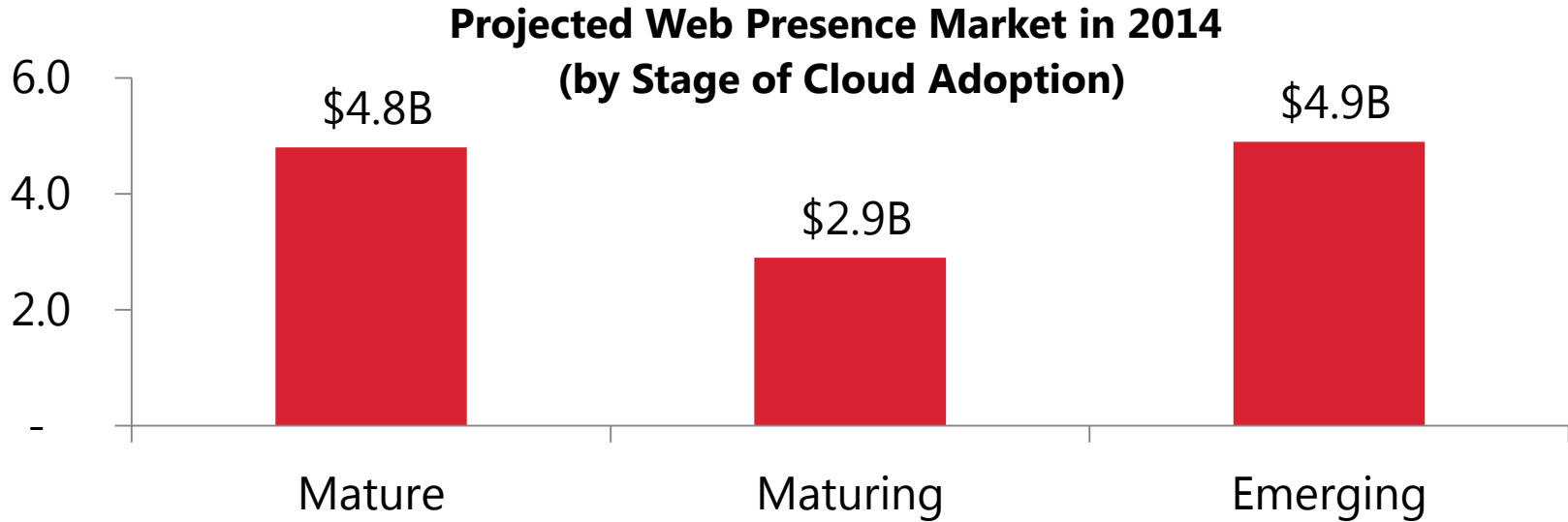
- e.g., Australia, Japan, France, Spain
- 40-70% Internet penetration

Emerging

- e.g., China, India, Poland, Mexico, Brazil
- <40% Internet penetration
- High % of dedicated IT staff

Global Web Presence Opportunity is Growing

From \$8.7B to \$12.6B by 2014



Convert (to Host)	✓ <i>Convert from in-house webservers</i>	✓ <i>Convert from in-house webservers</i>	
Leap (to a Site)		✓ <i>Some SMBs with no website go straight to web hosting</i>	✓ <i>Many SMBs with no website go straight to web hosting</i>
Expand (Upsell)	✓ <i>Significant upsell opportunities</i>	✓ <i>Good upsell opportunities</i>	✓ <i>Increasing upsell opportunities as market grows</i>

Upselling SMBs with Web Presence

Key Upsell Tools

	In Mature Markets	In Maturing Markets	In Emerging Markets
Website design	✓	✓	✓
Social media	✓	✓	✓
E-commerce	✓	✓	

Advice for SPs


Offer tools to...

- ▶ Help SMBs create sophisticated websites in-house.
- ▶ Cross-link social media pages to SMB websites.
- ▶ Add a plan with easy-to-use e-commerce to help upsell smaller SMBs

Leap and Expand Segments: Web Presence Builder

- Attract & Upsell Customers with promise of Instant Websites
 - UNIQUE: Small business *pre-written* templates
 - US English, UK English, French, German, Italian, Spanish, Japanese, Chinese, Russian, Polish, Dutch, and Brazilian Portuguese
 - Sites *ready to publish in minutes*
 - Drag and drop WYSIWYG editing - polish and improve sites
- Promote Social Media for Stickiness
 - Cross-link and *directly manage a Facebook presence* from Website
- Promote E-Commerce for Stickiness
 - Hosted eShop and Shopping Cart from ECWID
 - Premium eShop offering available with ECWID's Freemium model

Add eCommerce – eShop from ECWID




[Home](#) [About Us](#) [News And Events](#) [Store](#) [Size Charts](#) [Useful Info](#) [Contact Us](#)


Welcome to Dmitrox website! We hope you will enjoy browsing through our website, and that you will find a lot of useful information here. We pay great attention to the quality of our products and services. You can find detailed information about our products and services online or contact our customer service team for help.

Stay up to date with the latest news on our website and find out about all our special offers.

[Sign In](#) [Shopping Bag \(0\)](#)

Category: [Store](#)






Fruit

Vegetables

Search



Shopping Bag
Drag & Drop Products to Me
[Open Bag](#)

Add & directly manage a Facebook web presence

Language School

NOW AND NEXT YEAR
\$700 /mo

12 languages

50 TEACHERS
800 STUDENTS

Home Courses Accommodation About Us Contact Us

Language School provides general and professional skills in the selected language for students' per introduction to the national culture.

Web Presence Builder 11.0.0 Publish

The site has been successfully published to: <http://language-school.com>

Modules Design Pages Documents Settings

Web Presence Builder helps you edit, customize and publish your site.

Save Revert Help More MINIMIZE

Would you like to show a copy of your site on your Facebook page? Yes No

facebook Search

Language School Website
Education · Edit Info

Home Courses Accommodation About Us Contact Us

Accommodation

We offer you a variety of accommodation options to choose from. Whether you're looking for an independent residence, such as a hotel or apartment, or have decided to share with other students or experience daily life with an English speaking host-family, you can be sure that admin will help you find a place you can call home. Your comfort is our priority.

We can arrange host family accommodation for you if you would like to stay with a local family. Living with a local family is a great speaking practice opportunity outside the school, and a marvellous way to find out how people live.

On-campus housing in twin rooms is available to all students. This accommodation is available on a bed and breakfast basis throughout the year, with the option of an evening meal.

Groups may arrange their own accommodation if they wish. We can also help with information about all the local hotels, bed-sits and estate agents in the local area.

1 likes this

Add to My Page's Favorites
Get Updates via RSS
Unlike
Share

Open My website

© 2012. Language School. All Rights Reserved.

DEMO: Attracting new customers with Web Presence

Anton Bobykin, Development Manager, Web Presence

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SUMMIT

Content Import from old SiteBuilder 4.5 Website

What is imported:

- Static pages, including links and images
- Sitemap
- Footer text
- Header image
- Slogan
- Site title
- Non-custom logos
- Selected colors from color scheme
- Image Gallery
- Guestbook (as text module)

What is not imported:

- Dynamic Content
- Everything else imported as static text



Buy it in several ways for different Control Panels

Plesk

- Add-on for Hosting managed by Plesk
- Multiple license tiers available

Parallels Automation for Web Presence

- Module for Parallels Automation
- Installs as an APS Package

Standalone version

for larger installations – minimum # of sites apply

- Works on CentOS 5.x and Debian 6
- Uses RESTful API for integration
 - *Create site, remove site, update site, get token, publish, etc*
- Remote FTP publishing on servers with PHP 5.2+, etc
- Installation & Integration guide available

