

Web hosting company Cirrus Tech expands its product line and makes management more efficient by integrating Parallels Plesk Automation and Parallels Business Automation Standard

Business Summary

Launched in 1999, Cirrus Tech is a family-run hosting company based in Toronto, Canada. The company offers services including shared hosting, dedicated servers, virtual private servers (VPS hosting) and cloud hosting.

Cirrus Tech's goal is to provide outstanding services for organizations of any size. To achieve this, the company is committed to a wide variety of services, all with reliability and high performance guaranteed.

In 2005, Cirrus Tech began using Parallels Business Automation Standard to make billing and hosting automation more convenient and scalable.

Business Challenge

With such a wide range of products being offered, Cirrus Tech found bundling services and deploying them to customers was a time consuming process.

"For our team, it was unnecessarily complex to bring different services together," says Ehsan Mirdamadi, CEO at Cirrus Tech Ltd. "It was like our hosting plans were islands, separated from each other. This meant managing multiple services used up resources we could better spend elsewhere in the business. We also had very limited options for upselling different types of hosting services, because implementing that transition was another investment of time. We needed a way to bring everything we offer customers together."

In addition to turning a diverse product range into more cohesive bundles, Cirrus Tech realized its customers required a high quality email platform that worked on the Linux platform.

"We searched for a good Linux email platform, but couldn't find one," says Mirdamadi. "Our customers demanded enterprise-grade email to match their enterprise-grade hosting, and it was our job to make this possible. We added email consolidation to the list of requirements we had for our overall automation."

With a completed list of requirements, Mirdamadi and his team began searching the market for a product that could help. However, Cirrus Tech soon realized the foundation of the best solution was already in place.

The Solution

Parallels Plesk Automation brings value to Cirrus Tech by consolidating server management. Everything from web hosting to email, domains, and databases can be controlled from a single panel, regardless of how many different servers are involved.

For Cirrus Tech, Parallels Plesk Automation allowed all management to take place from a single management node, saving hours of time that would usually be spent on repetitive tasks across multiple systems and interfaces.

"As we picked up Parallels Plesk Automation and began to work through some bugs and issues with the help of the Parallels team, we were impressed by how flexible our management became," says Mirdamadi. "We could deploy services faster and create a natural upgrade path with new services. Meanwhile, data was kept secure since Parallels Plesk Automation was separated from all other data and service nodes. Best of all, we were able to get up and running at a surprisingly low price point."



Partner Profile

Cirrus Tech (www.cirrushosting.com) is a family-owned hosting company based in Toronto, Canada. Its services include shared web hosting, dedicated servers, and VPS hosting. Cirrus Tech also runs the CirrusOne (www.cirrusone.ca) cloud platform, designed for small businesses that are looking for comprehensive hosting, email, and file-sharing services in one place.

Business Problem

For Cirrus Tech, bundling services together from different platforms was a complex task. In some cases, customers were asked to use three different platforms for different service types. The company required a way to bring a wide service range together, making management more efficient.

Solution

Cirrus Tech discovered Parallels Plesk Automation, a solution that could bring automation of web hosting, emails, domains and more to a single management node. Even as services continue to expand and the number of servers in use continues to grow, administration remains convenient. Parallels Plesk Automation was integrated with Cirrus Tech's existing Parallels Business Automation Standard implementation, creating a highly automated system that was more flexible for administrators and customers alike. This was used as an essential component of the CirrusOne cloud, which uses Parallels Cloud Server.

Parallels Products Used

Parallels Business Automation Standard
Parallels Plesk Automation
Parallels Cloud Server

The cost model for Parallels Plesk Automation allows Cirrus Tech to pay for licenses on web nodes, not database nodes. The platform also creates significant savings on antivirus license costs, since email is moved to a centralized server.

Cirrus Tech was also the first service provider to create a fully integrated Parallels Business Automation Standard and Parallels Plesk Automation environment.

“We’re in a world where businesses are looking for solutions, not raw technology,” says Mirdamadi. “Parallels Business Automation Standard automates our billing and business processes, while Parallels Plesk Automation does the same for hosting and related services. Our customers want to easily add services such as MightyCall from Infracore and SmarterMail, and most other solutions didn’t offer integration with it. Parallels Business Automation Standard and Parallels Plesk Automation are probably the most comprehensive solutions out there, and, while they are effective individually, bringing them together was a vital part of our strategy to enter the era of solutions.”

The Results

With its two chosen systems working seamlessly together, Cirrus Tech was able to take complete control of its services while giving customers unparalleled flexibility.

“We’ve had a great response from our customers,” says Mirdamadi. “We’ve even heard from people who didn’t know this amount of flexibility existed. Suddenly, there’s less of a need for expensive IT consultants, because our solution makes it possible to build a service like CirrusOne independently.”

Using Parallels Business Automation Standard and Parallels Plesk Automation as a foundation, Cirrus Tech has recently seen growth in its SMB cloud offering, CirrusOne. Powered by Parallels Cloud Server, CirrusOne is a scalable cloud platform, ideal for customers of any size. Distinctively, the automation made possible by Cirrus Tech’s platform allows customers to create their own cloud that can be quickly deployed, with services from Parallels partners including SmarterMail and Infracore.

CirrusOne uses Parallels Plesk Automation to automate services for customers, which are in turn billed through Parallels Business Automation Standard. Mirdamadi feels that this integrated approach using Parallels software delivers a better experience for customers.

“Before the Parallels Business Automation Standard and Parallels Plesk Automation integration project, our customers had to use three different platforms for three different service types,” says Mirdamadi. “Closing the gap between traditional shared hosting and enterprise class hosting meant using more services, and spending more time managing them. With the help of Parallels products, it is now possible to deploy services fast, and administer them from a convenient place. Cirrus Tech is more flexible and efficient than ever.”

Benefits

- Makes management more convenient
- Allows for more control over a large service range
- Reduces expenditure on server licenses
- Secures data by separating administration from customer servers

“Our customers are looking for solutions, not raw technology,” says Mirdamadi. “Parallels Business Automation Standard automates our billing and business processes, while Parallels Plesk Automation does the same for hosting and related services. Integrating these systems was a vital part of our strategy to enter the era of solutions.”

“Before the Parallels Business Automation Standard and Parallels Plesk Automation integration project, our customers had to use three different platforms for three different service types. With the help of Parallels products, it is now possible to deploy services fast, and administer them from a convenient place. Cirrus Tech is more flexible and efficient than ever.”

— Ehsan Mirdamadi,
CEO, Cirrus Tech

© 1999-2013 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