

# Parallels® Business Automation Standard

## Service Provider Case Study

### 1MD discovers complete automation and virtualization solution with Velocity Host and Parallels

Parallels Silver Partner, Velocity Host, enables digital marketing pioneer to stay ahead of business growth

#### Business Situation

Established in 2007, 1MD offers “out-of-the-box” e-commerce and on-line marketing solutions for SMEs and large enterprises. Its services range from Online Shopping Carts to strategic Brand & Marketing Development.

Initially, 1MD delivered its services and solutions through a number of small service providers, depending on the project. However, with a growing customer base and rising demand for its solutions, particularly its e-commerce offering, it found that many of its service provider partners lacked the flexibility to seamlessly scale on demand. Creative Director and Founder, Craig Quilkey said: “Under the existing arrangements, 1MD had limited control over the administration and management of its clients’ sites. As a result, we found it more and more difficult to efficiently service the growing demands of our customers.”

To address these business challenges, 1MD needed to replace its complex web of small service providers with a single web hosting strategy. This would give it full visibility and control over its clients’ back-end systems, simplify workflow, increase staff productivity, and improve return on investment (ROI) for its clients. 1MD also sought an all-in-one billing automation solution for its e-commerce and online offerings, for both shared solution and virtual private server clients.

#### Solution

1MD found the solution it was looking for in Parallels Business Automation Standard (PBAS), a hosting business automation platform offered by Velocity Host, a Parallels Silver Partner. Velocity Host specializes in online business solutions for small and medium businesses throughout Australia. With a unique, dedicated, business-to-business environment, it provides state-of-the-art Internet services tailored to the specific needs of partners and resellers.

In 2009, 1MD engaged Velocity Host to deploy Parallels Virtuozzo Containers (PVC), a virtualization platform that allows 1MD to offer its customers a customized and highly-scalable virtual server solution.

“We have worked with Velocity Host for over two years and have used Parallels products in the past,” said Craig Quilkey, Creative Director and Founder of 1MD. “The customized solution fit exactly into our business model, and allowed us to recognize ROI right from the outset. They clearly understood the complex and different needs of 1MD and our clients.”

The PBAS solution proposed by Velocity Host simplified hosting plan creation and allowed 1MD to automate the installation process, provisioning instantly to its clients, and automating its recurring billing services. It also



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#### Solution Summary

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#### Benefits Summary

- Launch new service offerings and accelerate business growth exponentially
- Lower ongoing expenses, such as labor costs for admin and technical staff. Automation is instrumental to achieve cost reductions
- Significant reduction in site downtime
- Significant improvement in operational efficiency

#### Parallels Products Used

Parallels Business Automation Standard (PBAS)  
Parallels Virtuozzo Containers

allowed 1MD to upgrade resources such as storage, CPU and bandwidth “on the fly” from Velocity Host.

“Velocity Host made doing business easy. The simplicity and flexibility of the solution opened doors to new business opportunities for us,” said Craig.

### Benefits

With PBAS, 1MD was able to recover time, money and resources which would otherwise go to heavy administrative back-end operations. PBAS enabled it to focus its energy around launching new service offerings and accelerate business growth exponentially.

#### Cost Reductions

PBAS has allowed 1MD to lower ongoing expenses, such as labour costs for admin and technical staff. Automation is instrumental to achieve cost reductions.

“We immediately began to see the return on our investment. New deployments could now be achieved in a quarter of the time it previously took us. New set ups which previously took between four to five hours could now be completed unassisted in half an hour. This adds up to around \$18,000 a year in additional revenue. For a start-up business, \$18,000 is a lot of money by anyone’s books,” Craig beamed.

#### Increased Platform Stability and Uptime

Since 1MD engaged Velocity Host and began leveraging PBAS, site downtime has been reduced significantly. “Velocity Host and Parallels keep our systems stable, even when they are under pressure from high volumes of web traffic,” said Craig.

#### Improved operational efficiency

1MD also noted significant improvement in operational efficiency with the use of Velocity Host’s PBAS-based services. “Before we engaged Velocity Host, administration and ongoing maintenance wasted a lot of internal resources as well as the client’s budget,” said Craig.

This problem has been virtually eliminated. Today, PBAS simplifies system administration and management by helping 1MD keep track of resource usage. “Our customers can now set thresholds of, for example 80 per cent, at which point the system will issue an alert and present them with the option of purchasing additional server resources,” he adds.

With PBAS, it is also much easier for 1MD to access its clients’ control panels for administrative purposes. “Before PBAS we had to wait to gather the information from the client’s hosting providers. We literally needed to go through a lot of red tape and hoops to do our job. Now because we do the hosting ourselves and have automated a lot of the mundane administrative calls using PBAS, we are able to re-allocate resources to more important work,” said Craig.

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