Plesk 11 Family Evolution

ADVICE: Choose the tool that Optimizes your Hosting Business

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SUMMIT

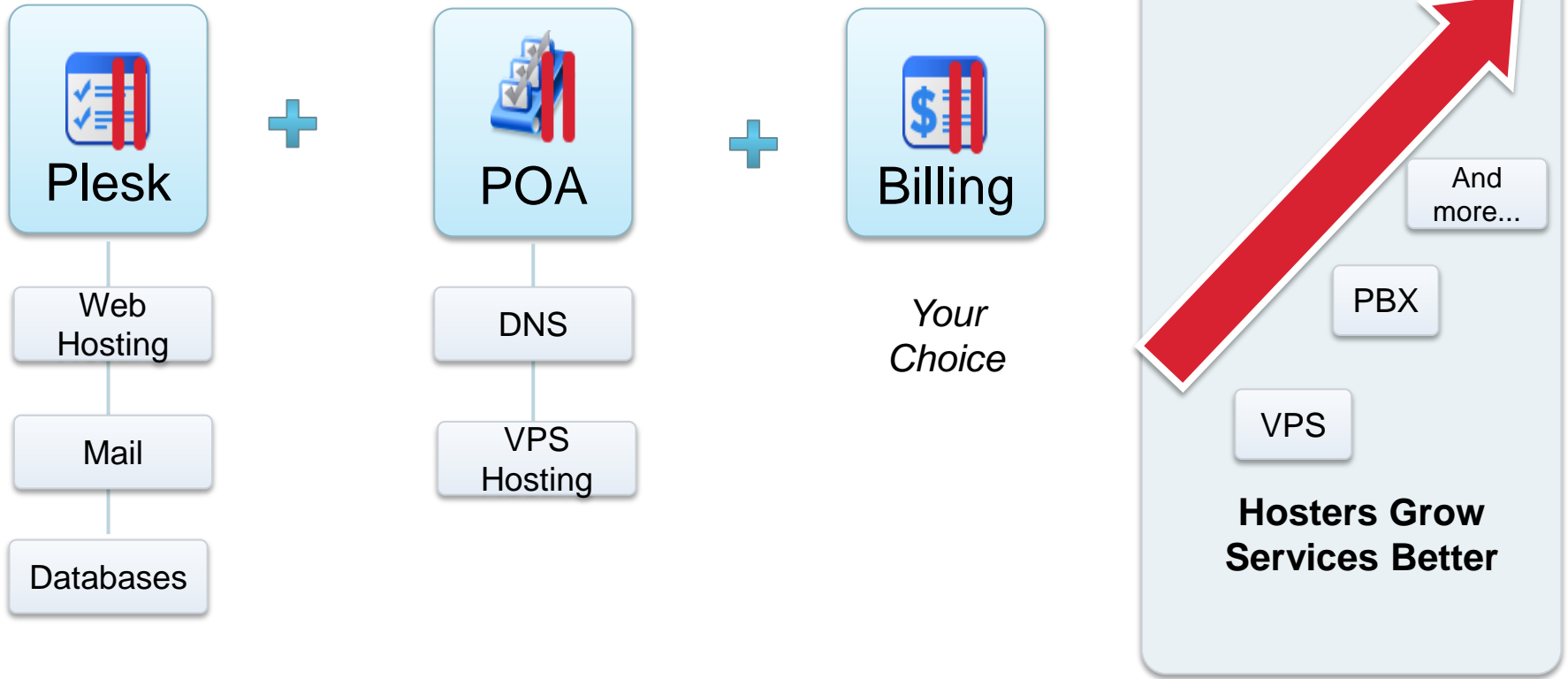
Plesk Traditional Approach – All Services on 1 Server

PROS: Easy to sell, Good for VPS/Dedicated, Shared Hosting starter kit

CONS: Inefficient for Shared Hosting growth; No VPS provisioning



Parallels Plesk Automation will Superset Plesk



PROS: More Efficient, Growth Path to more Services

Plesk 11 evolves to be a next generation solution



For Website Owners & Design Studios

Parallels Plesk Panel 11:

- Cloud Ready
- Optimized performance
- New Modern Look & Feel
- **PLUS:**
 - Shared Hosted single server
 - Start and move easily to PPA



For Professional Hosters

Parallels Plesk Automation 11:

- Centralized Management
- VPS Hosting
- Pluggable Billing – open API
- No risk website take-over
 - Plesk & H-Sphere sites
- **FUTURE:** All Services for PA

Plesk 11 New Look & Feel

For Customers

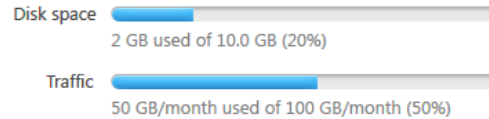
 Parallels®

SUMMER



Statistics on Resource Usage

View detailed reports on disk space and traffic usage by services and by months.



More »



Web Presence Builder

Build instant websites from business and personal templates with intuitive Web Presence Builder editor.

- [Launch Web Presence Builder](#)

More »



Websites & Domains

Add domain names and set up websites. Manage website content and view statistics on how people visit your websites.

jd0852.com

- [Add Domain](#)
- [Secure Your Site with SSL Certificate](#)
- [File Manager](#)
- [Statistics](#)

More »



Mail

Create e-mail addresses and mailing lists. Set up mail forwarding, e-mail aliases, auto-replies, and protection from spam and viruses.

- [E-mail Addresses](#)
- [Create E-mail Address](#)

More »



Users

Create and manage user accounts and user roles. Assign installed applications to user roles.

- [User Accounts](#)
- [User Roles](#)
- [Create User Account](#)
- [Create User Role](#)

More »



Applications

Install apps on your websites. Assign administrative privileges to selected users.

There are no installed applications.

- [Install Applications](#)

Featured Applications

Try out these most recommended applications. [Hide the apps.](#)



XandMailWeb2cs

This version now brings Groupware features to the famous Web 2.0 Communication Solution offering Webmail, Address Book, Calendar, and more (Ajax and Mobile interfaces). In this package, Free Webmail and Address Book licenses.



XandMailWeb2cs

A Web-based solution offering Webmail, Address Book, Calendar, Online Docs Space and more (Ajax, HTML and Mobile interfaces). Free Webmail and Address Book.



SSL Certificate

Secure your website with a SSL certificate from GeoTrust or Comodo



Persony Web Conferencing

Persony Web Conferencing is a cross-platform and feature-rich web and video conferencing solution.



WordPress

WordPress is a state-of-the-art semantic personal publishing platform with a focus on aesthetics, web standards, and usability.



PinnacleCart

Pinnacle Cart is a featured packed, PHP shopping cart and web site builder application



Drupal

Open source content management system and blogging engine



MagicSpam

Stop spam and junk mail before it gets to your server



Unity Mobile

Create a mobile-ready version of your website for iPhone, BlackBerry, Android & Windows Phone devices



Parallels Desktop for Mac

Seamlessly run Windows applications on your Mac



Domain Names

Register a new .COM, .NET or .ORG domain name



Global Mentoring Live Care

Get help for common PC issues thru the Global Mentoring Help Desk

More »

Websites & Domains

This is where you set up and manage websites. If you have several webspaces, then you can switch from one webspace to another by selecting the required webspace at the top of the screen. Note that you can host a number of websites in a single webspace.



Launch Web Presence Builder

Build instant websites from business and personal templates with intuitive Web Presence Builder editor.



Applications

Install and manage web apps on your websites. Forums, photo galleries, collaboration tools, and many more installed in several clicks.



File Manager

Upload new files and work with current files and directories of your websites.



Web Statistics

View the reports on how your websites are visited: See how many people visited a site and which webpages they viewed.



FTP Access

Set up access to files of your websites over FTP protocol.



DNS Settings

Manage DNS zones for your domain names.



Secure Your Sites

Secure connections to your websites using SSL certificates.



Backup Manager

Back up and restore your domains, including settings and content of websites and mail accounts.



Web Hosting Access

Change settings of the system user account used for remote access to Panel over SSH or RDP and working with files and folders in File Manager.



Databases

Create and remove databases used by your websites, and manage them using integrated administrative web application.

