

Parallels® Business Automation Standard

Customer Success Story

Parallels Business Automation Standard enables Hispaweb to diversify and grow its business

Parallels Business Automation Standard enables web hosting provider Hispaweb to automate its business operations and deliver customized solutions to large enterprises

Business and Partner Summary

Hispaweb was founded as a web hosting provider in Spain in 2005. Initially focused on providing shared hosting facilities directly to businesses, Hispaweb utilized Parallels Plesk Panel right from the outset as a key element of its offering. As it grew, the company added Parallels Virtuozzo Containers for both Windows and Linux to help maximize its hardware investment.

In 2008, the company's rapid growth and high satisfaction with Parallels solutions led it to select Parallels Business Automation Standard to automate the company's operations and billing. This automation is enabling Hispaweb to maintain and accelerate its growth by dramatically reducing administration and allowing management to focus on customer service and acquisition.

Today, Hispaweb uses Parallels solutions to deliver dedicated web hosting, virtualization, connectivity and application services to around 200 large enterprises and channel partner organizations, primarily in Spain.

Business Situation

In 2008, after successfully growing their web hosting business in Spain for three years, Hispaweb's management team was facing a challenge familiar to many dynamic young companies – how to maintain growth without sacrificing profitability or customer satisfaction. The administration of the business was simply taking too much time and effort, and so they began looking for a way to automate day-to-day operational processes. As Hispaweb CTO/Founder Juan Rojas remembers, "By this point, the administration workload was becoming unmanageable. We knew we needed to automate key business processes such as renewals and payments. And because of our very positive experiences with Parallels solutions since launch, we turned to them for help."

Solution

Rojas and his fellow executives didn't need much time to select Parallels Business Automation Standard over other solutions. It's the industry's preferred billing and hosting automation solution for managing and scaling small and mid-sized web hosting businesses. Customers get a complete, self-contained management system for Parallels Plesk Panel, and patented Parallels Virtuozzo Containers solutions, both of which are also being successfully used by Hispaweb.



Business and Partner Summary

Partner Size:

Customers – 200 (approx.)

Annual revenues – €1 million (approx.)

Partner Profile

Hispaweb provides web hosting, virtualization, connectivity and application services to large enterprises and their channel partner organizations in Spain and elsewhere.

Business Situation Summary

Due to rapid growth, Hispaweb needed a platform to automate its key business processes, enabling it to focus on growth, portfolio expansion and customer service excellence.

Solution Summary

Hispaweb selected Parallels Business Automation Standard to automate its operations and billing and help it manage the other Parallels products that it uses – Parallels Plesk Panel and Parallels Virtuozzo Containers.

Benefits Summary

Parallels Business Automation Standard is helping Hispaweb:

- Reduce time and effort on administration, enabling it to focus on growth and delivering great customer service
- Enable revenue growth through the ability to service larger enterprises and host channel partner operations for them
- Ensure service quality with an outstandingly reliable web hosting platform
- Ensure a smooth customer experience through platform integration and automated account and application provisioning

Parallels Products Used

- Parallels Business Automation Standard
- Parallels Plesk Panel
- Parallels Virtuozzo Containers

Benefits

Parallels Business Automation Standard is delivering real business value to Hispaweb in a number of important ways, including:

- **Reducing administration to virtually zero.** “The automation that Parallels Business Automation Standard provides has allowed us to refocus on driving business growth instead of managing day-to-day operations.”
- **Providing outstanding reliability.** “Since initial configuration and the development and installation of a few essential plug-ins, Parallels Business Automation Standard has functioned perfectly since we implemented it four years ago.”
- **Enabling revenue growth.** “Parallels Business Automation Standard is helping us grow by allowing us to broaden our portfolio and upsell to existing customers. This includes hosting channel partner operations for some very large enterprises.”
- **Enhancing the customer experience.** “At the same time, the integrated nature of the platform and the automation of account and application provisioning helps us ensure a smooth customer experience.”

As Hispaweb continues its successful expansion, it is also looking to expand its portfolio to include cloud-based Infrastructure-as-a-Service (IaaS).

Rojas concludes: “Parallels is without question one of our most important partners when it comes to the future of our business. As we move further towards a cloud-based business model, our relationship with Parallels and the value we get from leading solutions such as Parallels Business Automation Standard will be central to our success.”

“As we move further towards a cloud-based business model, our relationship with Parallels and the value we get from leading solutions such as Parallels Business Automation Standard will be central to our success.”

— Juan Rojas, CTO/Founder, Hispaweb

For More Information

Contact Hispaweb

For more information about Hispaweb, visit www.hispaweb.net

© 1999-2012 Parallels IP Holdings GmbH. All rights reserved. The Parallels logo and Parallels are registered trademarks of Parallels IP Holdings GmbH. Other product and company names are the trademarks or registered trademarks of their respective owners. This case study is for informational purposes only. PARALLELS MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.



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