Parallels Plesk Roadmap: Panel & Automation

Craig Bartholomew, VP of Hosting Control Panels & Shared Hosting

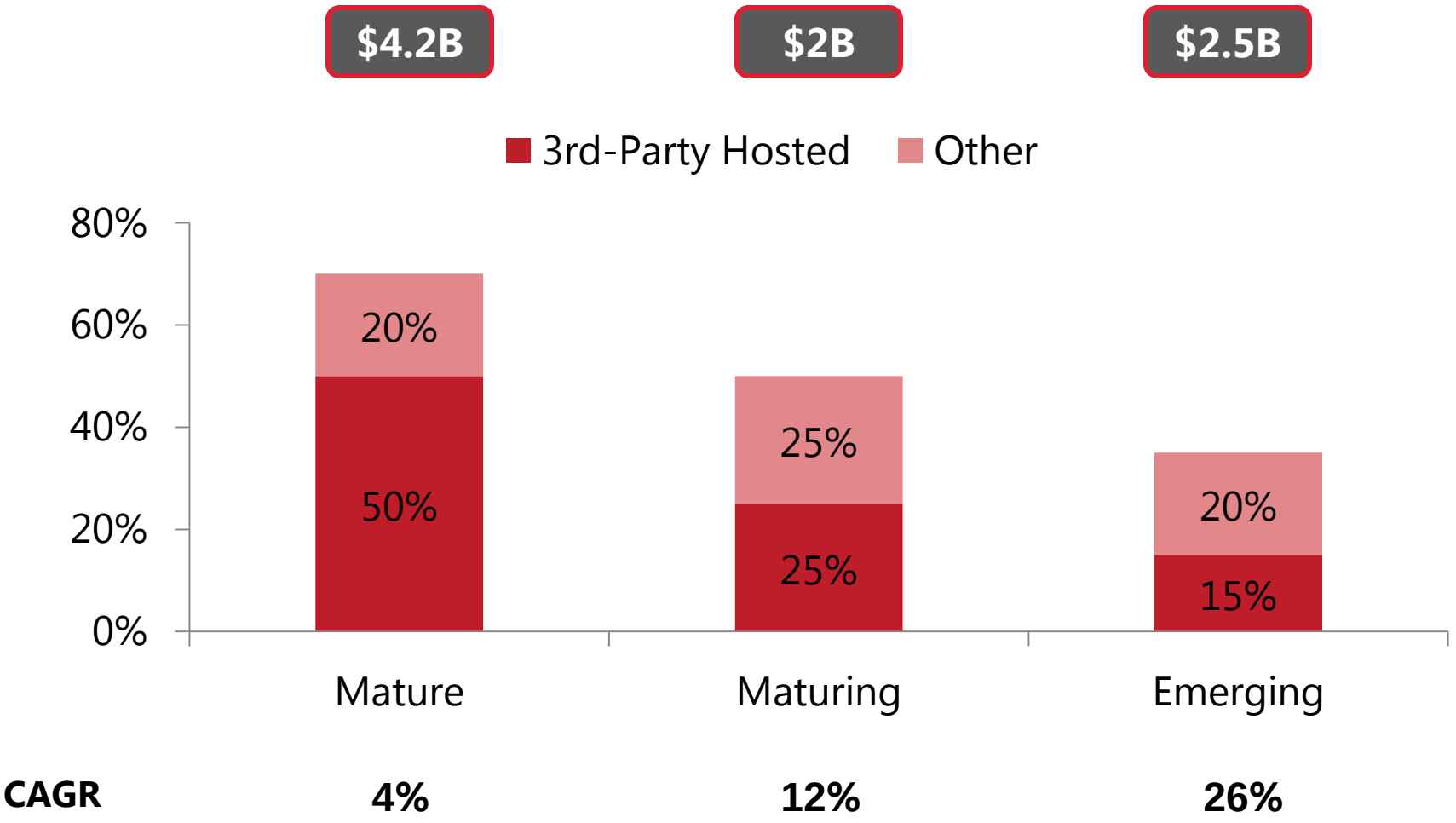
Topics

- 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

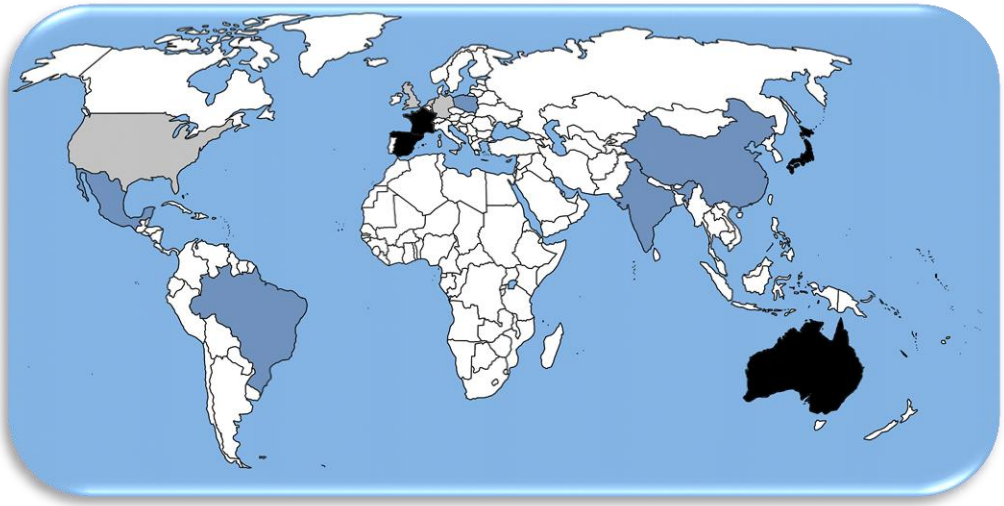
ADVICE: Use it as a Customer Acquisition offering, and Cross-Sell & Upsell

2011 Global Web Presence Market was $8.7B



	Mature	Maturing	Emerging
CAGR	**4%**	**12%**	**26%**

Stage of Web Presence Adoption by Geography



Mature

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

Maturing

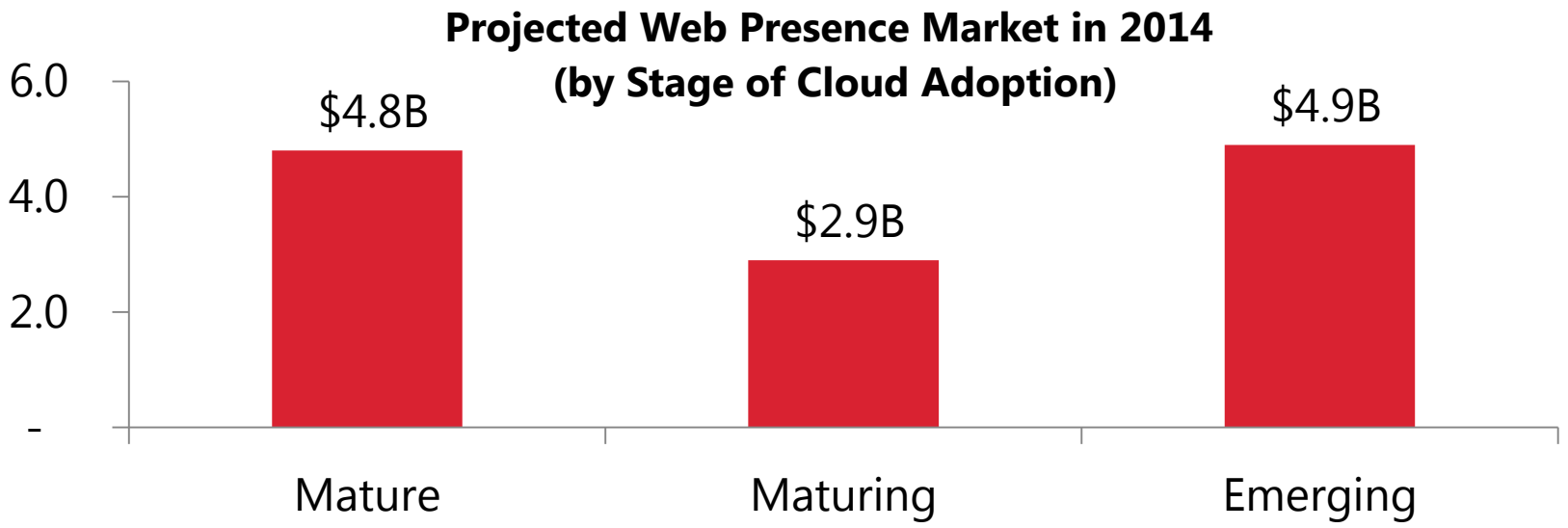
- e.g., Australia, Japan, France, Spain
- 40-70% Internet penetration

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



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

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

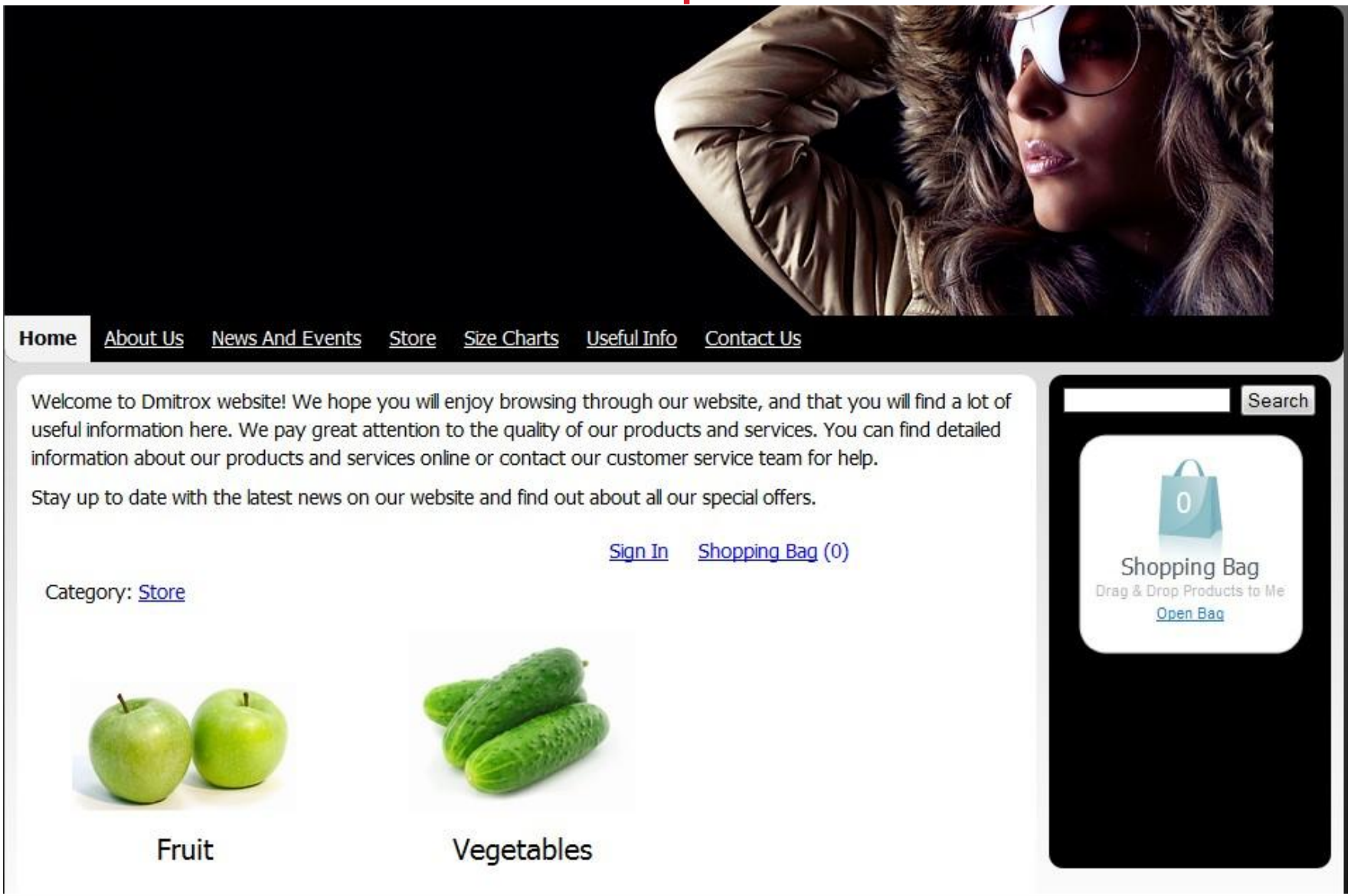
Leap and Expand Segments: Web Presence Builder