Show Advanced Operations

A website is a collection of related web pages, images, videos, and other files that are accessible by a common domain name. Here is a list of your websites, from which you can change website hosting settings, open a website directory in file manager, view statistics on website visits, install an SSL certificate, view web server logs, and change DNS zone settings.

Add New Domain
 Add New Subdomain
 Add New Domain Alias
 Remove

1 item total

Number of entries per page: 10 25 100 All

Domain	Hosting
jd0852	Website at httpdocs



1 item total

Number of entries per page: 10 25 100 All

Plesk 11 New Look & Feel

For Hosters

 Parallels®

SUMMER

Home

Hosting Services

- Customers
- Resellers
- Domains
- Subscriptions
- Service Plans

Links to Additional Services

- Install Help Desk

Server Management

- Tools & Utilities
- Health Monitoring
- Modules

My Profile

- Profile & Preferences
- Change Password

Home

System Overview

Hostname	hp-demo.sb.plesk.ru
IP address	10.58.165.200
OS	Linux 2.6.18-028stab089.1
Panel version	11.0.0

The system is up-to-date; last checked at Jan 19, 2012 05:44 AM

[See the History of Changes](#) | [Add or Remove Components](#)

Notify me when the next release version is available. [Change Settings](#)

Automatic updates are off. [Allow Automatic Updates](#)
(Recommended)

Resellers	0 total [add new]	0 overusing
Customers	1 total [add new]	0 overusing
All subscriptions	1 total	0 overusing
Service plans	16 total [add new]	

[View detailed resource usage](#)

My Webspaces

Webspaces are pieces of hosting resources which are isolated from each other. You can use them to set up multi-domain hosting for own needs. [Learn more](#)

[Add a webspace in Power User view](#)

Server Health

Services	Ok	[detailed reports]
Disk	Ok	[detailed reports]
Memory	Ok	[detailed reports]
CPU	Ok	[detailed reports]
Network	Ok	[detailed reports]

- [Home](#)
- Hosting Services**
 - Customers**
 - Resellers
 - Domains
 - Subscriptions
 - Service Plans
- Links to Additional Services**
 - Install Help Desk
- Server Management**
 - Tools & Utilities
 - Health Monitoring
 - Modules
- My Profile**
 - Profile & Preferences
 - Change Password

[Home](#) >

Customers

[Up Level](#)

This is where you manage accounts of your hosting service customers: create new accounts along with service subscriptions, manage existing customers, and remove accounts. To administer websites, mail or any other services provided to a customer, go to their Control Panel by clicking the Control Panel link in the list.

Add New Customer
 Remove
More Actions ▾

10 items total

Number of entries per page: [10](#) [25](#) [100](#) [All](#)

<input type="checkbox"/>	Customer Name ^	Subscription	Setup Date	Provider	
<input type="checkbox"/>	adfmnr8t9	adfmnr.com (Default Domain) (?)	Dec 23, 2011	Kuznetsov, Parallels	Manage hosting
<input type="checkbox"/>	combobox03	combo.com (Default Domain) (?)	Dec 23, 2011	Kuznetsov, Parallels	Manage hosting
<input type="checkbox"/>	crazy-horse	crazyhorse.com (Default Domain) (?)	Dec 23, 2011	Kuznetsov, Parallels	Manage hosting
<input type="checkbox"/>	limpbizkit43	lb5454.com (Default Domain) (?)	Dec 23, 2011	Kuznetsov, Parallels	Manage hosting
<input type="checkbox"/>	norway-sport	norway-sport.com (Default Domain) (?)	Dec 23, 2011	Kuznetsov, Parallels	Manage hosting
<input type="checkbox"/>	painterman	painterman.com (Default Domain) (?)	Dec 23, 2011	Kuznetsov, Parallels	Manage hosting
<input checked="" type="checkbox"/>	peggy	peggyfdffd.com (Default Domain) (?)	Dec 23, 2011	Kuznetsov, Parallels	Manage hosting
<input type="checkbox"/>	pink-skirt	pink-skirt-90.com (Default Domain) (?)	Dec 23, 2011	Kuznetsov, Parallels	Manage hosting
<input type="checkbox"/>	sportwinner	sportwinner.com (Default Domain) (?)	Dec 23, 2011	Kuznetsov, Parallels	Manage hosting
<input type="checkbox"/>	top-admin	tp6565.com (Default Domain) (?)	Dec 23, 2011	Kuznetsov, Parallels	Manage hosting

10 items total

Number of entries per page: [10](#) [25](#) [100](#) [All](#)

Cloud Ready - Parallels Plesk Panel 11

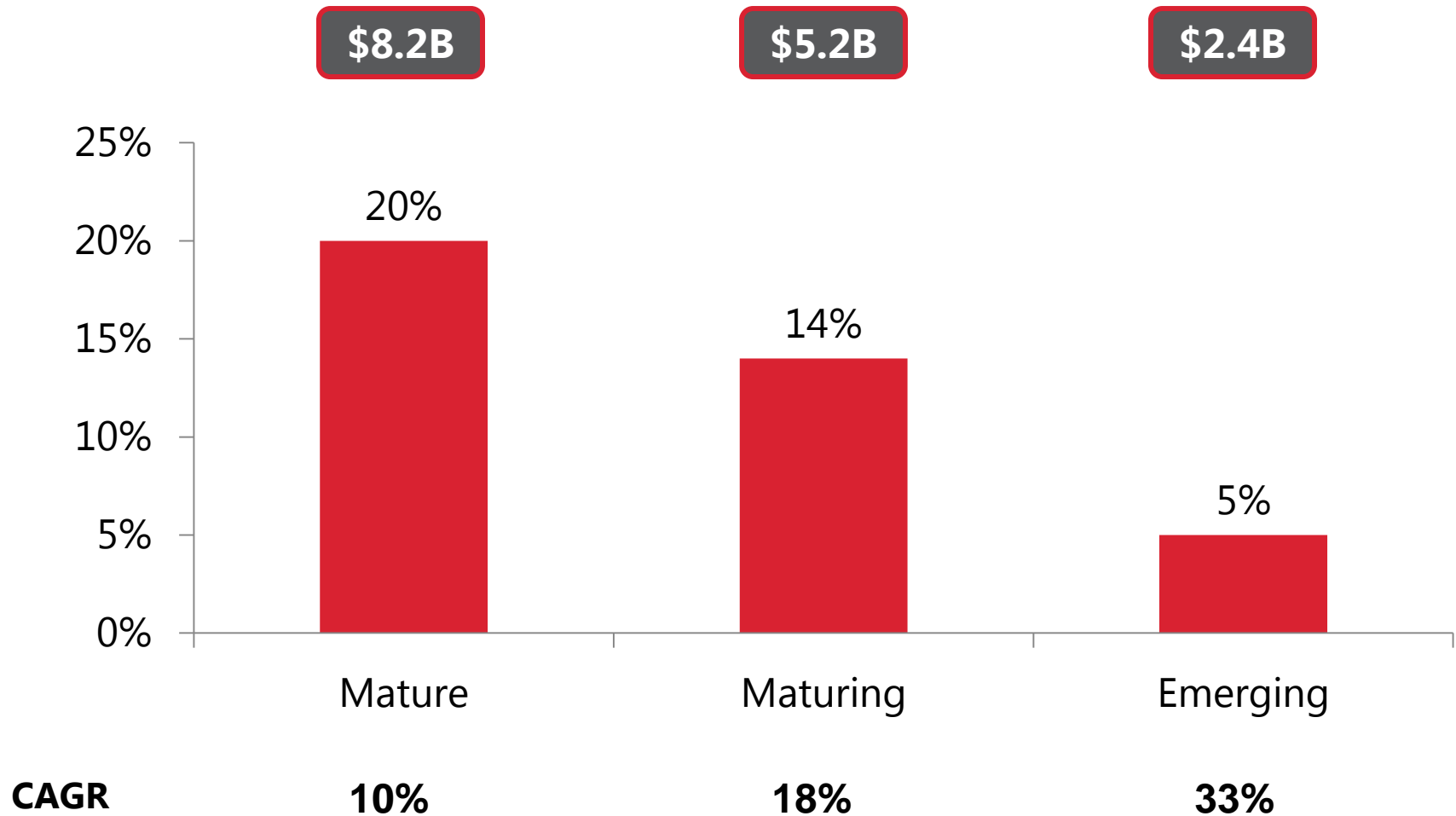
ADVICE: Sell to Optimize for Cloud, VPS, and Design Studio Usage

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SUMMIT

As the Cloud grows
based on Hosted
Infrastructure/VPS, Control
Panels must optimize
for the Cloud

Global Hosted Infrastructure Market Opportunity – growing from \$15.8B to \$25B by 2014...



