

Parallels® Business Automation Standard

Service Provider Case Study

Parallels Business Automation Standard enables ServerNest to grow its web hosting business

Parallels Business Automation Standard enables cloud computing provider ServerNest to automate administration of its business and delight a rapidly growing customer base

Partner Summary

In 2004, three friends founded ServerNest, a Switzerland-based wholesale web hosting company, as a hobby business venture. Since launch, their strategy has been to focus on providing wholesale web hosting and related services to reseller partners in Eastern Europe, Asia, Africa, and other countries around the world. They also prioritize developing strong partner relationships and do everything they can to help partners get up and running quickly.

In 2006, as rapid growth began to put pressure on the founders' time and resources, the company turned to Parallels Business Automation Standard (PBAS) to support further expansion by automating the company's operations and billing. Operations automation has enabled the company to grow its customer base while providing outstanding customer service to all its hosting partners across the globe.

The firm was hosting approximately 1000 domains by the end of 2011, and plans to reach 1500 domains by the end of 2012.

Business Challenges

In 2006, ServerNest reached a critical point in its development. Deciding that the company's rapid growth was simply not sustainable with its manual billing and provisioning processes, the founders began looking for a way to automate these functions. As Philippe Henneau, one of ServerNest's founders, remembers, "We had recruited over 100 partners, and the administration of the business had become unmanageable. We always said we wanted to compete on quality and customer service, and it was these value points that were in danger of being compromised. We realized we needed to automate as much of the administration and management as we could, in order to focus purely on customer service, which was our main differentiator."

Solution

As an existing Parallels customer, it made sense for the management team to look closely at Parallels automation solution. Henneau comments, "We were looking for a truly professional automation solution that would maintain the high quality and customer service that made our offering stand out," explains Henneau. "Our great experience with other Parallels products gave us the confidence we needed to select Parallels Business Automation Standard."

Parallels Business Automation Standard is the industry's preferred billing and hosting automation solution for managing and scaling small and medium web hosting businesses. It's a complete, self-contained management system for Parallels Plesk Panel, Parallels Plesk Web Presence Builder and patented Parallels Virtuozzo Containers technologies, all of which are also being successfully used by ServerNest.

SERVERNEST®

Business Situation Summary

ServerNest provides wholesale web hosting and related services to reseller partners in Eastern Europe, Asia, Africa, and other countries around the world. Due to rapid growth, the company needed a platform that could automate the administrative and billing aspects of its offerings, enabling it to focus on differentiating through superior quality and customer service.

Solution Summary

ServerNest 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, Parallels Web Presence Builder, and Parallels Virtuozzo Containers.

Benefits Summary

Parallels Business Automation Standard is helping ServerNest:

- Save time and effort on administration, enabling it to focus on delivering great customer service
- Expand the portfolio of services it offers its reseller partners
- Enable its partners to sell and bill for services in their local language and currency
- Evolve its business model from web hosting towards cloud services provision

Parallels Products Used

- Parallels Business Automation Standard
- Parallels Plesk Panel
- Parallels Plesk Web Presence Builder
- Parallels Virtuozzo Containers

Benefits

For ServerNest, Parallels Business Automation Standard proved to be the perfect tool, enabling it to further build out its resale channels, while simultaneously controlling costs, maximizing revenues, and differentiating its services. Key benefits include:

- **Time savings through extensive automation.** “The automation that Parallels Business Automation Standard provides has proven key to growing our business,” says Henneau. “We’re no longer bogged down dealing with technical and administrative details.”
- **Rapid implementation.** “Speed of implementation was also crucial,” says Henneau. “It took us only five days to get the solution up and running.”
- **Support for local currencies and languages.** “Experience has shown that three elements are required to be credible and successful in the hosting business: local presence, support for local language and support for local currencies. Parallels Business Automation Standard lets us on-board local partners quickly, and enables them to sell every service in their own language and currency,” says Henneau. “We couldn’t have made our multi-focused growth strategy work without it.”

Today, ServerNest is becoming much more than just a web hosting business. As it expands, it wants to enable its partners to deliver multiple additional cloud-based services and charge for them through a single monthly invoice. Parallels Business Automation Standard enables them to do just that. Another Parallels product, Parallels Web Presence Builder, is one of the additional services that is already proving very popular with end customers. As such, it is helping ServerNest’s partners expand their own local hosting businesses.

This capability helps ServerNest deliver on its promise to build strong partner relationships. In addition, Henneau and his partners do everything they can to help partners get up and running, as Henneau explains: “We don’t require any up front investments from our partners. In fact, they don’t pay a penny until they have their first customer, and they also retain ownership of their customers at all times.”

Innovative marketing strategies, such as bundling the same services according to simple bandwidth performance requirements, rather than potentially complex combinations of different services, are another of ServerNest’s key success factors for the future.

However, as Henneau concludes, having the right technology platform in place is perhaps the most important success factor of all: “We know working with Parallels is essential for us as we continue our transformation from a small web hosting company, to a global cloud services provider.”

Contact ServerNest

For more information about ServerNest, visit www.servernest.com

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— Philippe Henneau,
Co-founder,
ServerNest

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