- 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



Add & directly manage a Facebook web presence

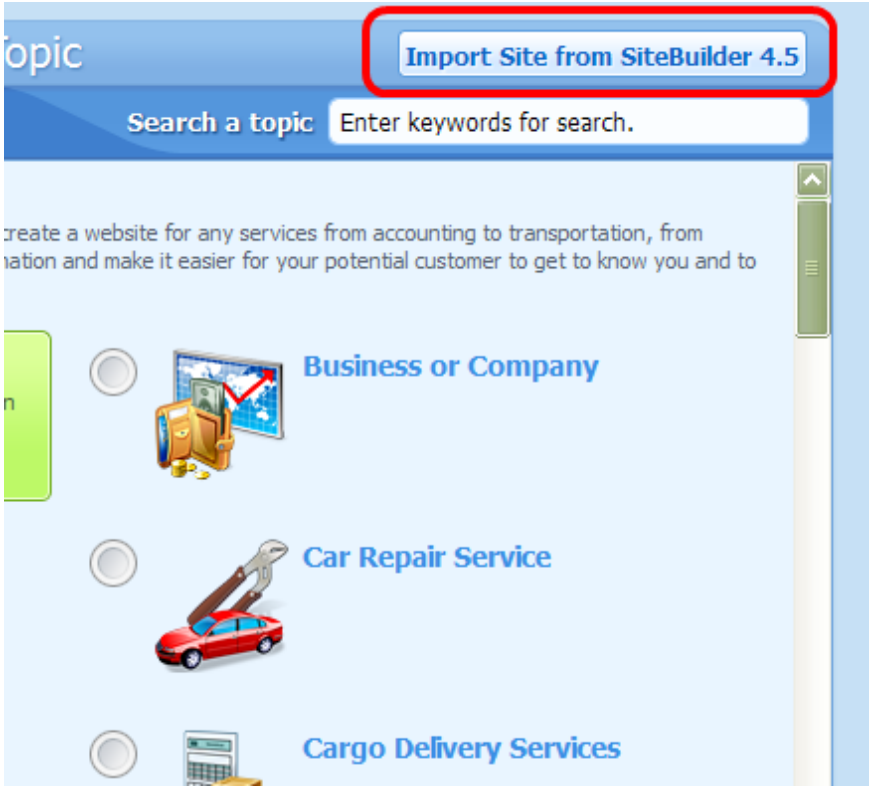
DEMO: Attracting new customers with Web Presence

Anton Bobykin, Development Manager, Web Presence

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

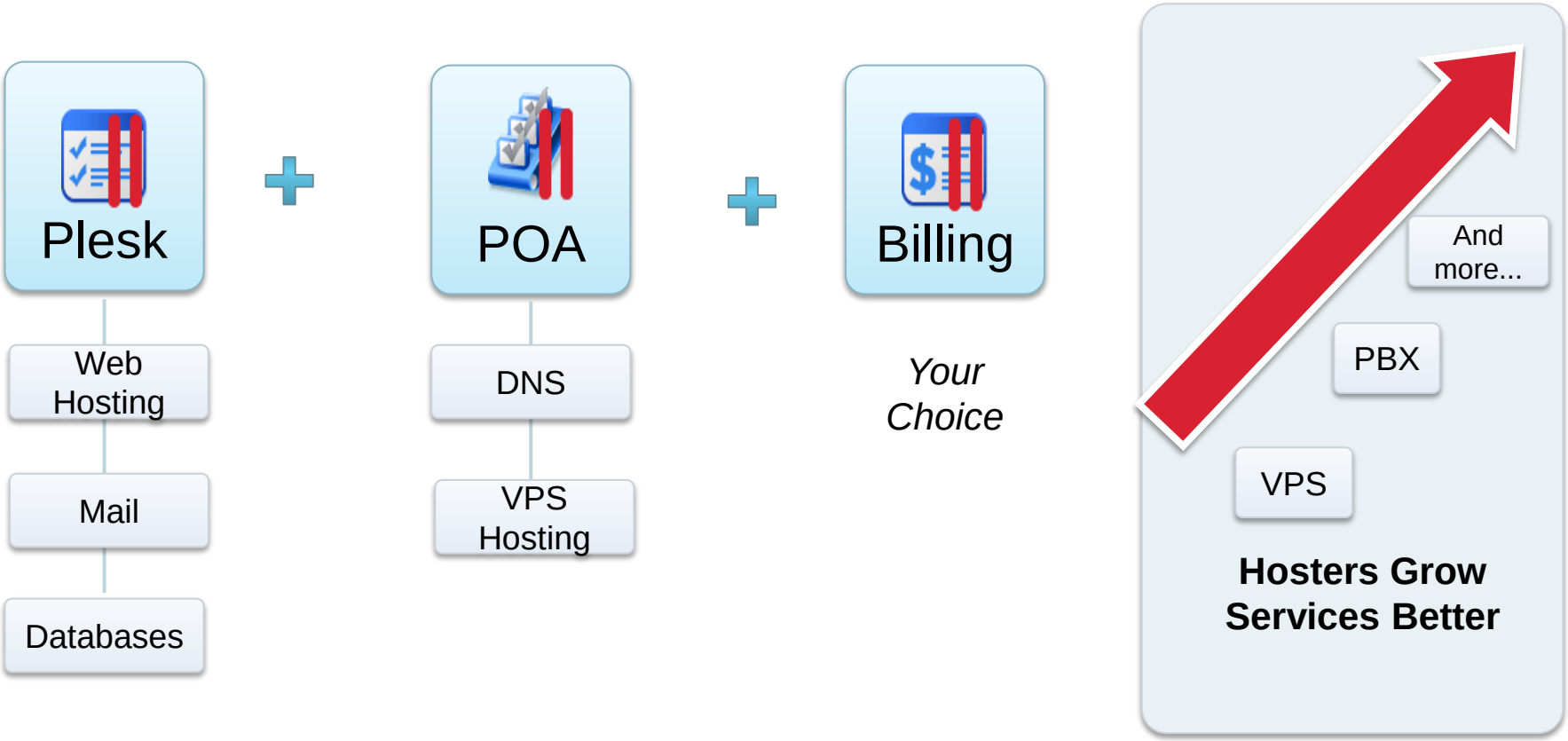
ADVICE: Choose the tool that Optimizes your Hosting Business

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 Hoster single server
  Start and move easily to PPA

For Professional Hosters

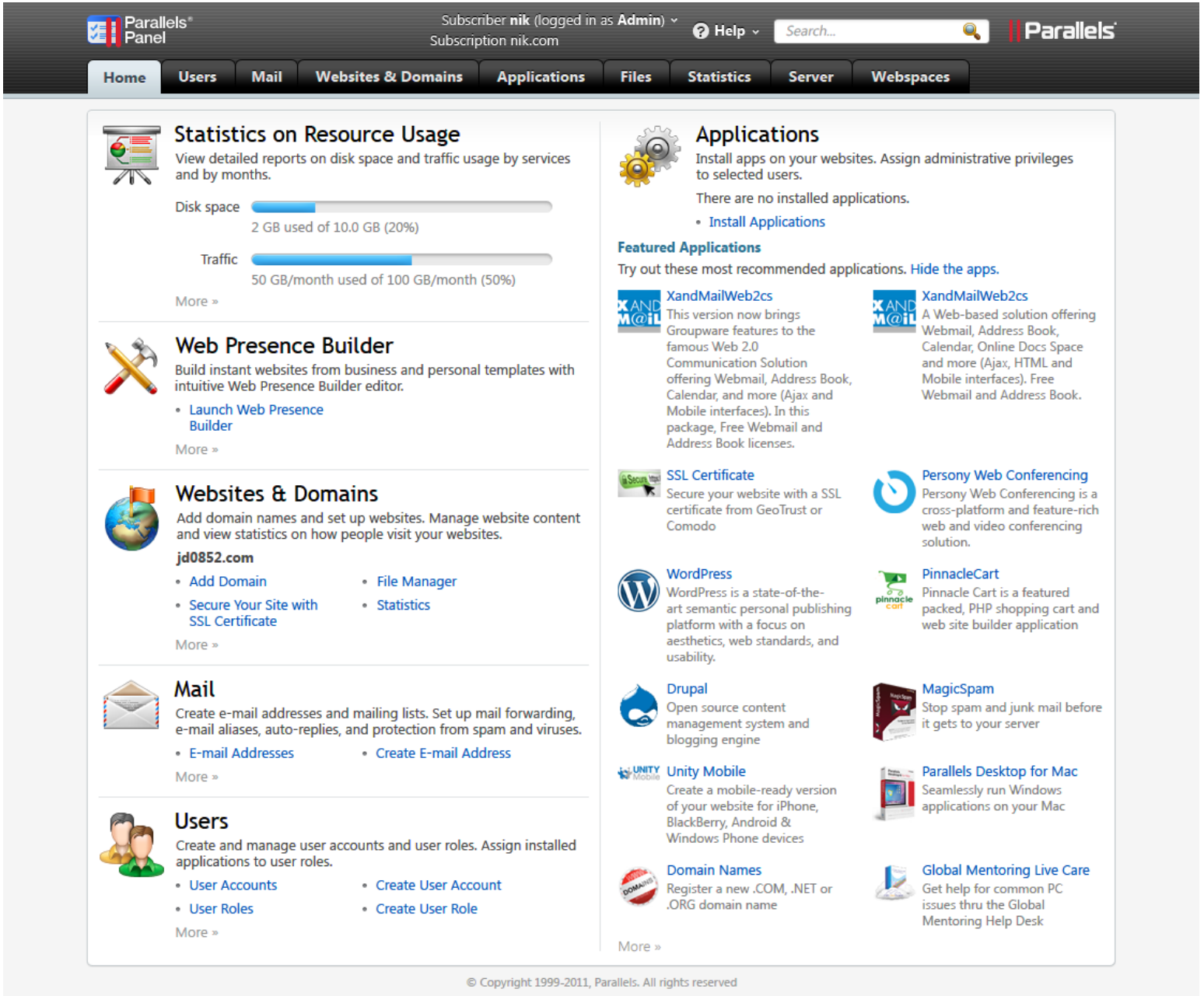
Parallels Plesk Automation 11:

- 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 Panel
Subscriber nik (logged in as Admin)
Subscription nik.com
Help
Search...
Parallels
Home
Users
Mail
Websites & Domains
Applications
Files
Statistics
Server
Webspaces
Statistics on Resource Usage
View detailed reports on disk space and traffic usage by services and by months.
Disk space
2 GB used of 10.0 GB (20%)
Traffic
50 GB/month used of 100 GB/month (50%)
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
File Manager
Secure Your Site with SSL Certificate
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
Create User Account
User Roles
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 »
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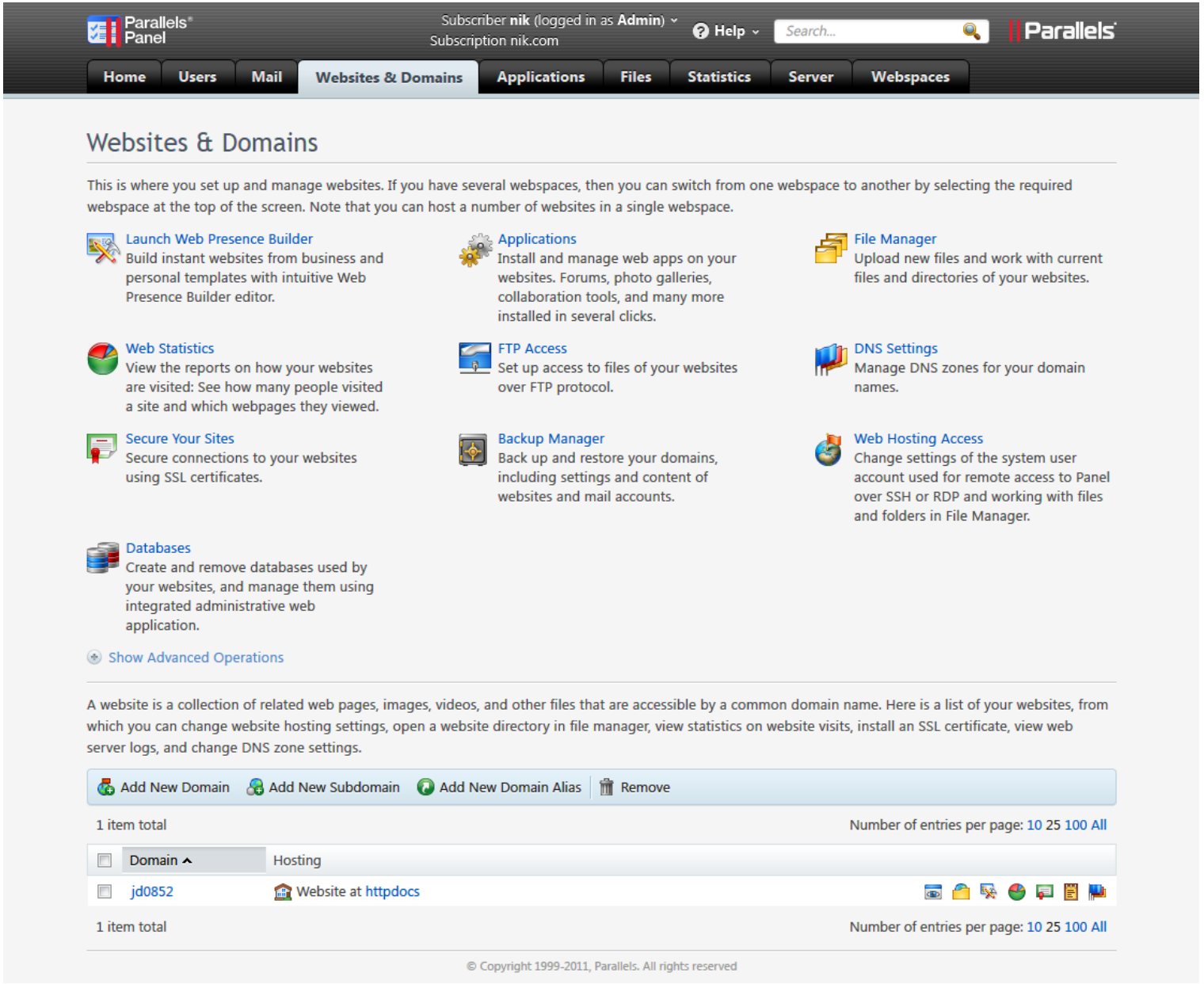
Parallels Panel
Subscriber nik (logged in as Admin)
Subscription nik.com
Help
Search...
Parallels
Home
Users
Mail
Websites & Domains
Applications
Files
Statistics
Server
Webspaces
Websites & Domains
This is where you set up and manage websites. If you have several webspaces, then you can switch from 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.
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
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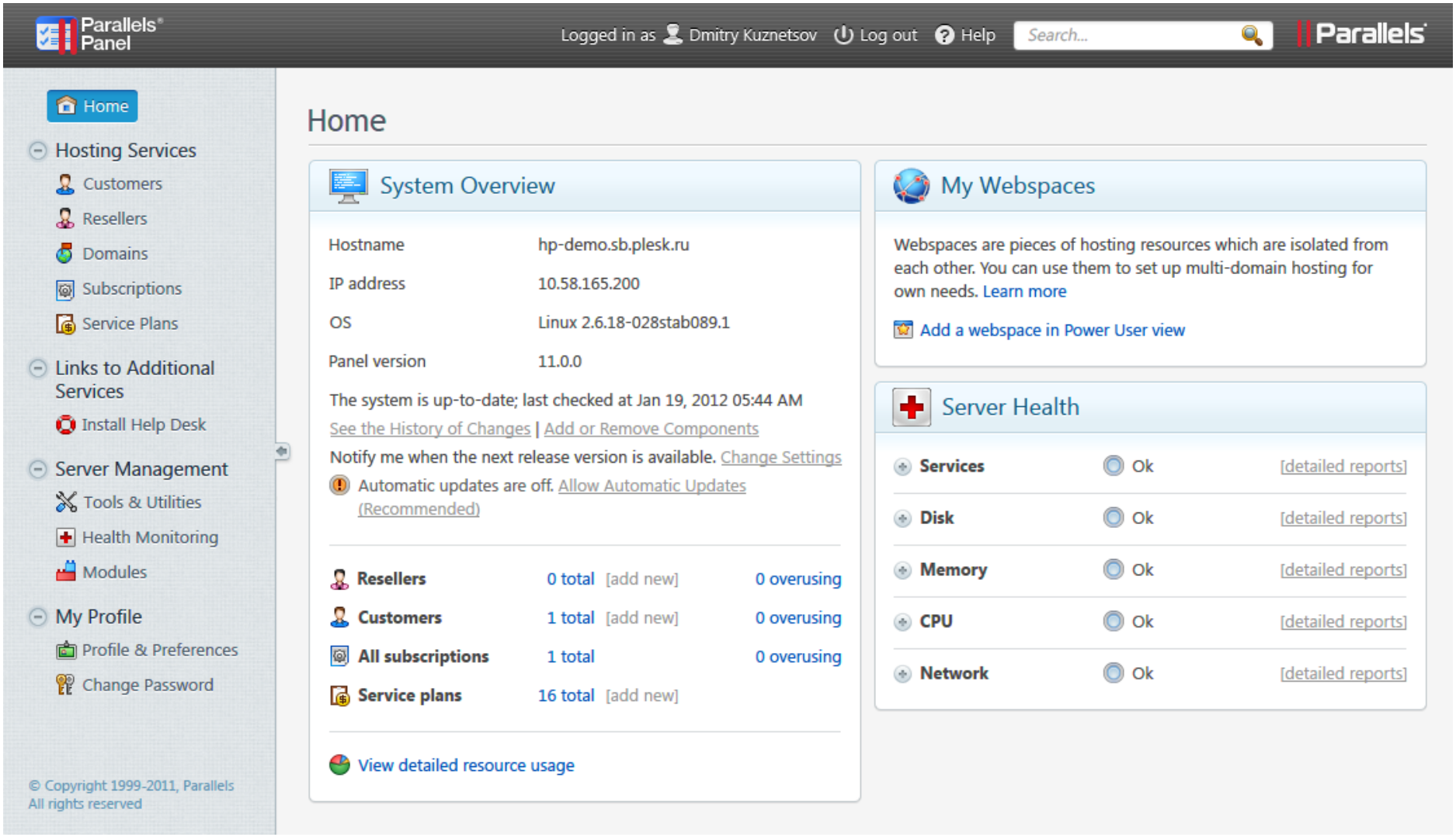
Plesk 11 New Look & Feel

For Hosters


Parallels Panel
Logged in as Dmitry Kuznetsov
Log out
Help
Search...
Parallels
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
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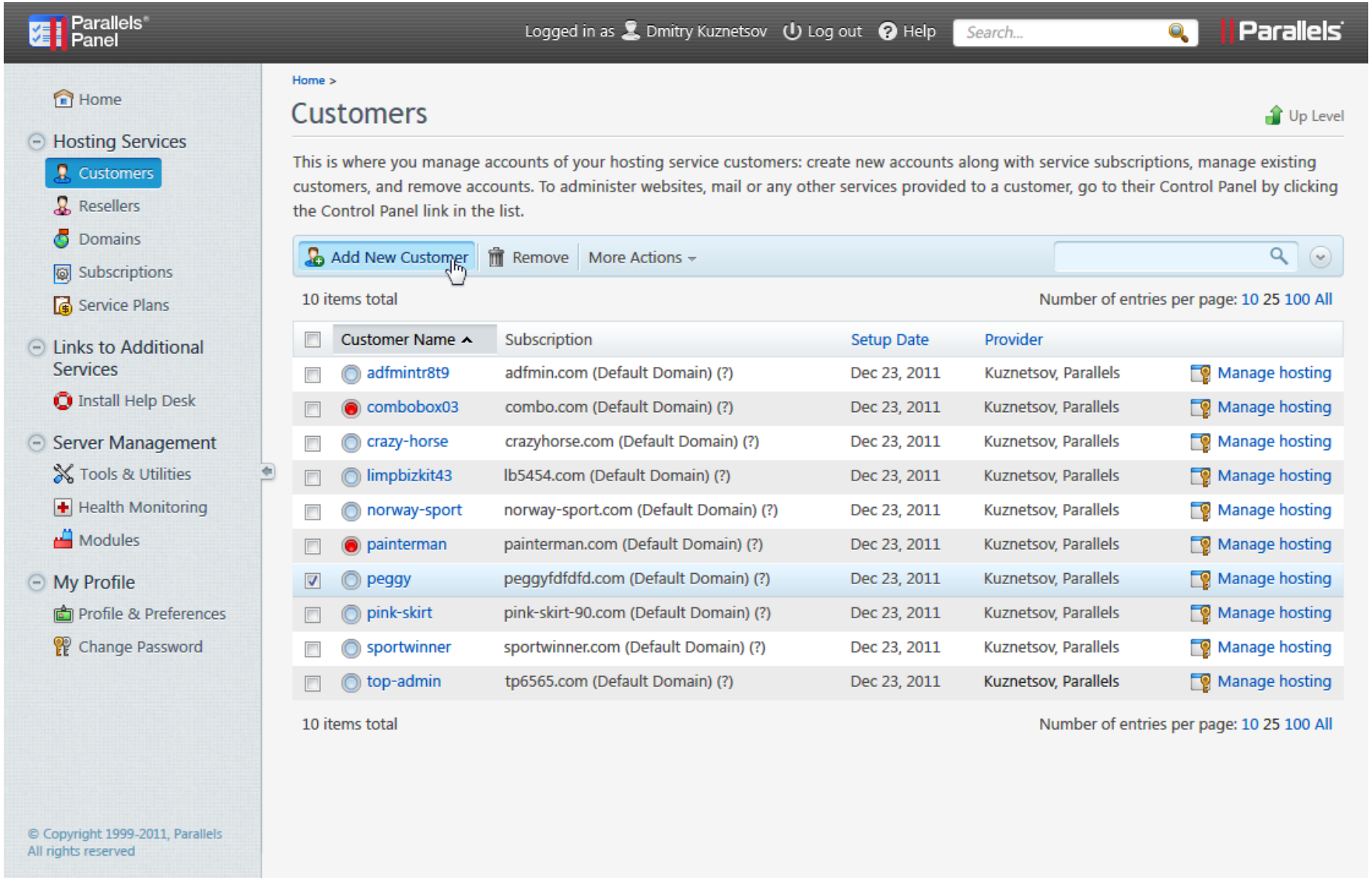
Home
System Overview
Hostname hp-demo.sb.plesk.ru
IP address 10.58.165.200
OS Linux 2.6.18-028stab089.1
Panel version 11.0.0
The system is up-to-date; last checked at Jan 19, 2012 05:44 AM
See the History of Changes | Add or Remove Components
Notify me when the next release version is available. Change 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]