Plesk Panel 11 - Optimized Cloud Panel

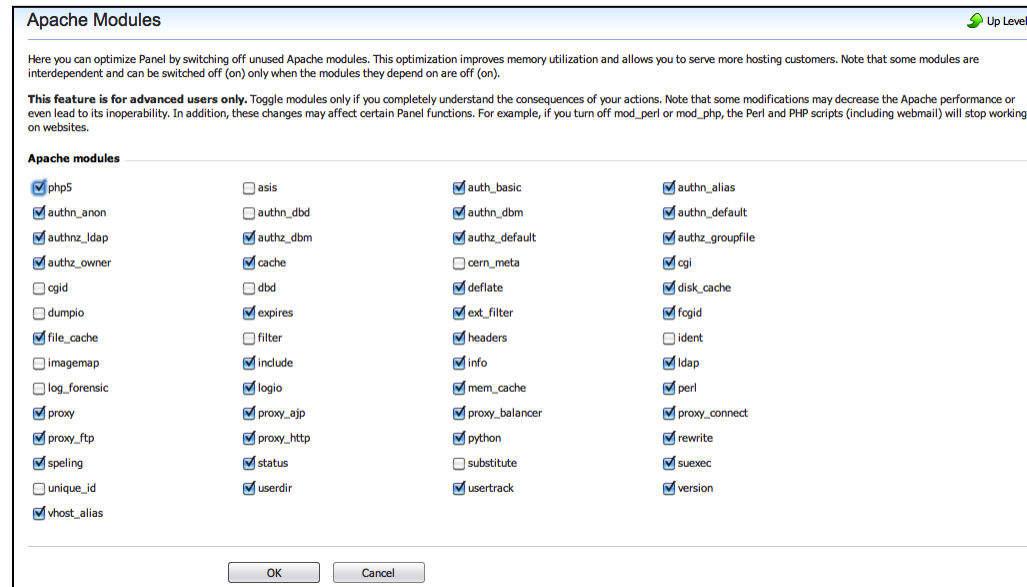
- IMPROVEMENT: Quickly spin up new Panel cloud instances
 - Attach licenses to new instances
 - Images for all major Virtualization technologies
- IMPROVEMENT: Competitive pricing for Cloud and VPS
 - *For all Hypervisors:* Discounted VPS pricing for Plesk Unlimited Domains
 - *Also only for Parallels Virtuozzo Containers:* Plesk 100 Domains VPS licenses
- IMPROVEMENT: Optimized UI with no “Subscriptions” confusion
 - Single Panel UI designed for VPS/Cloud (Power User mode)
 - Simple View is a customizable option: Checkboxes turn on/off UI elements
- BENEFITS: Operational efficiency & control over density (footprint)
 - VPS optimized mode offers smaller memory footprint and better density
 - Price competitiveness – vs. cPanel VPS Optimized (unlimited domains only)
 - Optimized UI’s keep support calls low, and helps retain customers longer

Optimize Footprint with Apache Optimization & Control

- IMPROVEMENT: Load & unload Apache modules by Checkboxes
- BENEFIT: Flexible control over RAM footprint (for VPS density)

WHERE TO FIND IT:

- Tools & Settings > Apache Optimization
 - Critical modules cannot be disabled
 - If the selected modules configuration will cause Apache to fail to start, it will roll back to the previous valid configuration
- Can be done using CLI too:
`.../bin/optimization_settings --disable-module <name>`



NOTE:

- Designed for skilled admin only
- Must know that you cannot run Python if mod python isn't loaded

Design your Own Customer Experience

Parallels Panel | Logged in as Admin | Webospace.some.com

Home | Users | **Websites & Domains** | Mail | Applications | File Sharing | Statistics | Server | Webspaces

Websites & Domains

This is where you set up and manage websites. If you have several webspaces, then you can switch from one webspace to another by selecting the required webspace at the top of the screen. Note that you can host a number of websites in a single webspace.

- Applications**
Install and manage web apps on your websites. Forums, photo galleries, collaboration tools, and many more installed in several clicks.
- File Manager**
Upload new files and work with current files and directories of your websites.
- Web Statistics**
View the reports on how your websites are visited. See how many people visited a site and which webpages they viewed.
- FTP Access**
Set up access to files of your websites over FTP protocol.
- DNS Settings**
Manage DNS zones for your domain names.
- Secure Your Sites**
Secure connections to your websites using SSL certificates.
- Web Hosting Access**
IP Address: 10.58.165.200
Change settings of the system user account used for remote access to Panel over SSH or RDP and working with files and folders in File Manager.
- Databases**
Create and remove databases used by your websites, and manage them using integrated administrative web application.

Hide Advanced Operations

- Website Scripting and Security**
Specify scripting languages your default site should support, adjust PHP settings, and activate SSL protection.
- Password Protection**
Restrict access to certain areas of your websites.
- Scheduled Tasks**
View and manage scheduled tasks.
- Website Maintenance Mode**
Switch a site off for maintenance and let the site visitors know that this is done on purpose and the site will be up soon.
- Website Copying**
Copy website to another site or external FTP storage.
- Learn How to Move a Site from Development to Production**
View instructions on how to put an updated website into production.
- Learn How to Clone a Site to Development Environment**
View instructions on how to clone the whole website (files, databases and applications).
- Logs**
View logs and configure recycling of log files.
- Bandwidth Limiting**
Adjust the limit on bandwidth usage and connections to your websites.

Parallels Panel | Logged in as Admin | Webospace.some.com

Home | Users | Websites & Domains | Mail | Applications | File Sharing | Statistics | **Tools & Settings** | Webspaces

Tools & Settings

This is where you manage the server, and configure Panel, system services, and resources.

- Tools & Resources**
 - IP Addresses
 - Virtual Host Template
 - SSL Certificates
 - Mass E-Mail Messages
 - Scheduled Tasks
 - Event Manager
- General Settings**
 - Server Settings
 - System Time
 - DNS Template Settings
 - Restrict Creation of Subzones
 - Website Preview Settings
 - File Sharing Settings
 - Settings of Google Services for Websites
 - Apache Modules
- Server Management**
 - Server Information
 - Server Components
 - Services Management
 - Restart Server
 - Shut Down Server
- Statistics**
 - Summary Report
 - Traffic Usage by Domains
 - Settings of Server Statistics
- Mail**
 - Mail Server Settings
 - Virus Protection Settings
 - Spam Filter Settings
 - Webmail
 - Set Up Mailing Lists Service
- Panel**
 - Simple View Settings
 - Notifications
 - Action Log
 - Active Sessions
 - Session Idle Time
 - Restrict Administrative Access
- Panel Appearance**
 - Panel Branding
 - Languages
 - Interface Management
 - Custom Buttons
- External Services**
 - View Services
 - Register Domain Names
 - Manage Domain Names
 - Buy SSL Certificate
 - Products from Parallels Partners

Try out these recommended apps that will make administering your server even easier.

