

Parallels® Automation and APS 2.0

Independent Software Vendor Case Study

Mozy reduces steps for user provisioning in Parallels Automation from 18 to 3 steps using Application Packaging Standard 2.0

Founded in 2005, Mozy is a widely used online data access and backup service for consumers and businesses with more than 3 million customers and over 90 petabytes of information under management in multiple data centers around the globe. Mozy is a wholly owned subsidiary of EMC Corporation and is the public cloud offering within the BRS suite of back-up and recovery products and services.

The Mozy OEM team brings to the table leading technology, expertise, and experience in how to develop, run, and manage off-premise, remote backup services at cloud scale, as well as how to market and deliver services to SMB customers.

Business and Technical Challenges

Previously, Mozy's business model consisted of a deep APS-defined service hierarchy, in which each APS-defined service equaled one provisioning screen. The result was a complex customer provisioning process. APS 2.0 decoupled the service offering structure from the provisioning interface reducing the work flow from 18 steps to three (18 screens to three). In order to make this change, the Mozy team needed to incorporate several key considerations into the design of their APS package:

- Incorporate a new business model that would make it much easier for administrators to allocate and manage storage quotas for end users.
- Simplify the provisioning process, but there were certain limitations in the APS packaging technology in the previous version of APS, version 1.2, that limited what they could do.

First, Mozy wanted to create a sales model that allowed resellers to package the service so that it could be measured based on entitlement, rather than pure consumption. That is, SMBs would purchase and pay up front for a pool of backup resource (quota) allocations and then allocate the resources as they created Mozy licenses for their employees – as opposed to paying for the licenses on a per user basis. Under APS 1.2, such a sales model would not have been possible.

Second, Mozy wanted to give resellers the flexibility to configure unlimited user account creation separately from device licenses and the backup quota. User account creation could be configured as “unlimited”, but still be bound by the quota or number of allocated licenses. This approach would provide a simple upsell opportunity for resellers. And, because it would not track actual usage for billing purposes, it required the quota allocation and associated components to be treated as sub-services rather than a service/resource mix in the APS package – again, something that wasn't possible with APS 1.2.

The flexibility allowed by the Mozy user/license/quota model best fits a deep APS service hierarchy. This deep 4-tier service hierarchy would allow the SMB to configure any mix of user/license/quota allocation needed.

APS 1.2 package's service hierarchy determines the PA Customer Control Panel (CCP) interface work flow, and APS 1 does not offer CCP design options, only settings definitions. The CCP renders the APS package's data input fields for these setting definitions the same way for all packages. Each service tier in the service



Business Situation Summary

The Mozy team needed to find a way to make it easier for customers to provision their Application Packaging Standard (APS) package without having to walk through 18 screens.

Solution Summary – Using APS 2.0

Mozy was able to implement its desired business model while also streamlining the user provisioning process by decoupling the service offering structure from the provisioning interface.

Benefits Summary

In addition to reducing the number of screen required to administer from 18 to 3, the business benefits include:

- Better user experience that increases activation rates
- Increased support for different business models
- Lower customer support tickets, as there are fewer steps and fewer areas for the end users to get tripped up
- Instant feedback on service adoption and utilization without having to leave the CCP
- Developers are empowered to control the user experience in a much more compelling manner

hierarchy requires a dedicated CCP-rendered provisioning screen and process resulting in three multi-step configuration processes to setup the user/license/quota combination, creating an unnecessary set of steps.

After deploying the Mozy APS package with a large service provider, partner feedback showed that the provisioning process using either APS 1.0 or 1.2 was overly time consuming. Opportunities to improve the process existed by flattening the service hierarchy, thereby reducing the number of steps required to provision a license and thus improving the user experience.

Solution

The call for APS 2.0 demonstration packages at Parallels Summit 2013 provided the Mozy team the opportunity to not just improve, but revolutionize the user provisioning experience. With the new flexibility available in APS 2.0, they decoupled the service offering structure from the provisioning interface reducing the work flow from 18 steps to three. Mozy was able to implement its desired business model while also streamlining the user provisioning process.

By eliminating the strict service hierarchy, APS 2.0 also eliminates the link between the services offered and the workflow generated by the Parallels Automation Customer Control Panel. Therefore, instead of each tier in the service hierarchy requiring a dedicated provisioning screen, services can be defined to enforce the same relationship with the license creation work flow implemented through the new Wizard Control.

Additionally, the APS 2.0 framework allowed Mozy to present essential usage metrics, at both the service user and SMB level, directly in the Customer Control Panel interface. This was important to Mozy and its partners because it provided an at-a-glance indication of service utilization, allowing customers to assess the degree to which employees were adopting the service and its effectiveness in triggering upsell opportunities.

Benefits

Although this solution is not currently ready for production, it will generate several important business benefits when it's launched. These include:

- A better user experience, resulting in increased activation rates
- Increased support for different business models
- Fewer customer support tickets, as the reduced number of steps means fewer areas for end users to get tripped up
- Instant feedback on service adoption and utilization rates directly from the Parallels Automation Customer Control Panel
- Empowering developers to create a much more compelling user experience

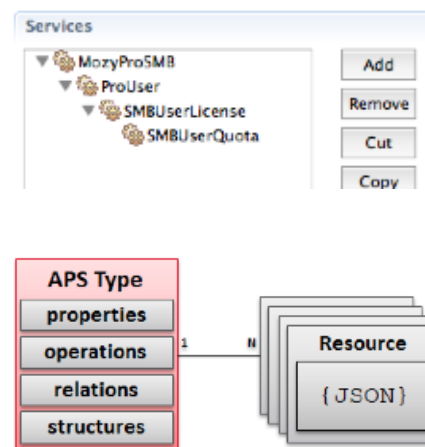
Parallels Automation 5.5 and Application Packaging Standard 2.0 will be released in mid-2013. For developers who would like to get ready for this launch by developing packages for certification, a beta version will be available in early March.

For more information about Application Packaging Standard 2.0 or Parallels Automation, please go to www.parallels.com/automation.

Parallels Products Used

Parallels® Automation 5.5

Application Packaging Standard 2.0



“We have become more focused than ever on getting Mozy bundled with other cloud services and expanding our channel sales model as evidenced by our recently revamped Mozy Reseller Program. We are really excited about APS 2.0 because it makes things very easy for service providers to include Mozy in their cloud offerings.”

— Simon Kingston,
Director, Global Partners at Mozy