Parallels Panel
Logged in as Dmitry Kuznetsov
Log out
Help
Search...
Parallels
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
Customer Name
Subscription
Setup Date
Provider
adfmintr8t9 adfmin.com (Default Domain) (?) Dec 23, 2011 Kuznetsov, Parallels Manage hosting
combobox03 combo.com (Default Domain) (?) Dec 23, 2011 Kuznetsov, Parallels Manage hosting
crazy-horse crazyhorse.com (Default Domain) (?) Dec 23, 2011 Kuznetsov, Parallels Manage hosting
limpbizkit43 lb5454.com (Default Domain) (?) Dec 23, 2011 Kuznetsov, Parallels Manage hosting
norway-sport norway-sport.com (Default Domain) (?) Dec 23, 2011 Kuznetsov, Parallels Manage hosting
painterman painterman.com (Default Domain) (?) Dec 23, 2011 Kuznetsov, Parallels Manage hosting
peggy peggyfdfdfd.com (Default Domain) (?) Dec 23, 2011 Kuznetsov, Parallels Manage hosting
pink-skirt pink-skirt-90.com (Default Domain) (?) Dec 23, 2011 Kuznetsov, Parallels Manage hosting
sportwinner sportwinner.com (Default Domain) (?) Dec 23, 2011 Kuznetsov, Parallels Manage hosting
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
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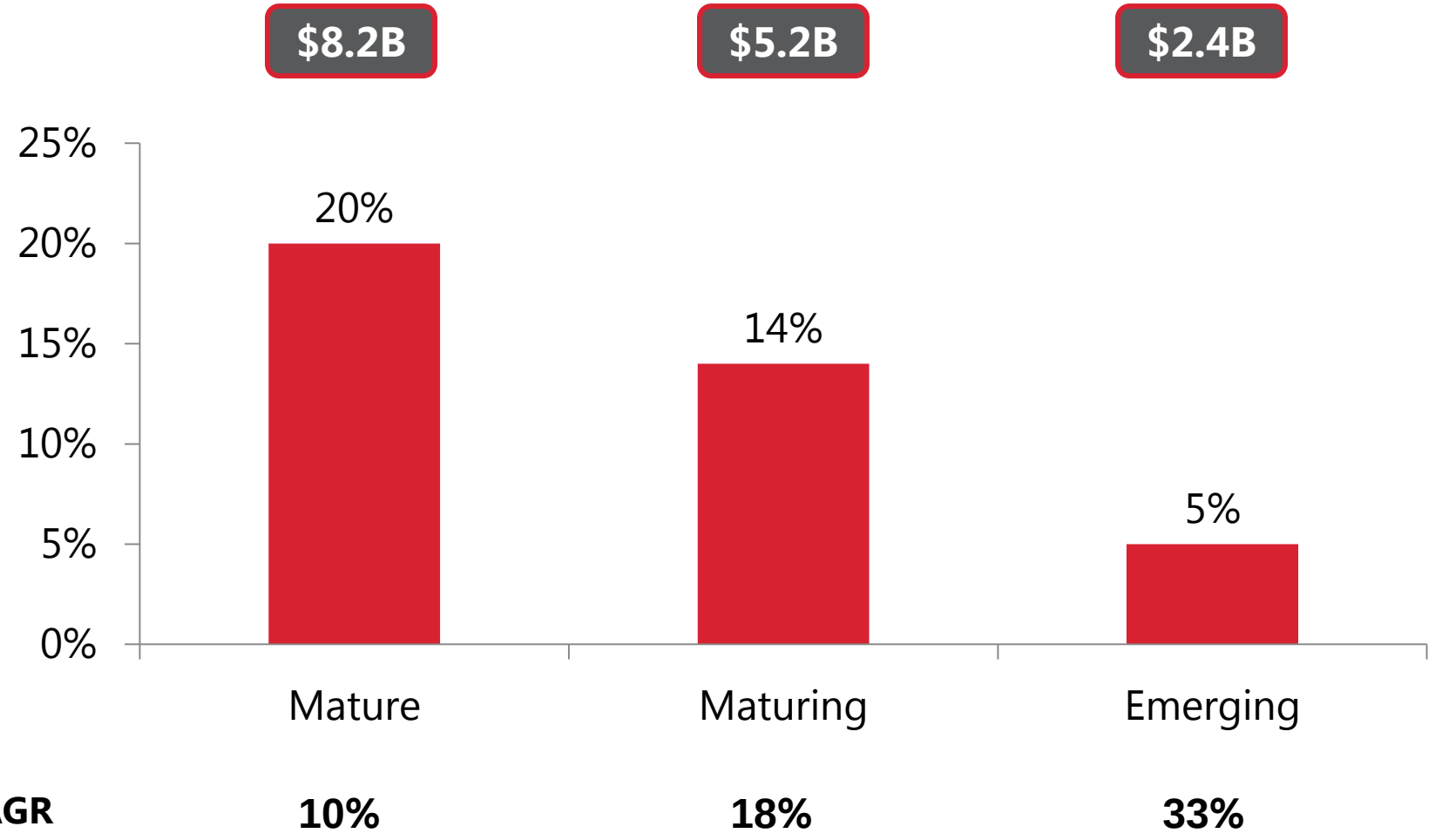
Cloud Ready - Parallels Plesk Panel 11

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

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…



CAGR	**10%**	**18%**	**33%**

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

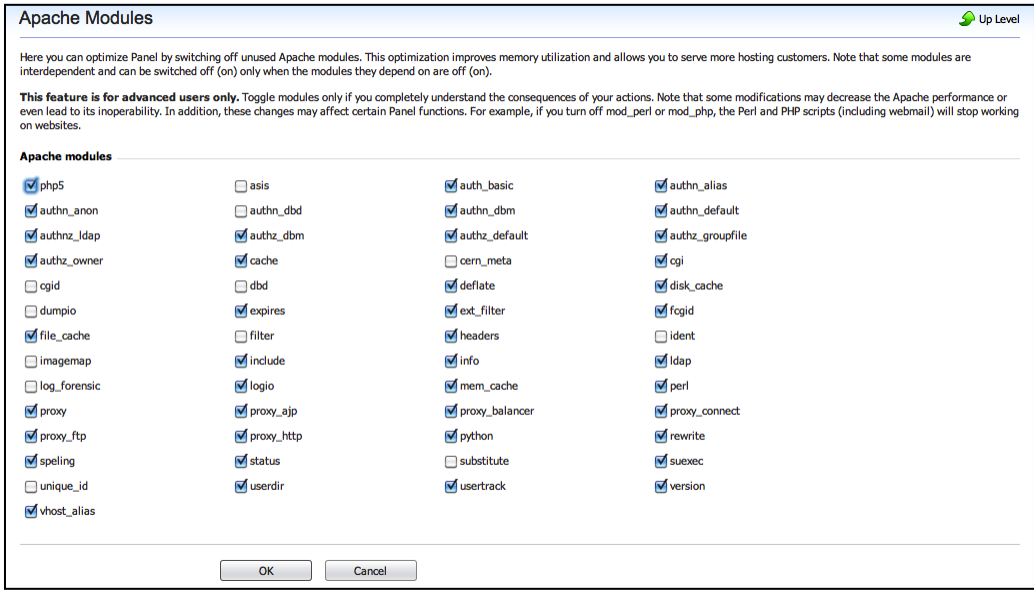
Optimize Footprint with Apache Optimization & Control

- 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:

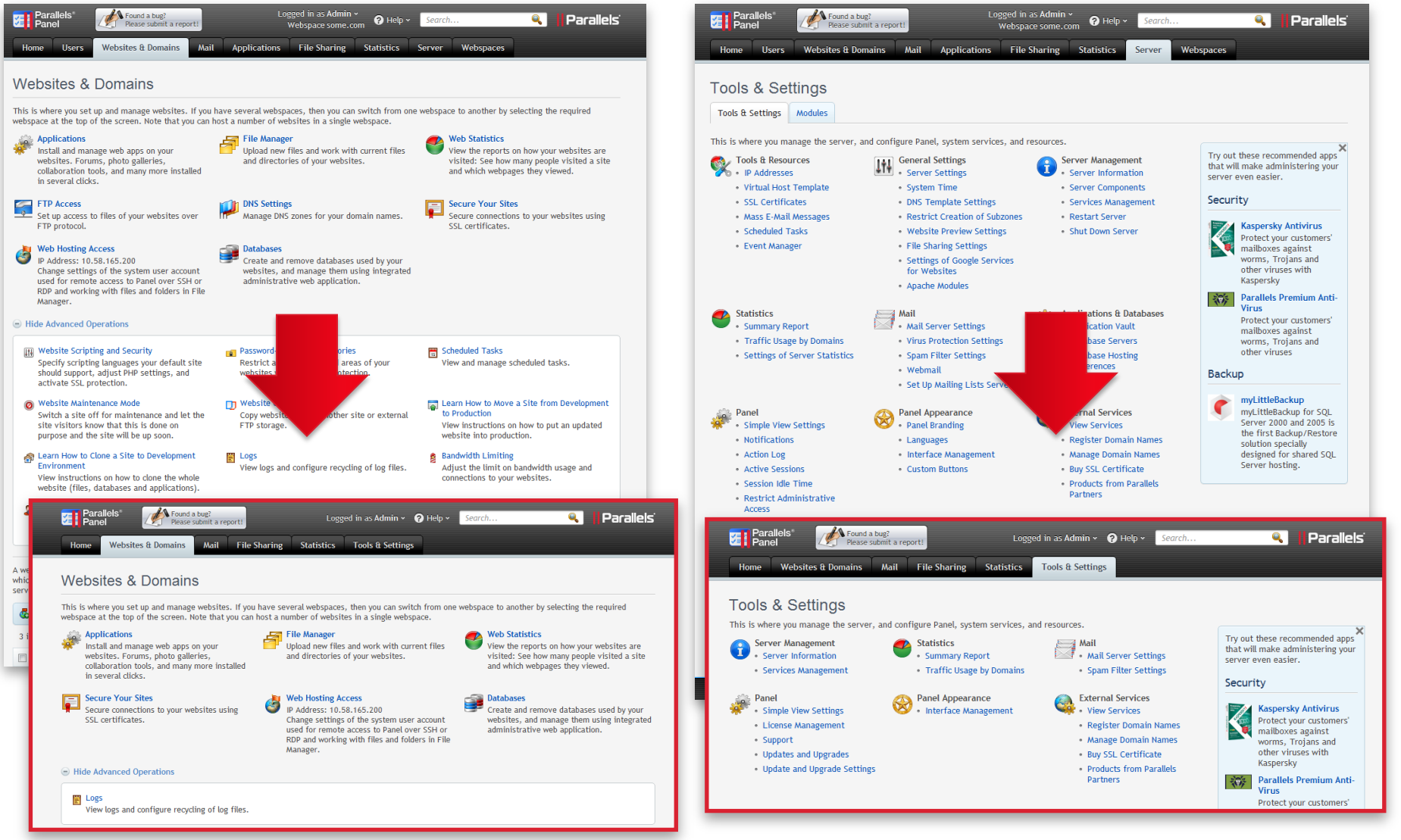
…/bin/optimization_settings --disable-module <name>