Security

- Kaspersky Antivirus**
Protect your customers' mailboxes against worms, Trojans and other viruses with Kaspersky
- Parallels Premium Anti-Virus**
Protect your customers' mailboxes against worms, Trojans and other viruses

Backup

- myLittleBackup**
myLittleBackup for SQL Server 2000 and 2005 is the first Backup/Restore solution specially designed for shared SQL Server hosting.

Parallels Panel | Logged in as Admin | Webospace.some.com

Home | **Websites & Domains** | Mail | File Sharing | Statistics | Tools & Settings

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Hide Advanced Operations

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Parallels Panel | Logged in as Admin | Webospace.some.com

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- Mail**
 - Mail Server Settings
 - Spam Filter Settings
- Panel**
 - Simple View Settings
 - License Management
 - Support
 - Updates and Upgrades
 - Update and Upgrade Settings
- Panel Appearance**
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- Parallels Premium Anti-Virus**
Protect your customers'

How you Design your Customer Experience

Parallels Panel

Logged in as Dmitry Kuznetsov Log out Help

- Home
- Hosting Services
 - Customers
 - Resellers
 - Domains
 - Subscriptions
 - Service Plans
- Links to Additional Services
 - Install Help Desk
- Server Management
 - Tools & Settings**
 - Modules
- My Profile
 - Profile & Preferences
 - Change Password

Simple View Settings

Simple view reduces the number of the tools and settings available to the administrator in Power User view. Here you can change the availability of server administration items (the Administration Tools tab), web hosting administration items (the Hosting Tools tab), and also services and resources on webspaces. The latter are tuned by the Simple plan - the hosting plan that Panel applies to all webspaces created in Simple view. The plan settings are split among the remaining tabs.

Administrative Tools | **Hosting Tools** | Hosting Parameters | PHP Settings | Mail | DNS | Performance | Logs & Statistics | Applications

Select the Tools & Settings items available to the administrator in Simple view.

Tools & Resources

- IP addresses
- Virtual host template
- SSL certificates
- Mass e-mail templates
- Backup manager
- Scheduled tasks
- Event manager

Panel

- Notifications
- Action log
- Active sessions
- Restrict administrative access
- License management

Applications & Databases

- Application vault
- Database servers

Panel Appearance

- Panel branding
- Languages
- Interface Management
- Custom buttons

General

- Server settings
- System time
- DNS template settings
- Restrict creation of subzones

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All rights reserved

Choose the View that's Right: VPS/Dedicated

- **Power User View:** To manage your sites only
- **New Optional Simple View**
 - Customize & Build your own View
 - Hoster can select & lock down/sell this view to Customers
 - Or customize the Panel to different customer segments

EXAMPLE FROM PLESK "VIEW CHOOSER"


Select your interface

Power User view
This view is intended for enabling a single, simplified interface for server administrators to manage their own websites, e-mail accounts, and other services.

Use Simple view
Select this option to limit the number of actions the administrator can take in the Power User view. To change the availability of the actions, go to [Tools & Settings > Simple View Settings](#).

Service Provider view
This view offers interfaces for use by the server administrator, resellers, and hosting users. It also includes an integrated billing system for automatically invoicing and charging your customers. Even if you use an external billing system, but require an interface for your customers to control their hosted services, you should use this view.

Open hosting operations in Server Administration Panel
Select this option if you want to perform hosting operations directly from Server Administration Panel. This option is convenient for people who upgraded from previous Panel versions and are accustomed to work in a single panel. If the option is cleared, hosting operations will be available in Control Panel (new window).



Performance & Control - nginx

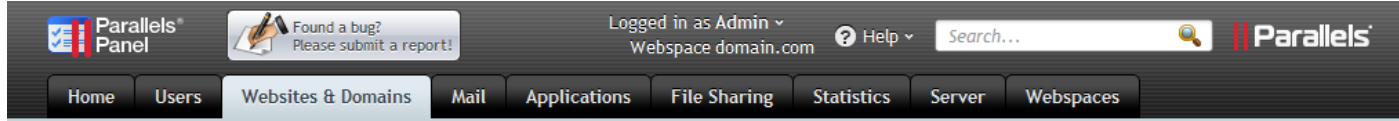
IMPROVEMENT: Automatic nginx configuration in Plesk 11

- Conveniently install and configure nginx
 - Using simple checkboxes and automatic install
- Will act as an efficient web proxy in front of Apache

BENEFIT: Faster Performance and Less Downtime

- Speeds up delivery by caching of static content
 - Images, HTML, CSS, JavaScript etc.
- Gives better performance with slow clients
 - Offloads concurrency and latency from Apache
 - Conserves memory and CPU with modern architecture

Performance & Control: PHP for individual site



Parallels Panel | Found a bug? Please submit a report! | Logged in as Admin | Workspace domain.com | Help | Search... | Parallels

Home | Users | Websites & Domains | Mail | Applications | File Sharing | Statistics | Server | Webspaces

Websites & Domains

This is where you set up and manage websites. If you have several webspaces, then you can switch from one webspace to another by selecting the required webspace at the top of the screen. Note that you can host a number of websites in a single webspace.

Applications
Install and manage web apps on your websites. Forums, photo galleries, collaboration tools, and many more installed in several clicks.

File Manager
Upload new files and work with current files and directories of your websites.

Web Statistics
View the reports on how your websites are visited: See how many people visited a site and which webpages they viewed.

FTP Access
Set up access to files of your websites FTP protocol.

Web Hosting Access
IP Address: 10.58.165.200
Change settings of the system user account used for remote access to Panel over SSH, RDP and working with files and folders in File Manager.

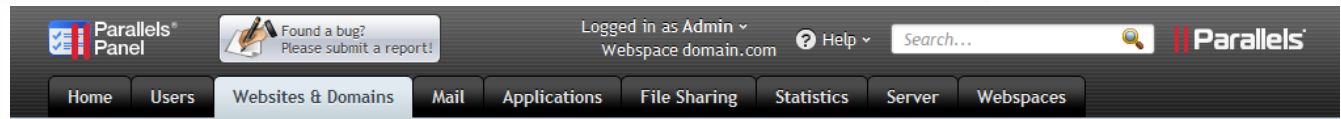
Show Advanced Operations

A website is a collection of related web pages which you can change website hosting settings, server logs, and change DNS zone settings.

Add New Domain | Add New Subdomain

3 items total

- Domain ^
- domain.com



Parallels Panel | Found a bug? Please submit a report! | Logged in as Admin | Workspace domain.com | Help | Search... | Parallels

Home | Users | Websites & Domains | Mail | Applications | File Sharing | Statistics | Server | Webspaces

Hosting Settings for domain.com

Up Level

General | PHP Settings

Depending on your permissions, here you can specify or just view the unique PHP configuration for this website (apart from the other sites in your subscription). Custom PHP configuration might be useful when you want to limit the system resources consumption by PHP scripts or meet the requirements of a certain web app. When you set a parameter to Default value, PHP will use the parameter's value from the server-wide PHP configuration. Your current PHP version is 5.3.2.

Performance settings

memory_limit

Select value

Default

Default

8M

16M

32M

64M

max_execution_time

Default

Enter custom value

Performance & Control – Custom PHP settings

memory_limit

Select value

- Default
- 8M
- 16M
- 32M
- 64M

value

The maximum amount of memory in bytes a script is allowed to allocate. S

max_execution_time

Default

Enter custom value

10

The maximum time in seconds a script is allowed to run before it is termi

open_basedir

Select value

{DOCROOT}:/tmp/

Enter custom value

{DOCROOT}:/tmp/

The list of directories used to limit the files that can be opened by PHP and a semicolon (;) on Windows. For example, on Linux: /dir/upload:/u

error_reporting

Select value

- Default
- ~E_ALL
- E_ALL & ~E_NOTICE
- E_ALL

The error reporting level.

and more

16 tunable parameters
Performance
Configuration paths
Troubleshooting

Performance & Control: Preview Sites (w/o DNS)

Why Needed:

- DNS configuration lag
- Absent DNS configuration
- Preview zone can be
 - External (DNS record configured manually)
 - Hosted on Plesk (DNS record configured automatically)

The image shows a composite of three screenshots from the Parallels Panel interface. On the left is the main dashboard with a sidebar menu. In the center is a 'Websites Quick Preview' notification box with 'Set Up' and 'Hide' buttons. On the right is the 'Website Preview Settings' configuration window.

