

Mailprotector uses APS for rapid international expansion through Parallels Automation partners

Mailprotector, the leading provider of cloud-based email security, management and hosting, utilizes APS to rapidly expand its international presence with Parallels Automation partners like Websolute, enabling profitable growth for both parties.

Partner Summary

Mailprotector was launched as a standalone email security, management and hosting solution by parent company Virtual Connect Technologies in 2002. After six years of profitable growth, executives decided to expand the business by adding a new channel of web hosting providers to enable faster expansion on a truly global scale.

Recognizing that many of the world's leading web hosting companies ran their businesses using Parallels Automation, Mailprotector identified Parallels as a key conduit for gaining access to a large number of potential partners. It then decided to complement its own API with an APS package that would make it fast and easy to integrate with hosters' Parallels Automation instances. This has enabled it to go to market with partners like Brazilian web hosting provider Websolute in as few as two weeks. The company is now looking forward to developing an APS 2.0 package, making it even easier for hosting providers to integrate and bundle its solution with other third-party applications.

Business Challenges

With a track record of profitable growth stretching back over a decade, Mailprotector has established itself as a leading provider of cloud-based email security, management and hosting solutions. After pioneering managed email services before the term 'cloud' was in common usage, the company decided to relaunch its offering in 2008, as President David Setzer explains: "We had already learned a lot about offering email solutions as a service to SMBs through value-added resellers. We recognized that the time was right to leverage the cloud concept to increase acceptance among a broader range of companies and geographies. Our application is great for transitioning companies to the cloud because it adds so much functionality in terms of advanced security, policy control, management, continuity and archiving.

"It's really the first stepping-stone to cloud adoption for other mission-critical aspects of business operations," he continued. "That's why we decided to rebuild our infrastructure from the ground up, to create the most resilient email infrastructure on the planet."

However, Setzer also wanted to grow the business rapidly and internationally. He and his team decided that the most efficient and effective way to do this would be to start selling solutions through web hosting providers. So they started looking for technology companies with solutions used widely by the world's leading hosters. One provider seemed to be mentioned more often than any other – Parallels.

Solution

Setzer explains how they came to become an integral part of the Parallels ecosystem: "As we investigated the hosting market, it became obvious that Parallels was the company most adept at bringing hosters and ISVs together. We decided we needed to make it as easy as possible for hosters to integrate our solution into their Parallels Automation platforms. That's why we decided to add the APS package to our own API."



Country:

Based in South Carolina, USA with customers in North America, Brazil, Europe, South Africa, Australia and New Zealand.

Partner Size:

Employees – approx. 50

Partner Profile

Mailprotector provides cloud-based email security, management and hosting services through the channel to businesses, government entities and non-profit organizations around the globe.

Business Situation Summary

Mailprotector needed a fast, easy way of expanding its business internationally through the integration of its solution into the infrastructures of leading web hosting companies all over the world.

Solution Summary

Mailprotector is leveraging APS, founded by Parallels, to speed time to market through fast, easy integration with the Parallels Automation platforms of partners such as fast-growing Brazilian web hoster Websolute.

Benefits Summary

APS and Parallels Automation are helping Mailprotector to:

- Dramatically accelerate time-to-market
- Extend its market reach across multiple continents and countries quickly and easily
- Benefit from the close relationships and networking opportunities within the Parallels ecosystem
- Offer hosters a profitable revenue building opportunity

APS, founded by Parallels, is the industry standard for packaging and automating the delivery of SaaS applications. It enables service providers with platforms that contain an APS controller to deploy applications and services far more quickly and cost-effectively than would otherwise be possible.

“Without the APS package, it could take hundreds of hours to integrate Mailprotector into a hoster’s infrastructure,” notes Setzer. “APS allows us to create a core package that they can deploy amazingly quickly.”

One of the providers that Setzer has been working with very closely is Brazilian web hosting provider Websolute, based in Sao Paolo. Director of the company Luis Schedel is equally pleased with the combination of APS and Parallels Automation, explaining, “In 2011, we had grown our customer base from 30,000 to 600,000 in just a few years. Around 10% of these customers were SMBs, and we realized that this market was a huge opportunity for us. We chose Parallels Automation to help us automate our provisioning and billing systems to serve the SMB market more effectively and in a more scalable way. But APS delivers an extra competitive advantage – the ability to integrate and start selling innovative applications like Mailprotector easily and quickly.”

Benefits

In summary, APS and Parallels Automation are enabling Mailprotector to:

- Dramatically accelerate time-to-market through fast integration with the Parallels Automation platforms of leading web hosting companies
- Extend its market reach across multiple continents and countries quickly and easily
- Benefit from the close relationships and networking opportunities within the Parallels ecosystem
- Offer hosters a profitable revenue building opportunity

Speaking about the progress achieved so far, Websolute’s Schedel comments, “Our deployment went live in June 2012, and we started looking for an email security solution to add to our cloud services bundle. Everyone says they have an easy user-interface, but the Mailprotector end-user console is the best we’ve seen. It is so easy to use, it actually has reduced our support costs. We also found the Mailprotector price points to be extremely competitive offering us attractive margins. And through the Parallels platform, we can now integrate Mailprotector’s email offerings with our other services.”

Schedel adds, “Thanks to the APS package, and the sales and marketing support we received from David’s team, we were able to go to market faster than I believed was possible. Within two weeks, we were already running a campaign that included it our service bundle for the Brazilian SMB market.”

Mailprotector’s Setzer also believes that the launch of APS 2.0 is a very exciting prospect, concluding, “We’re very impressed with the Parallels strategy in terms of Parallels Automation, APS and the application catalogue. I think building APS 2.0 from the ground up is the right move. It’s going to make it easier for customers to buy via single sign-on, and simplify integration with other applications as part of service provider bundles. Ultimately, APS and Parallels Automation bring ISVs and hosters together. Websolute is a world-class company that’s innovating and breaking new ground in Brazil. We’re thrilled to have them as a partner, and wouldn’t be doing business with them, were it not for our relationship with Parallels.”

“Ultimately, APS and Parallels Automation bring ISVs and hosters together. We wouldn’t be doing business with companies like Websolute without them. With them, we have a massive market opportunity right in front of us.”

– David Setzer,
President, Mailprotector

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