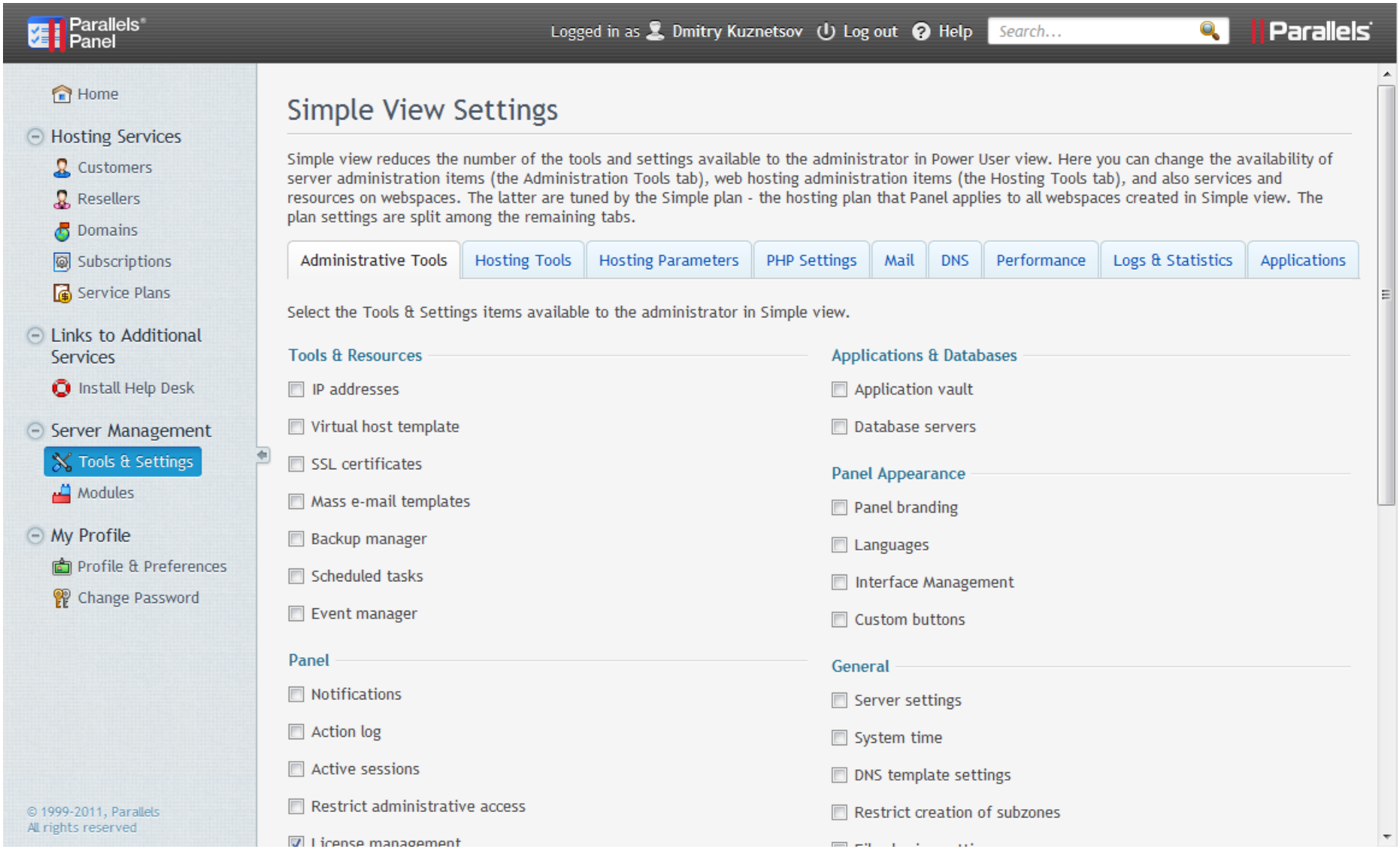
NOTE:

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

Design your Own Customer Experience



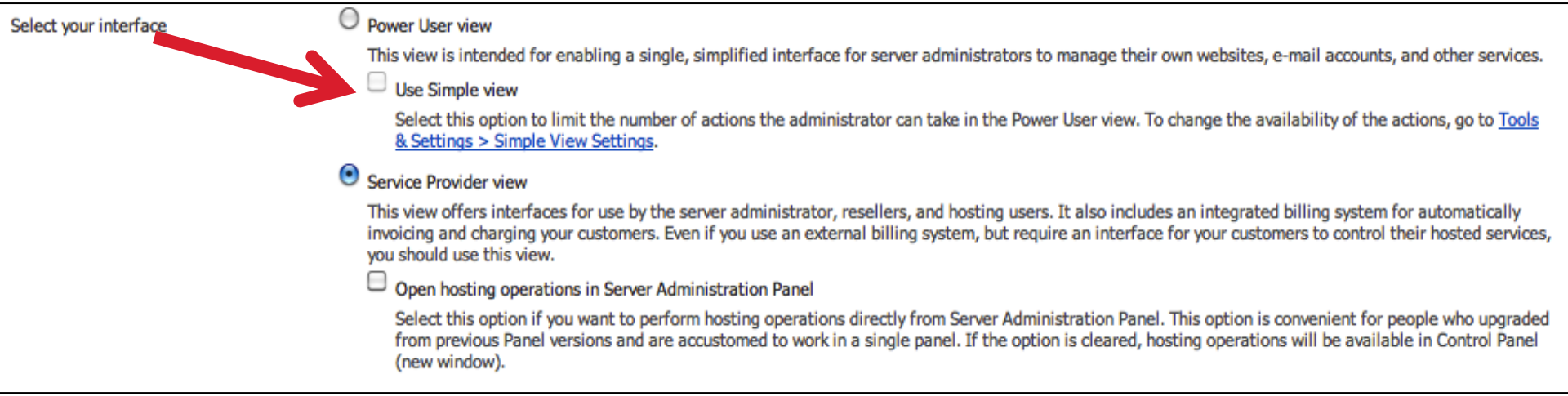
How you Design your Customer Experience



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"



Performance & Control - nginx

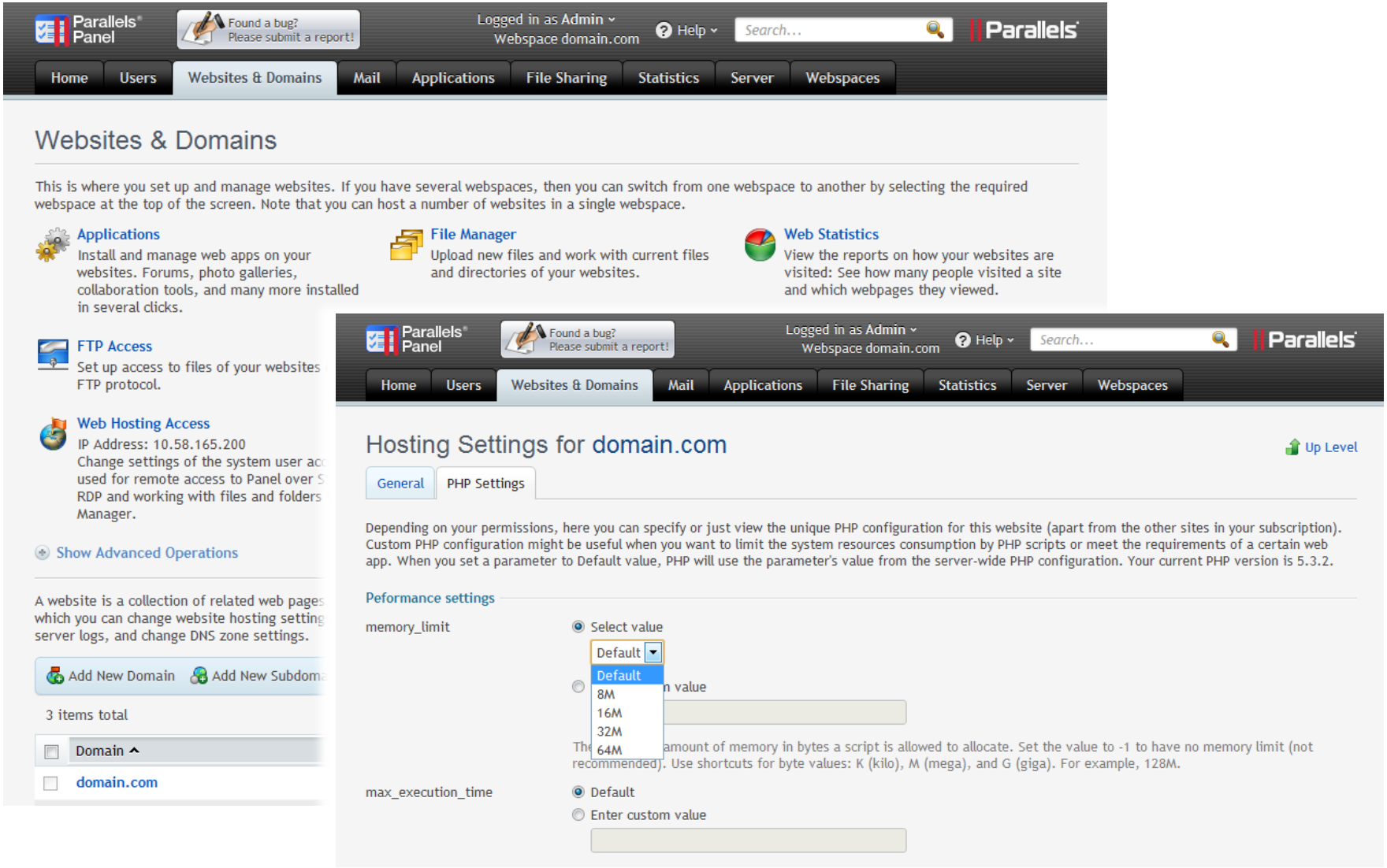
IMPROVEMENT: Automatic nginx configuration in Plesk 11

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

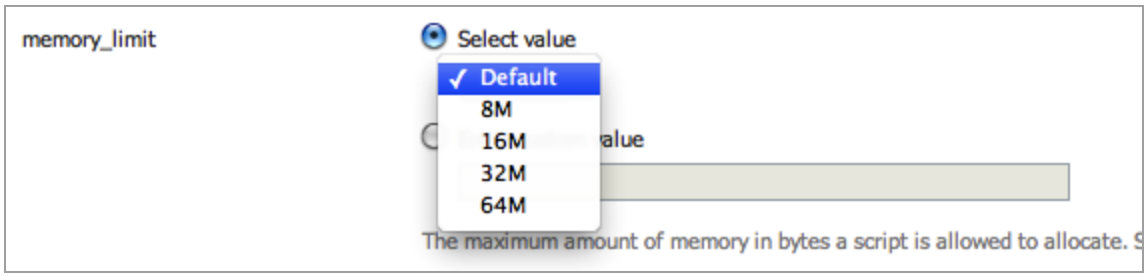
BENEFIT: Faster Performance and Less Downtime

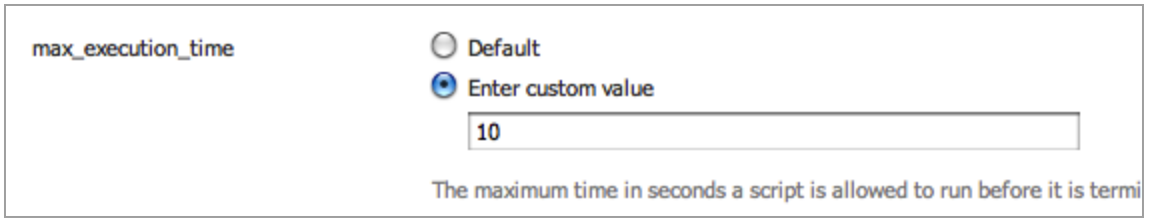
- Speeds up delivery by caching of static content
  - Images, HTML, CSS, JavaScript etc.
- Gives better performance with slow clients
  - Offloads concurrency and latency from Apache
  - Conserves memory and CPU with modern architecture