Website Quick Preview
Allow your customers to see their websites even if the associated domain names are not yet publicly accessible.

Website Preview Settings

Your customers can preview their websites even before all the necessary DNS configuration is complete. With Quick Preview, the customer websites become available as subdomains under a domain name (selected in the dropdown) that you set up a domain name for the preview purposes. Before you do it, use the Limited Preview solution which has limited support for scripting and Flash animation on preview websites.

Choose how to preview websites

- Limited Preview
This option works out of the box, however, we do not recommend using it because animation might not work well in the preview mode.
- Quick Preview on a domain name in Panel
domain.com
- Quick Preview on an external domain name
[Input field]

Use an external domain name (DNS zone). If you use this option, the domain zone is *.<Panel_IP>.external.dom. Here <Panel_IP> is the IP address of the Plesk server. For IPv6 addresses, the IP addresses for IPv6 are replaced with dashes (-). Say, *.192-0-2-12.external.dom. Add a website in Power User view.

OK Cancel

Performance & Control: Preview Domain in UI

3 items total Number of entries per page: 10 25 100 All

Domain	Hosting
<input type="checkbox"/> domain.com	Website at httpdocs
<input type="checkbox"/> nik.com	Website at site1
<input type="checkbox"/> nik7789bgtddsakjb.biz	Website at site2

3 items total Number of entries per page: 10 25 100 All

Adding New Domain Name

You can register new domain name at [Services portal](#).

You can host a website on this server, set up web forwarding to another domain.

Domain name *

Domain name is the website's Internet address. Domain names are registered by domain name registrars.

DNS Settings

DNS server associates the domain name with a website, mail server, and the services will become available at the registrar's site. [Learn More](#).

- DNS server configuration
- Use our DNS settings (Recommended) To make a domain name resolve on this server.
 - Use DNS settings of a remote name server For advanced users; this option acts as a secondary name server.
 - Use DNS settings of a remote name server For advanced users; this option keeps your DNS zone as there is no change.

Hosting Type

You can host a website on this server, set up web forwarding to another server, or only e-mail addresses under this domain.

- Hosting type
- Website hosting Host a website on this server.
 - Forwarding Redirect visitors to another website.
 - No hosting Do not host a website at the moment, but you can use this hosting service later or use this service for other domains.

Hosting Settings

Document root *

Website preview URL

customer.com.10-58-165-200.hp-demo.sb.plesk.ru

Use this URL to view this website even if it does not yet have an associated domain name.

Hosting Settings for domain.com

- General
- PHP Settings

Here you can configure website hosting settings and select the features available for your site.

Domain name *

Domain name is the website's Internet address. It is a combination of words separated by dots. Domain names are registered by domain name registrars and hosting providers.

Hosting type

Document root

It is impossible to change document root because there are web applications installed here.

Website preview URL

Use this URL to view this website even if it does not yet have an associated domain name.

Performance & Control – Linux Mail improved on Postfix

Linux Mail had Performance and Account Density problems:

- Had complicated non-native Postfix configuration
- Mail handlers settings were stored ineffectively
- Each SMTP session produced its own process chain
- Graylisting required receiving the whole mail body (inefficient)
- Stability heavily influenced by 3rd parties & custom handlers

Incoming Mail Handler Core is now Native Postfix (on v 2.5+)

- Simple Configuration: Easy to maintain & troubleshoot
- Vastly Better Scale: Over 100,000 mailboxes in our tests
- Reliable: Local problems don't influence mail delivery

Anti-Spam: Outgoing Mail now from Sender's IP (on v 2.7+)

- Email is sent from the IP of Customer (shared or exclusive)
- Validates that "Mail From" domain is Customer's (or skips)

Performance and Control – Better on Windows

- PHP 5.3
- Uninstall (at last)
- Web Matrix (improved)
 - Customer downloads a preset file for site from Plesk
 - Opens Web Matrix & provides the downloaded file
 - Webmatrix sets up the connection to the site
 - **Benefit:** Customer doesn't need to deal with connection parameters. Simply moves the blackbox connection file from Plesk

Anywhere Access - Plesk Mobile as Freemium

iPhone



Android



BlackBerry



With the FREE Plesk **Mobile Server Monitor**, administrators can:

- **View** the list of services on a particular server
- **View** information about a server: OS, CPU, Panel version and so on
- **View** vital indicators of a server health: CPU load average, memory consumption, swap usage, etc
- Subscribe to Panel events and unsubscribe from them

Mobile Server Manager in new PowerPack

- With Mobile **Server Manager**, administrators can **take action**:
 - Authenticate themselves by a secret key
 - Support health monitor events
 - Roll back and retrieve a Panel license key
 - Restart a server
 - Stop and start services on a particular server
- **Available ONLY inside new Power Pack....(10.4 or later)**

Profit – Cross-sell the new PowerPack

- PowerPack bundle reconfigured to:
 - Put Application Pack & SpamAssassin back into core Plesk (for value)
 - Provide more premium tools for SMB/IT/Individuals

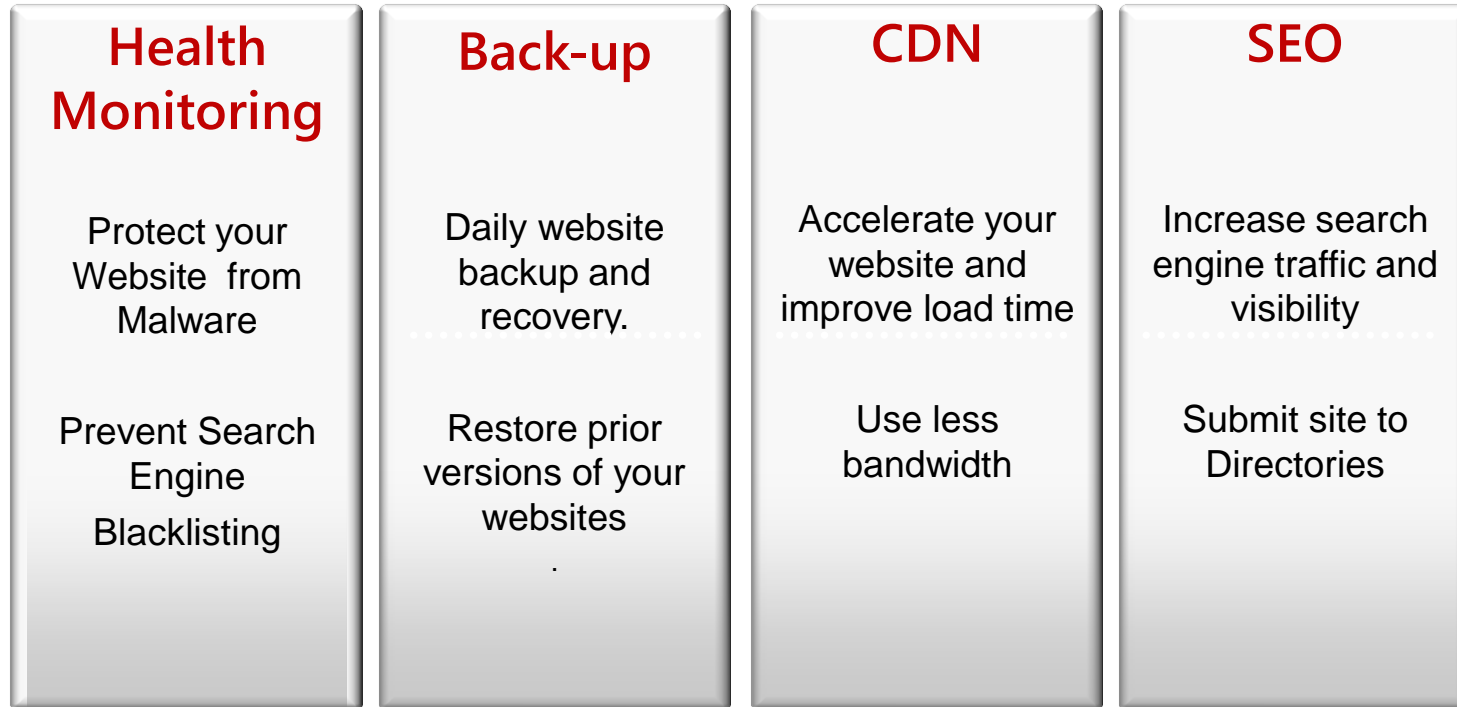
Old PowerPack	New PowerPack
<i>Application Pack</i>	
<i>SpamAssassin</i>	
ColdFusion	ColdFusion
Tomcat	Tomcat
MSSQL/PostgreSQL	MSSQL/PostgreSQL
	Plesk Mobile Manager
	Unity Mobile (2 domain)
	Kaspersky AV (5 mailboxes)

