

## Insight provides robust security services leveraging McAfee SaaS security solutions, Parallels Automation and APS

Insight provides robust security services on the InsightCloud, leveraging McAfee SaaS security solutions, Parallels Automation and the Application Packaging Standard to fulfill the promise of no manual processes and a self-service environment for customers.

### Business and Partner Summary

Insight, a Fortune 500 provider of IT hardware, software, and service solutions, provides an extensive range of cloud-based products to a global marketplace. Since 2004, Insight has partnered with McAfee to provide McAfee's cloud-based security solutions in the cloud.

Founded in 1987, McAfee is the world's largest dedicated security technology company. Backed by the power of Intel, McAfee's services include email, and web security, along with integrated endpoint protection for enterprise users. The company develops and provides security solutions for home and business, and monitors the latest developments in the security landscape to mitigate new threats. Several McAfee security solutions are also available in the cloud, as security-as-a-service (Security SaaS).

The initial provisioning and management of McAfee cloud security services at Insight required manual processing and a conventional pen-and-paper approach to operations.

### Business Challenges

"The cloud promises remotely delivered security services, with reduced costs, better scalability, and a self-service approach," says Carlos Román, Director of Insight's Cloud Program. "However, we were doing business manually, using paper-based contracts that added to the workload of our customers and our team. Like McAfee and Parallels, we have always been on the cutting edge when it comes to enabling the cloud channel, and we wanted a way to fulfill the cloud's promise of self-service solutions."

To increase revenue, Insight needed a strong value proposition for its cloud services. Customers demand high-quality cloud services that can be paid for on a month-to-month basis, with the ability to scale services up and down on a per-user basis as necessary. In addition, the cloud represents a self-service channel, where customers can simply add their chosen services to a shopping cart, sign up online, and have their solution provisioned instantly.

"We already had a best-in-class security-as-a-service lineup from McAfee, and our own best-in-class service," says Román. "But we needed the best-in-class platform to automate the processes of sign up, provisioning, and billing."

### Solution

In late 2010, Insight signed an agreement to use Parallels Automation as the new platform for its cloud services. McAfee was one of the first vendors to begin working to deliver its solutions via the InsightCloud Portal in an automated fashion.

"In early 2011, Insight and McAfee began discussing a strategy for delivering our solutions using Parallels," Tom Hyatt, Director, SMB Channel Sales and North America Distribution at McAfee. "We began working with Parallels to understand the



Insight is a provider of IT hardware, software, and services with a cloud offering under the InsightCloud label. Insight has offered McAfee products in the cloud since 2004.

McAfee is a leading provider of security services for home and business, including a range of cloud-based security services. These security SaaS solutions give businesses remote access to scalable security.

### Business Situation Summary

Insight aimed to fulfill the promise of the cloud by automating the process of cloud provisioning, billing, and scaling. Although the company had offered McAfee security services in the cloud for some time, this new project required time-consuming manual processes. Insight worked to find a suitable platform for their cloud services that would benefit vendors, service providers, and customers.

### Solution Summary

Insight selected the Parallels Automation platform for its self-service cloud portal, using Application Packaging Standard (APS) to ensure congruency between the different applications that were available. McAfee was supported by Parallels as it packaged its existing cloud services using APS and integrated them with the Parallels platform. Insight was able to consolidate a wide range of self-service cloud products under one portal, while McAfee could make its solutions available to any service provider using the APS standard.

### Benefits Summary

- Increased Insight and McAfee revenue by adding value to cloud services
- Reduced cost of manual provisioning and order fulfillment
- Decreased customer churn with month-to-month billing and scalability
- Extended reach for McAfee and cloud portfolio for Insight by ensuring easy compatibility using a defined packaging standard

### Parallels Products Used

- Parallels Automation
- Application Packaging Standard

benefit of integrating a solution based on the Application Packaging Standard (APS), and received direction from Parallels regarding APS and how we could start the integration.” Working with Parallels and with input from Insight, McAfee was able to develop an especially robust APS implementation.

Parallels Automation automates the entire process of provisioning and working with cloud services, in addition to billing. Part of this automation process is a standardized way to package applications for deployment in the cloud – Application Packaging Standard (APS). APS encourages application developers to package their applications for the cloud in a uniform way, making it easier for service providers to expand their cloud service portfolio. McAfee was able to integrate its cloud security services using APS, ensuring seamless compatibility with the Parallels Automation platform.

“We worked through 2011 as a Beta partner to help McAfee prepare their cloud service for Parallels,” says Román. “Finally, in Q1 2012, we launched our new self-service InsightCloud Portal that, at last, fulfilled the true promise of services in the cloud.”

## Benefits

“InsightCloud now features automated provisioning, scalable services, and a month-to-month billing cycle based on the number of seats our customers actually require,” says Román. “We can now support developers in the channel by adding their services to our cloud portfolio, and give customers the flexibility, efficiency, and affordability they are looking for in a secure cloud environment. Today, InsightCloud has two million active and subscribed seats across our entire product portfolio deployed using Parallels Automation and APS.”

Insight’s customers can now sign up for new cloud services from one consolidated portal and immediately begin using their services, including the McAfee cloud security range. In addition, the McAfee suite is now available to any service provider that uses the Parallels platform.

“Parallels Automation is quickly becoming the industry standard for top service providers who want to lead the market in offering value-added cloud services,” says McAfee’s Hyatt. “With cloud-based security being one of the most in-demand SaaS offerings today, the delivery of McAfee services through Parallels Automation is a huge growth opportunity for top service providers to build a margin-rich, recurring revenue stream. Our production solution has broad appeal to service providers, and can be found and installed from the APS Catalog.”

“The three parties coming together means customers get the best experience,” adds Román. “Insight provides the sales channel and service, McAfee provides the best-in-class security software, and Parallels provides the platform to enable scalability and automation.”

“The Parallels team has been a great partner to work with. They have been responsive if we have encountered issues, supported our transition, and helped make the integration a success. The only hesitancy I would have in recommending Parallels would be sharing such a great solution with our competitors!”

— Carlos Román, Director of Cloud Program, Insight

“Parallels Automation allows service providers to deliver tangible value as aggregators of cloud services, and enables service providers to build profitable, recurring revenue streams with our security services.”

— Tom Hyatt, Director, SMB Channel Sales and North America Distribution, McAfee

## For More Information

### Application Packaging Standard

To learn more about the APS standard  
[www.apsstandard.org](http://www.apsstandard.org)

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