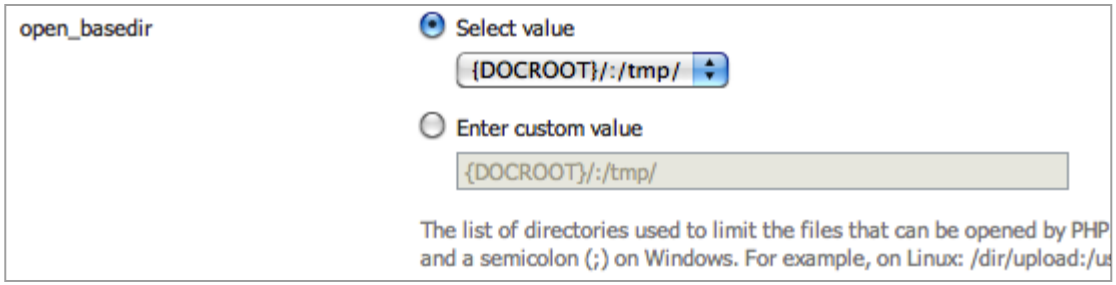
Performance & Control: PHP for individual site



Performance & Control – Custom PHP settings

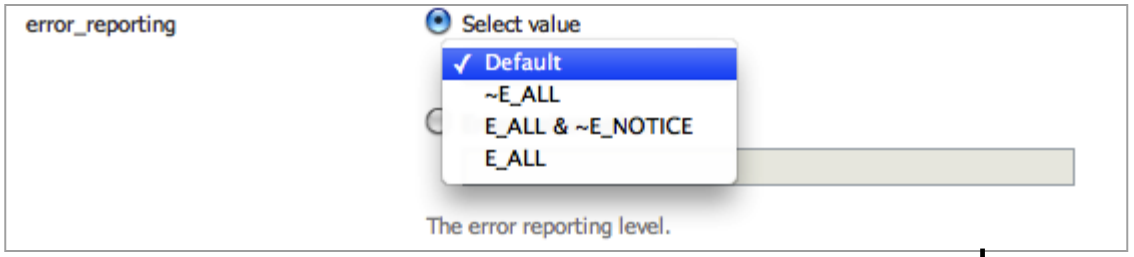






16 tunable parameters

- Performance
- Configuration paths
- Troubleshooting

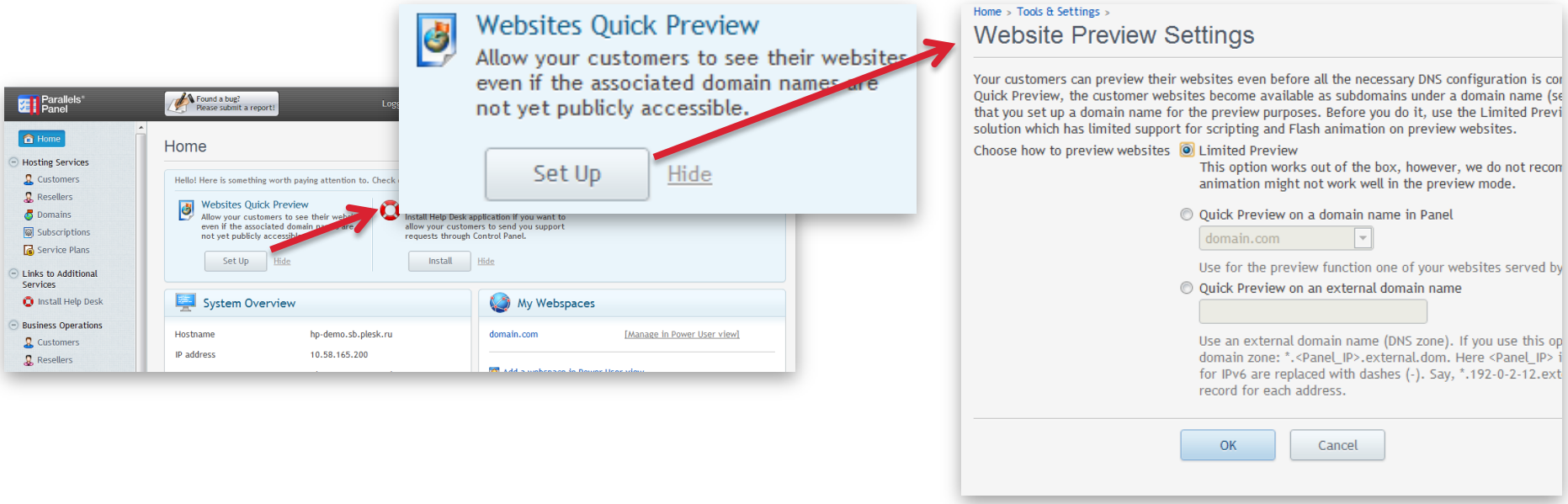


and more

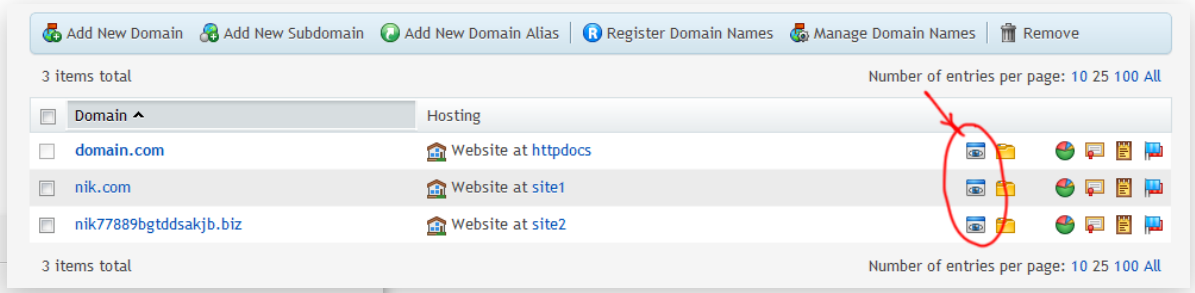
Performance & Control: Preview Sites (w/o DNS)

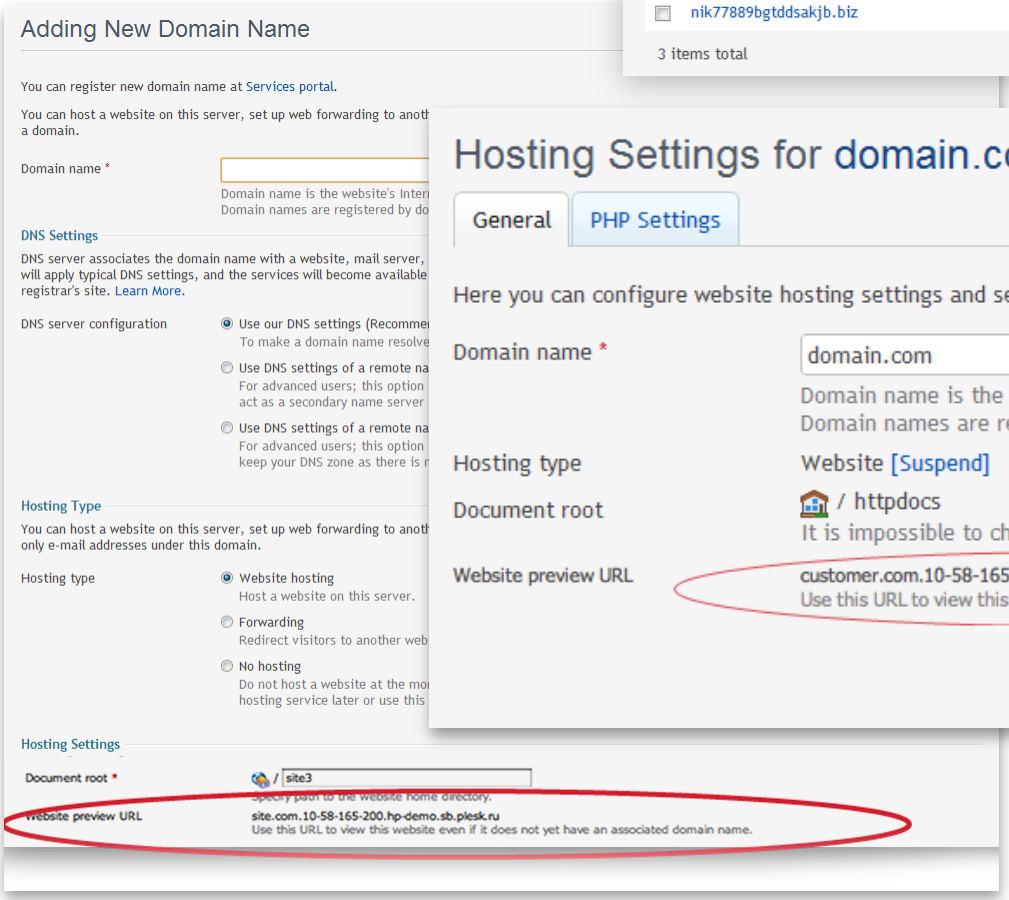
Why Needed:

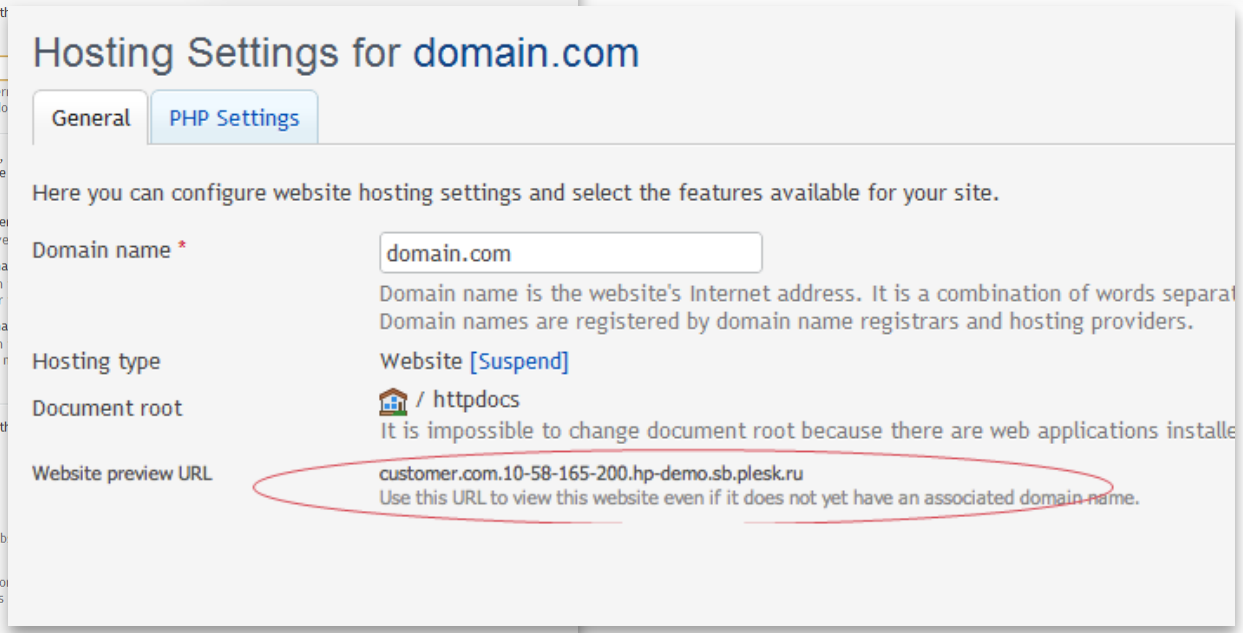
- DNS configuration lag
- Absent DNS configuration
- Preview zone can be
  - External (DNS record configured manually)
  - Hosted on Plesk (DNS record configured automatically)



Performance & Control: Preview Domain in UI







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
Application Pack	
SpamAssassin	
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

Health Monitoring

Protect your Website from Malware

Prevent Search Engine Blacklisting

Back-up

Daily website backup and recovery.