Plesk 11 is Ideal for SMB's

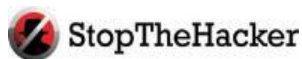
- Definable Roles – Webmaster, Accountant, etc
- File Sharing for VPS and Dedicated Customers
- UI can be customized to be as simple as you like
- Automatic License Installation for 100's of Applications
- Increasing range of Application support

Profit: Offer four key Categories of Apps

Offer leading-edge website tools that helps SMBs easily tackle the hackers, back-up their sites, rocket their web performance, and rise to the top of the worlds search engines



Examples:



Scale to the Skies: Parallels Plesk Automation

ADVICE: Upgrade Plesk & H-Sphere to gain Efficiency, centralize Mail, and prepare for future Services

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Smaller Professional
Hosters want to increase
profitability, reduce churn,
and compete better

Beyond Plesk – all the benefits with no limits

- Gain Greater efficiency – through Centralization
 - Centrally manage Linux and Windows shared hosting
 - Centralize Mail for easier management of spam
 - Centralized IP pools and management
- Offer VPS Hosting
- Pluggable Billing lets you choose – open API
- No risk Plesk website take-over
- No risk H-Sphere websites
- Migration from Plesk/H-Sphere

Services Growth is a unique value offering

- Add more Services over time:
 - SEO/SEA tools
 - Social presence
 - Blogs
 - E-commerce
 - Online marketing
 - SSL capabilities
 - Business class email
- Grow up to the richest Service Delivery to compete better
 - Adopt APS to drive Services growth
 - Adopt a hosting platform compatible with Parallels Automation

DEMO: Plesk Automation 11 Preview #3 is available next week

Andrey Andriatis, Senior Tech Program Manager/Architect

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Three Clear Steps:

1. Download Parallels Plesk Automation
2. Take over Plesk or H-Sphere Shared Hosting
3. It Works

With a familiar & convenient Plesk UI

EASY UPGRADES – NEVER LOST

ADVICE: Reluctant upgraders should be shown that

- (a) Hosting UI is convenient for them, and
- (b) Power User View keeps complexity low for VPS and Dedicated usage

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Choose the View that's Right: Reseller & Shared

- **Service Provider View:** For Shared Hosting
 - And for Reseller Hosting
- **New Unified Panel option:**
 - Open all hosting operations in Admin Panel
 - NOTE: This Unified Option is preselected for upgrades from 8.x-9.x

EXAMPLE FROM PLESK "VIEW CHOOSER"

Select your interface

- Power User view
This view is intended for enabling a single, simplified interface for server administrators to manage their own websites, e-mail accounts, and other services.
- Use Simple view
Select this option to limit the number of actions the administrator can take in the Power User view. To change the availability of the actions, go to [Tools & Settings > Simple View Settings](#).
- Service Provider view
This view offers interfaces for use by the server administrator, resellers, and hosting users. It also includes an integrated billing system for automatically invoicing and charging your customers. Even if you use an external billing system, but require an interface for your customers to control their hosted services, you should use this view.
- Open hosting operations in Server Administration Panel
Select this option if you want to perform hosting operations directly from Server Administration Panel. This option is convenient for people who upgraded from previous Panel versions and are accustomed to work in a single panel. If the option is cleared, hosting operations will be available in Control Panel (new window).



8.x/9.x Upgraders get a Unified Admin Panel view

The screenshot displays the Parallels Admin Panel interface. At the top, it shows the user is logged in as Dmitry Kuznetsov, with options for Log out and Help. A search bar is also present. The main content area is titled 'domain1.dom' and features a navigation menu with tabs: General, Summary, Users, Websites & Domains (selected), Mail, Applications, Files, File Sharing, Statistics, and Account. Below the tabs, there is an introductory text: 'This is where you set up and manage websites. If you have several subscriptions associated with your account, then you can switch from one subscription to another by selecting the required subscription at the top of the screen. Note that you can host a number of websites under a single subscription, so there is no need to purchase any additional subscriptions.'

The main content area is organized into a grid of management tools:

- Launch Web Presence Builder:** Build instant websites from business and personal templates with intuitive Web Presence Builder editor.
- Applications:** Install and manage web apps on your websites. Forums, photo galleries, collaboration tools, and many more installed in several clicks.
- File Manager:** Upload new files and work with current files and directories of your websites.
- Web Statistics:** View the reports on how your websites are visited: See how many people visited a site and which webpages they viewed.
- FTP Access:** Set up access to files of your websites over FTP protocol.
- DNS Settings:** Manage DNS zones for your domain names.
- Secure Your Sites:** Secure connections to your websites using SSL certificates.
- Backup Manager:** Back up and restore your domains, including settings and content of websites and mail accounts.
- Web Hosting Access:** IP Address: 10.52.79.29. Change settings of the system user account used for remote access to Panel over SSH or RDP and working with files and folders in File Manager.
- Databases:** Create and remove databases used by your websites, and manage them using integrated administrative web application.

At the bottom of the main content area, there is a 'Show Advanced Operations' link. The left sidebar contains navigation options: Home, Hosting Services (Customers, Resellers, Domains, Subscriptions, Service Plans), Links to Additional Services (Install Help Desk), Server Management (Tools & Settings, Modules), and My Profile (Profile & Preferences, Change Password).

Never Lost - Search from Administration Panel

For Shared Hosting Admins and Resellers:

The screenshot displays the Parallels Panel Administration interface. At the top, a search bar is highlighted with a red circle and contains the text "Search...". The main content area is titled "Subscriptions" and shows a list of subscription items. Three search dropdowns are overlaid on the interface, each with a red border:

- Search 1:** Contains the text "smith" and lists search results: John Smith, smith.com, sub.smith.com, and smith-new.com.
- Search 2:** Contains the text "IP" and lists search results: IP Addresses and Restrict Administrative Access.
- Search 3:** Contains the text "cert" and lists search results: SSL Certificates and Buy SSL Certificate.

The background interface includes a sidebar with navigation options like Home, Hosting Services, Customers, Resellers, Domains, Subscriptions, and Service Plans. The top navigation bar shows the user is logged in as "Admin" and provides links for "Log out" and "Help".

Never Lost - Search from the customer's Control Panel

For VPS and Shared Hosting Customers:

The screenshot displays the Parallels Panel interface for a subscriber. The top navigation bar includes a search field, which is circled in red. Below the navigation bar, several sections are visible:

- Statistics on Resource Usage:** Shows disk space and traffic usage. A search bar is present above the statistics.
- Websites & Domains:** A search bar is present above the list of domains.
- Applications:** A search bar is present above the list of applications.

Three search results are highlighted with red boxes:

- Search for 'IP':** Results include 'Websites & Domains'.
- Search for 'Sta':** Results include 'Web Statistics' and 'Statistics'.
- Search for 'Smi':** Results include 'sub.smith.com', 'smith-new.com', 'smith.com', 'mail@smith.com', and 'John Smith'.

