

Parallels Automation and APS

APS Partner Case Study

SpamExperts uses APS to dramatically accelerate time to market through Parallels Automation partners

Email security specialist SpamExperts is using its APS package to integrate its solution quickly and easily into the Parallels Automation platforms of leading web hosting providers like Hostnet.

Partner Summary

Leading email security provider SpamExperts is not quite the same company it was when it was founded in 2004. After building an award-winning end-user application for filtering out spam emails, managers at the Amsterdam-based firm concluded there was a better business opportunity to pursue. They decided to adapt their technology to create a server-side spam filtering solution that could be deployed centrally by web hosting companies. This would give the company faster access to a much larger market, allow it to increase the accuracy of its filtering engine, and reduce the support burden generated by selling to individual users.

Today, SpamExperts uses APS, founded by Parallels, to get its solution to market quickly through fast, easy integration with the Parallels Automation platforms of web hosting companies like leading Dutch provider Hostnet. In fact, its APS package has become one of the most widely used in the entire Parallels ecosystem in 2012/13. What's more, the new APS 2 standard will enable web hosters to integrate the SpamExperts solution more closely with email clients such as Open-Xchange, making it easier to promote the service and grow sales.

Business Challenges

Sometimes, success can throw up as many challenges as failure. SpamExperts CEO Sam Renkema knows the feeling. "In the early years of the company's development, we built an award-winning end-user spam filtering product. But as more and more people started using it, the support burden became unmanageable. That's one of the reasons we decided to adapt our spam classification engine to create a server-side product for web hosters to deploy on their infrastructure," he explains. But it wasn't the only reason, or even the most important.

Going server-side also allowed SpamExperts to add more technology to their solution, because spam emails can be filtered a lot more accurately within the web hosting infrastructure, than they can on the desktop. "We believed creating a server-side product that could be deployed and managed centrally would deliver a better service to customers, scale more easily, and increase our profitability by offering a higher value solution and lowering our support costs," adds Renkema.

However, there was also another challenge to overcome: how to integrate the SpamExperts software quickly and easily into the infrastructures of multiple web hosters. Renkema comments, "We already had an API for Parallels integration, but we realized that web hosters were looking to integrate their systems more closely, and automate as much of the provisioning and billing workload as possible. That's what convinced us to create an APS package."

Solution

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



Country:

Headquartered in Amsterdam, the Netherlands; global customer base.

Partner Size:

Employees – 23

Partner Profile

SpamExperts is a leading provider of server-side spam-filtering software to web hosters all over the world.

Business Situation Summary

SpamExperts needed to make it easier and faster for hosting providers to integrate its solution into their infrastructures.

Solution Summary

SpamExperts is utilizing APS, jointly developed by Parallels, to deploy its solutions through Parallels Automation partners such as leading Dutch web hosting provider Hostnet.

Benefits Summary

APS and Parallels Automation are helping SpamExperts:

- Get to market quickly through fast, easy integration of its email security solution with the Parallels Automation platform
- Significantly broaden its market reach via the global Parallels service provider and software vendor ecosystem

One of the service providers working closely with SpamExperts is leading Dutch web hosting provider and Parallels Automation partner, Hostnet. Merijn de Brabander, Business Manager at Hostnet comments, “We use the APS package to provision the solution for all our customers. We give them the basic version of SpamExperts automatically, and they can upgrade to the premium version, which lets them manage their own email filters, with a couple of clicks. It works really well for us and our customers.”

Benefits

APS and Parallels Automation are enabling SpamExperts to:

- Get to market quickly through fast, easy integration of its email filtering solution with the Parallels Automation platforms of web hosting providers like Hostnet
- Maximize market reach by leveraging the extensive Parallels ecosystem of web hosting providers, telecoms operators and software providers across the world

Renkema is in no doubt about the value of APS and Parallels Automation for his business: “Thanks to APS, service providers can fully automate the provisioning of email security to end-clients. Not only that, Parallels Automation enables service providers to build additional revenue streams with SpamExperts.” But it isn’t just Parallels technology that’s invaluable. Renkema continues, “Parallels sales teams help us by promoting our solution to their web hosting customers, which acts as a great sales multiplier for us.”

Commenting on the value of working with SpamExperts, Hostnet’s de Brabander adds, “We chose SpamExperts as one of our core cloud applications because in our opinion, they are the best in their particular niche. We have deployed the solution on our own hardware, but SpamExperts manages the whole platform. We benefit in two ways. Firstly we increase the value of our offering for our customers, and secondly, the outbound email filtering provided by SpamExperts prevents us from getting blacklisted by mail servers, when spam gets sent out by customers hosting websites on our servers.”

As far as the Parallels relationship is concerned, de Brabander adds “Parallels Automation is by far the most integrated solution on the market. It has the provisioning automation functionality that other platforms simply don’t have. For companies like Hostnet that want to offer the kind of premium functionality offered by SpamExperts and generate revenue from it, Parallels is the obvious choice.”

For both SpamExperts and Hostnet, the future of their collaboration via Parallels Automation is bright. “We install about 300 SpamExperts users per month, because we include it automatically with every new instance. We are also expecting a big push with our existing customers as soon as the SpamExperts Premium functionality becomes available through Open-Xchange, which is the default webmail client for all our customers,” says de Brabander. Not only that, Hostnet is working closely with SpamExperts on adding email archiving and back-up functionality, which will be launched in autumn 2013.

“We already had an API for Parallels integration, but we realized that web hosters were looking to integrate their systems more closely, and automate as much of the provisioning and billing workload as possible. That’s what convinced us to create an APS package. In addition to the value of APS, Parallels sales teams help us by promoting our solution to their web hosting customers, which acts as a great sales multiplier for us.”

– Sam Renkema,
CEO, SpamExperts

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Global Headquarters
500 SW 39th Street,
Suite 200
Renton, Washington 98057
USA
main: +1 425 282 6400
HostingSales@parallels.com
www.parallels.com

EMEA
Willy-Brandt-Platz 3
81829 Munich
Germany
main: +49 89 450 80 86 -0
HostingSales.eu@parallels.com
www.parallels.com/eu/

APAC
3 Anson Road, #36-01
Springleaf Tower 079909
Singapore
main: +65 6645 3290
HostingSales.apac@parallels.com
www.parallels.com