Restore prior versions of your websites

CDN

Accelerate your website and improve load time

Use less bandwidth

SEO

Increase search engine traffic and visibility

Submit site to Directories

Examples:

StopTheHacker CodeGuard CLOUDFLARE Attracta search visibility technology

Scale to the Skies: Parallels Plesk Automation

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

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

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

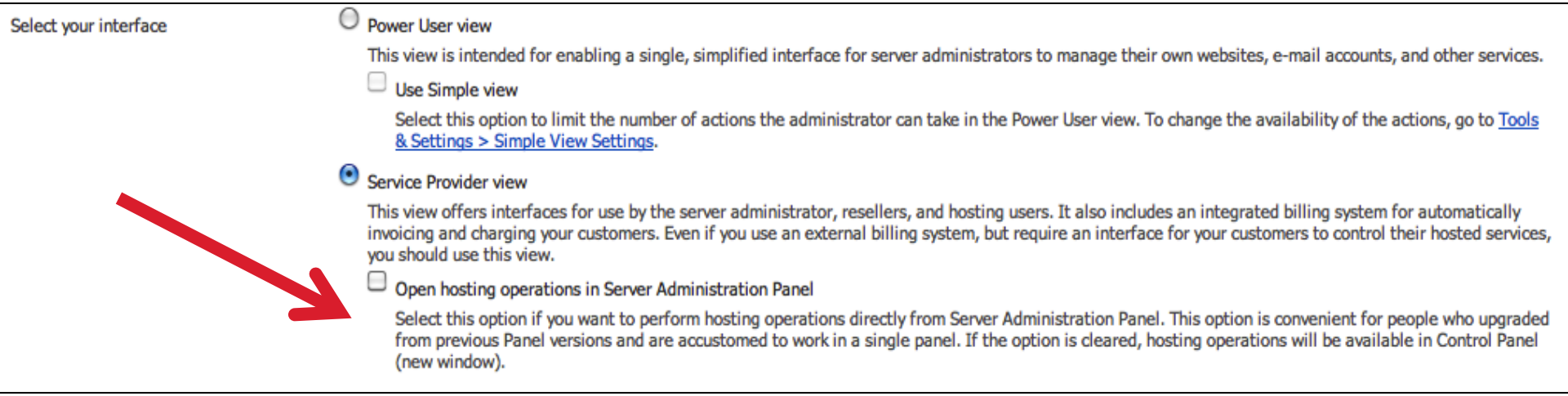
(a) Hosting UI is convenient for them, and

(b) Power User View keeps complexity low for VPS and Dedicated usage

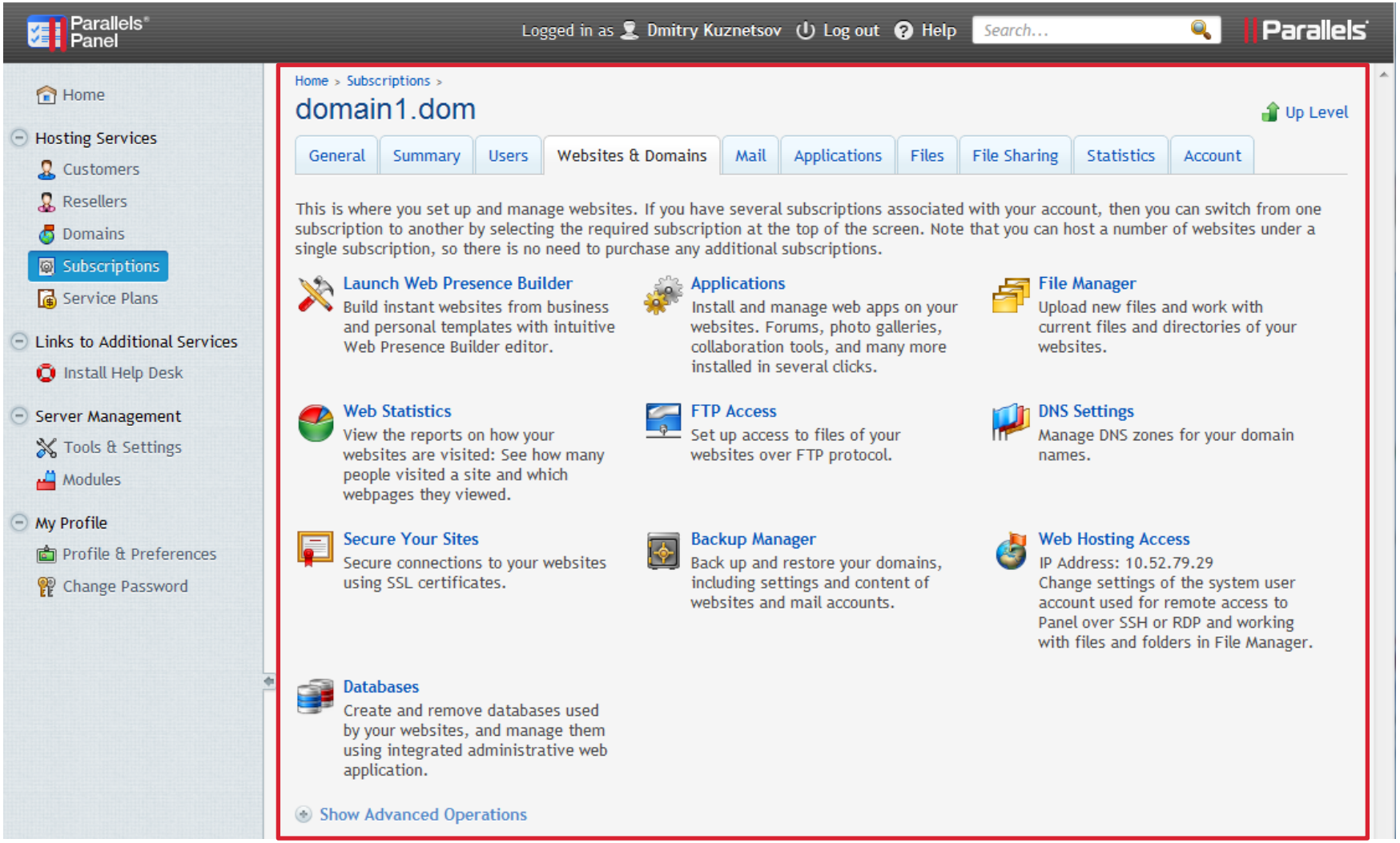
Choose the View that's Right: Reseller & Shared

- **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"