Plesk 10.4 introduced a 4-Tiered release cycle

• Stable

- 5-6 weeks after Release
- About 8 Micro-Updates released

• Release

- General public builds with 2 MU's
- Recommended for upgrade at GA

• Current

- RTM adopted by Parallels Partners
- Micro Updates follow each week

• Testing

- Early weekly preview builds
- Not for production servers
- Begin ~1 month before RTM

• Automatic install is a checkbox

- Automatic: Download & Install
- Manual upgrade: Notification (uncheck)

Home >
Update and upgrade settings

Here you can set up the Panel update and upgrade policy. While updates include some significant downtime. We recommend you to turn on automatic updates and choose a ones: For example, the testing version gives you the ability to try new Panel features couple of months after the release. Once the upgrade to the chosen Panel version be

Automatically download and install updates for the currently installed version (Re

Notify me when the upgrade to the following Panel version is available:

- Stable version
A stable version has received all updates stable, it no longer receives any updates.
- (Recommended) Release version
A release version has passed all quality t Panel to release versions.
- Testing version
A testing version has all claimed feature improved by updates, we recommend tha
- Do not notify me on available upgrades

OK Cancel

We invested heavily in 10.x upgrade improvements

- **Better management of components**

- We update Apache, PHP, MySQL for CentOS
- Support for 3rd party repositories in Linux

- **Customer Improvement Program**

- Automated problem reports
- Voluntary, privacy protected
- Common problems can be fixed Weekly

- **Proactive fixes in Weekly MicroUpdate**

- **Fail-safe upgrade approach**

- Autoinstaller self-upgrades prior to Upgrade
- Pre-update environment checker script
- Tolerant to misconfigured hostname

- **Even if upgrades fail -**

- Can re-launch upgrade
 .../bootstrapper.sh repair
- No RPM mess
 - Not started until upgrade reconfiguration is complete
- No ruined DB
- Straightforward to repair integration


```
Select the desired products and their versions
=====

The following product versions are available:

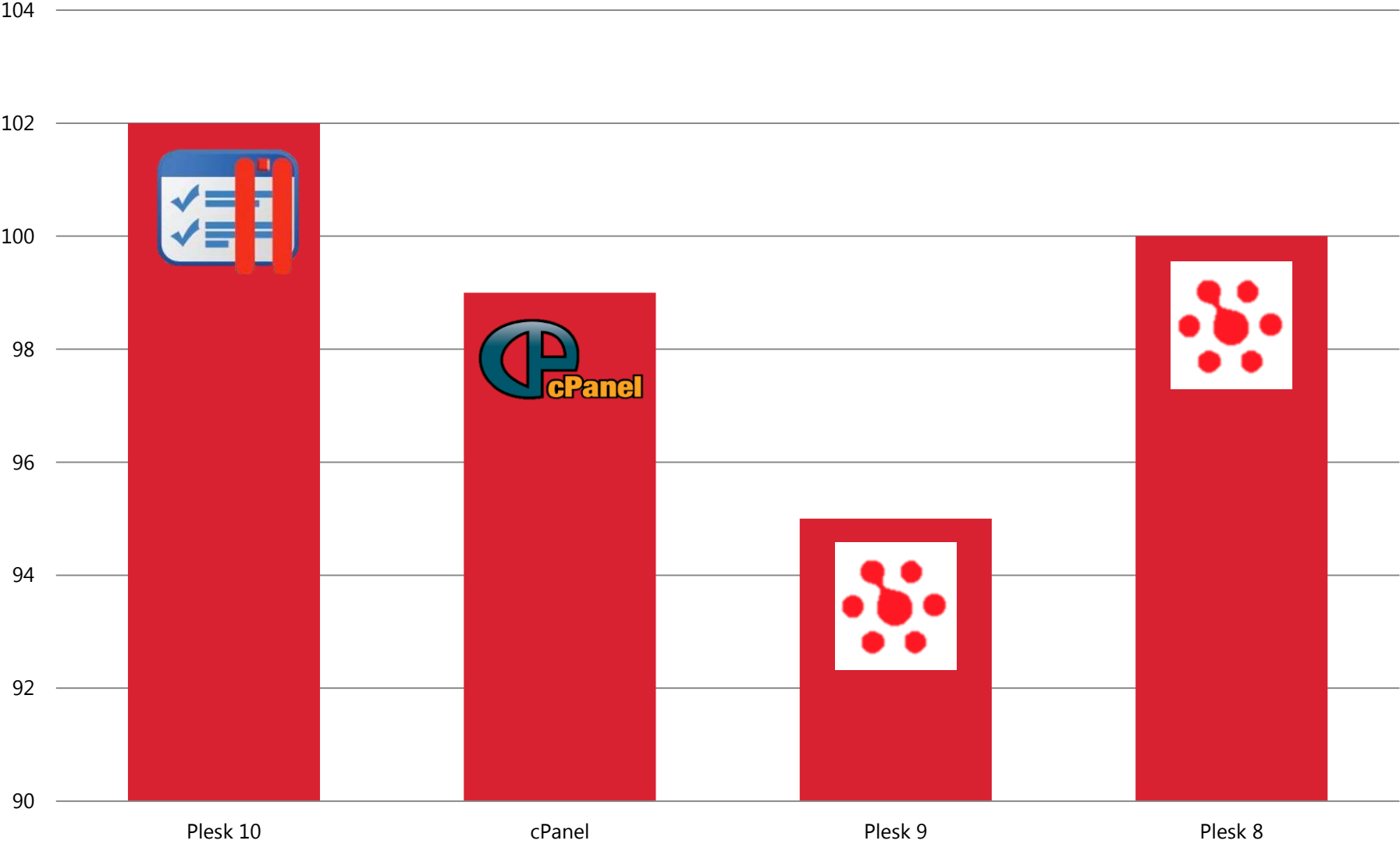
1. [+] Parallels Plesk Panel
2. (*) Parallels Plesk Panel 10.3.0
3. ( ) Parallels Plesk Panel 10.2.0

N) Go to the next page; P) Go to the previous page; Q) Cancel installing
To select a version, type the respective number;
Select an action [N]:

Would you like to help Parallels make better products by sending information about installation and upgrade problems? [Yes]: █
```



Customer Satisfaction Survey – Happier on 10.x...



Next Steps for You

ADVICE: Follow us on [Parallels.com](https://parallels.com) and our new PartnerNET

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Next steps for you

- Capture and upsell customers with Web Presence Builder
 - Adding Cross-linking to Social Networks & eCommerce
- Upgrade your Plesk – 10.4 is at Stable status already
 - And download Preview of new cloud-ready Panel 11 on Feb 28
 - Conveniently spin up instances and attach licenses with Panel 11
- Download Preview #3 of Parallels Plesk Automation
 - Gain Operational Efficiency through centralization
 - Launch new Services and IMMEDIATELY improve ARPU
 - Optimized Linux and Windows web hosting together
 - VPS hosting
 - Application hosting through APS
 - Get on track to grow to Parallels Automation & full service
- Attract customers, upsell, reduce churn, increase profits

Lastly, join our Technical Adoption Program

- To participate, please go to <http://www.parallels.com/tap>

Timelines

- Plesk 10.4 – was declared Stable in December
- Web Presence Builder:
 - Availability: Now (for Plesk, PA, Standalone)
 - Next Version Previews begin: Feb 28
 - * *Features: Site Design flexibility, Better Mobile Sites*
- Plesk Panel 11 for Cloud Attach:
 - Preview Availability: Feb 28
 - Availability of Release: Apr 24
- Plesk Automation 11 for professional hosters:
 - Preview #3 for private viewing on Feb 20
 - Email PPA@Parallels.com to participate
 - First, join *forum.parallels.com....*
 - Beta: Late May
 - Availability of Release: Late July

QUESTIONS?

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