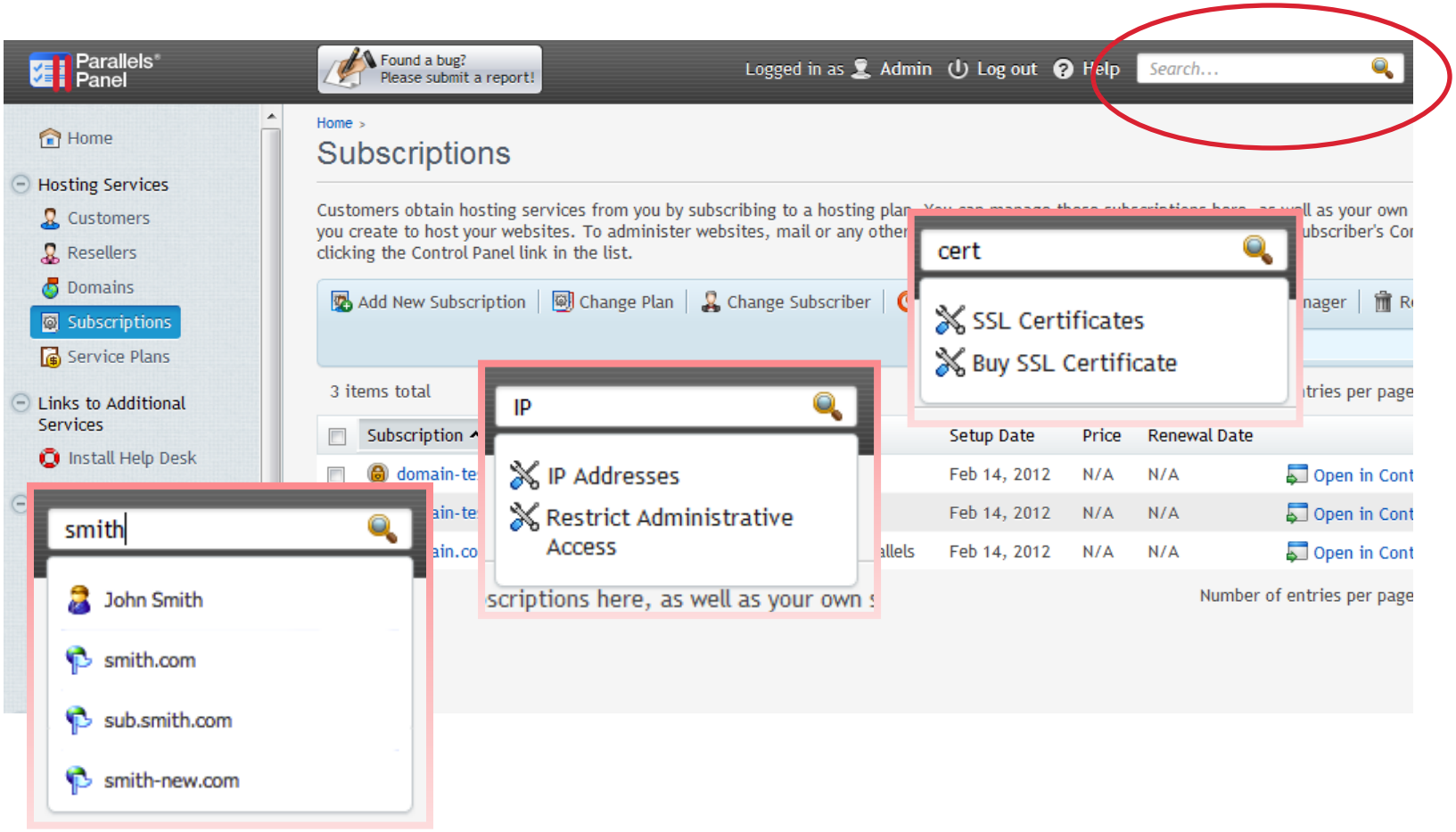


8.x/9.x Upgraders get a Unified Admin Panel view



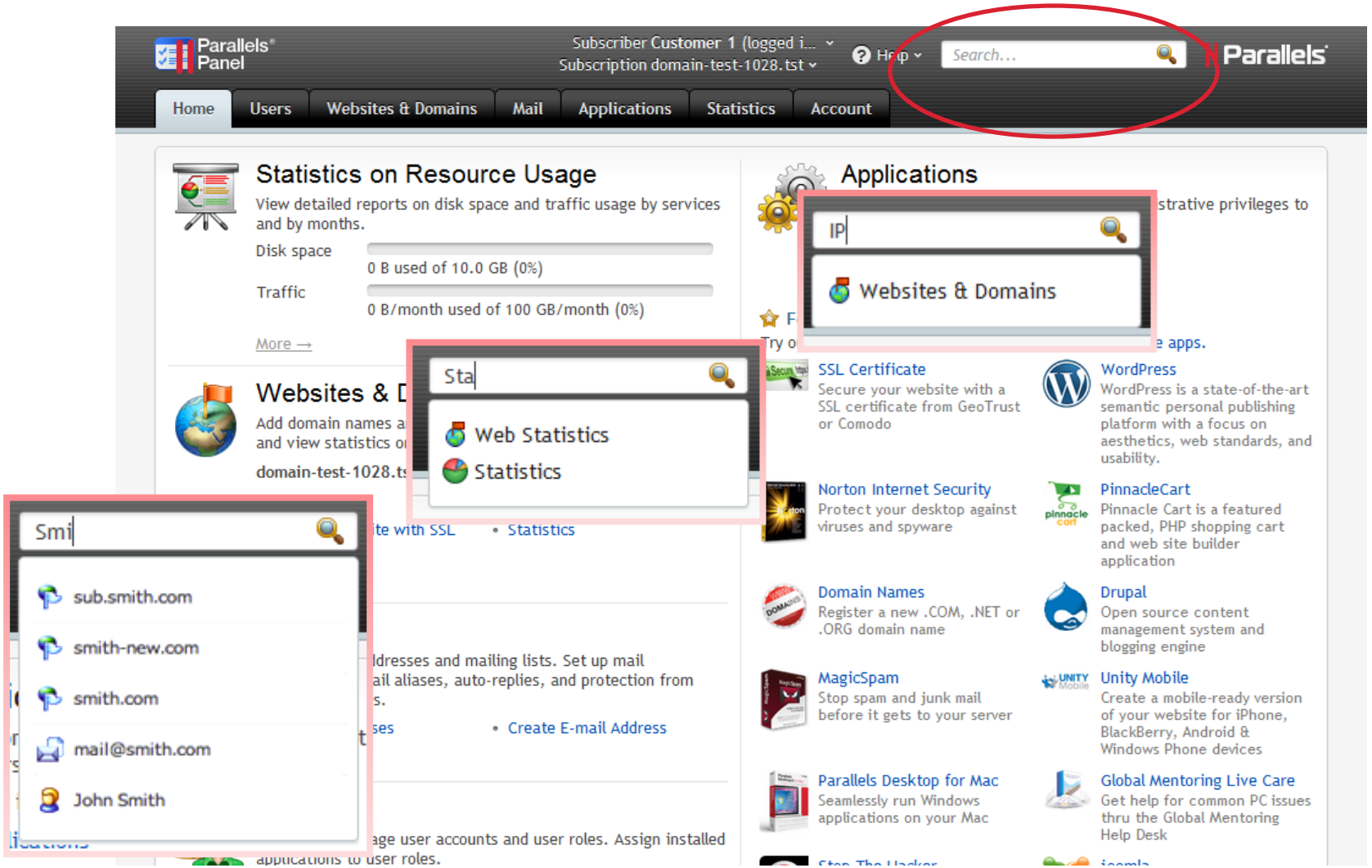
Never Lost - Search from Administration Panel

For Shared Hosting Admins and Resellers:



Never Lost - Search from the customer's Control Panel

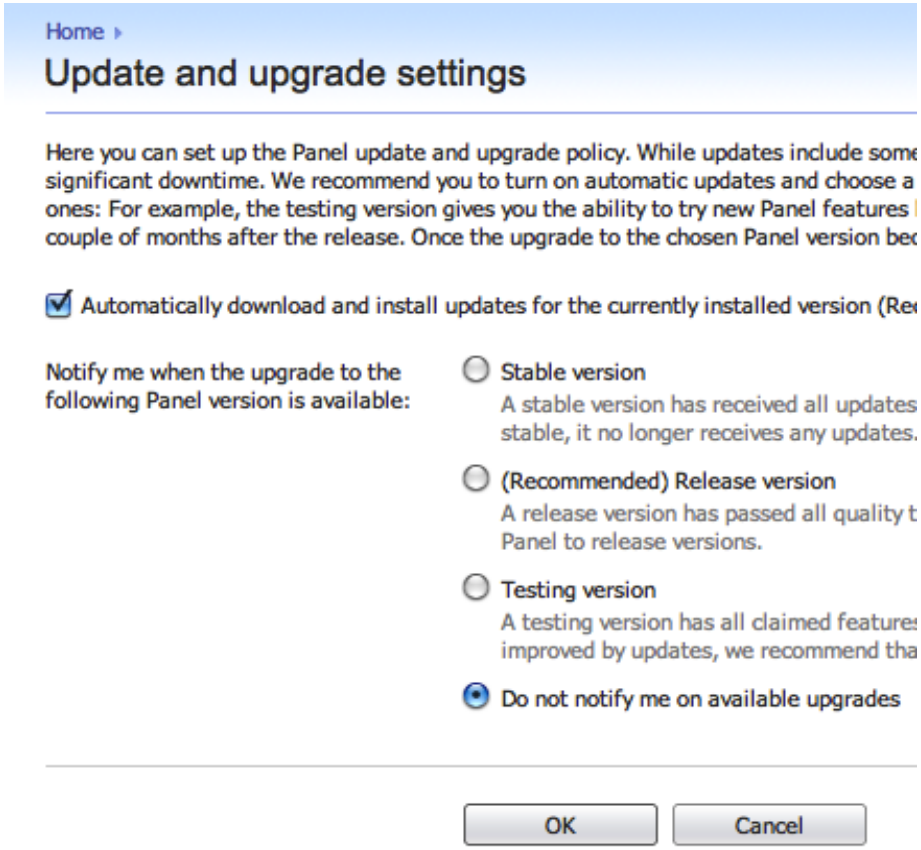
For VPS and Shared Hosting Customers:



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)



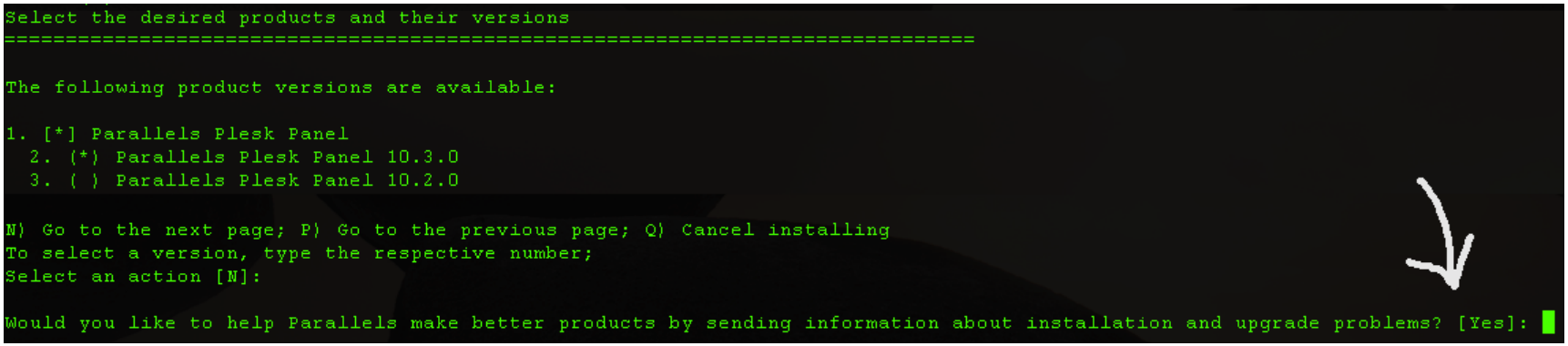
We invested heavily in 10.x upgrade improvements

- **Better management of components**
  - We update Apache, PHP, MySQL for CentOS
  - Support for 3rd party repositories in Linux

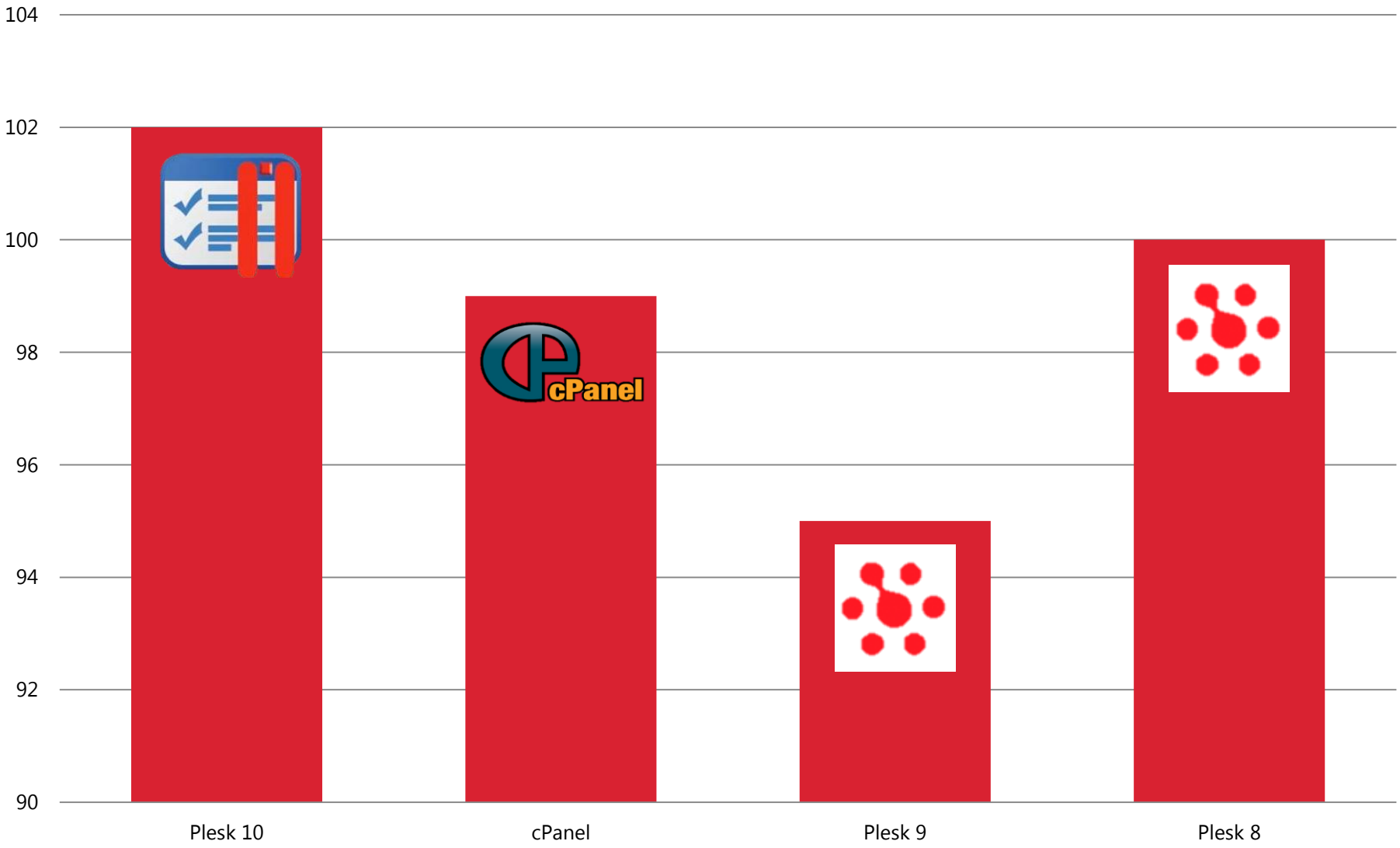
- **Customer Improvement Program**
  - Automated problem reports
  - Voluntary, privacy protected
  - Common problems can be fixed Weekly
- **Proactive fixes in Weekly MicroUpdate**

- **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



Customer Satisfaction Survey – Happier on 10.x…



Next Steps for You

ADVICE: Follow us on Parallels.com and our new PartnerNET

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 f*orum.parallels.com….*
  - Beta: Late May
  - Availability of Release: Late July

QUESTIONS?