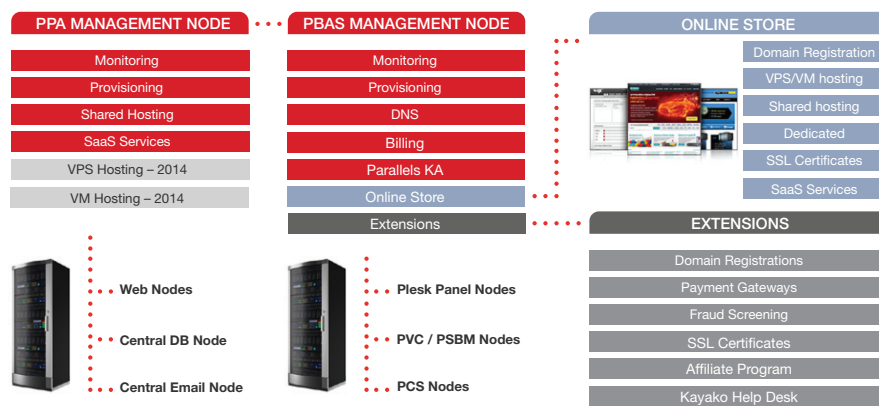# Parallels® Business Automation Standard 4.5

Ready to Use, Right Out of the Box, Comprehensive Billing and Hosting Automation Solution

Parallels Business Automation Standard (PBAS) is the industry's leading billing and hosting automation solution for small and medium web-hosting businesses. It helps you maximize your revenues; lets you offer a full range of hosting services, including email hosting, shared hosting, VPS, hypervisor-based virtual machines, dedicated servers, domain registration, SSL certificates and SaaS services. It enables you to build your reseller channels and manage your affiliates.

Manage All Aspects of Your Web Hosting Business

PBAS is a hosting automation solution that supports management of all the business aspects of a web hosting service. You can use it to manage Parallels Plesk Automation, Parallels Plesk Panel, Parallels Web Presence Builder, Parallels Server Bare Metal (PSBM), Parallels Virtuozzo Containers (PVC), and Parallels Cloud Server (PCS).

PBAS also manages all stages of the customer lifecycle. It receives orders from your online storefront, provisions services to application servers, obtains licenses from the Parallels Key Administrator server, bills customers for services, collects their payments, and provides them with a web-based control panel that lets them update their services on their own. And, to simplify web hosting management even more, we've integrated PBAS with numerous payment gateways, domain registrars, help desks, service delivery platforms, and other third-party systems.

The Time to Automate Your Hosting Business Is Now

Hundreds of service providers world-wide rely on PBAS to manage their web hosting business. Join them and find out what PBAS can do for you. Contact us today and let Parallels help you grow your business faster.

See the PBAS demo and learn more at: **http://www.parallels.com/products/pba-standard/**

Start Using PBAS today – with No Upfront Costs

- Introductory free PBAS license
- Free 2 days PBAS installation and administration training
- Free 5 CT PCS license for PBAS infrastructure
- Discounted Plesk Panel, Web Presence Builder and PCS licenses

Watch PBAS installation and administration video tutorials and learn more at:
http://www.parallels.com/products/pba-standard/

Why Automate with PBAS?

Increase Revenue

- **Attract new customers** by launching new hosting services with hundreds of business site designs, a simple drag-and-drop interface, online store, Facebook integration, search, site analytics, and more!
- **Increase sales** with the new, fully customizable PBAS online store featuring a new design, streamlined workflow, configuration sliders and preset configurations.
- **Grow and upsell your customer base** with a wide range of hosting and value-added services.
- **Extend your market reach** without having to increase your sales force using our built-in reseller and white-label management and affiliate program tools.

Use the latest technologies to keep your costs down

- **Automate all aspects of your business** management, including support and system maintenance, lowering the need for system management staff.
- **Scale up your business** without increasing headcount.
- **Use hardware more efficiently** with Parallels Cloud Server virtualization and high-availability cluster, increasing density and reducing costs.
- **Reduce training costs** and decrease the chance for human error by automating business management tasks.
- **Automate application provisioning** and perform mass upgrades of customer accounts.

Provide a Full Range of Hosting Services

- Domain registration
- Shared hosting with centralized email/antivirus/anti-spam/database services
- High-performance, high-availability VPS hosting
- Dynamic dedicated hosting
- Dedicated and collocation services
- Hypervisor-based VM hosting
- Cloud Backup (with BackupAgent module)
- Virtual Phone Services (with MightyCall module)
- PaaS Services (with Jelastic integration)
- SaaS Services
- SSL certificates

Business and Operations Components

Four business directors in PBAS help you manage your service plans, customer communications, and billing operations:

- **Account Director** helps you manage customer accounts, partner/reseller enrollment, subscriptions, credit terms, and customer care.
- **Billing Director** provides a complete billing system for your business, including account balances, customer receivables, reseller support, support for promotions and discounts, taxation, hosting plan management, and revenue reports.
- **Marketing Director** provides tools for managing affiliates, conducting marketing campaigns, configuring and branding your storefront, and carrying out mass mailings.
- **Commerce Director** helps you manage your online store with online payment and bank transfer tools, a transaction log, payment processing setup, encryption for credit cards and bank accounts, and more.

In addition, **three PBAS operations directors** help you manage your hardware, configurations, and applications:

- **Service Director** provides system-level administration of all PBAS services.
- **Configuration Director** provides system-wide configuration, including role-based access permissions, setup of events and actions, regional settings, and more.
- **Migration Director** provides tools for migrating data into Parallels Business Automation, including XML export/import and direct migration from remote servers.

What Can You Do with PBAS?

- **Attract new customers and differentiate your offerings** by launching new shared and VPS hosting services powered by the latest Web Presence Builder with hundreds of business site designs, a simple drag-and-drop interface, online store, Facebook integration, search, site analytics, and more!
- **Increase conversion and effectiveness of your online marketing campaigns** with a new, fully customizable PBAS online store featuring a new design, streamlined workflow, configuration sliders and preset configurations. The new store can also be deployed on a dedicated server to increase store performance and achieve quick response times, helping you drive more sales.
- **Differentiate your offerings** by launching new hybrid shared hosting services that combine the best of both worlds: PHP, .NET, MySQL, MS SQL, etc. Combine web hosting services on Linux with email hosting services on Windows with centralized email/antivirus/anti-spam/database solution – all powered by Parallels Plesk Automation.
- **Boost your sales with secure, enhanced, high-performance, high-availability VPS, VM and shared hosting services**, all powered by Parallels Cloud Server, with Parallels Cloud Storage high availability cluster, Parallels Plesk Panel and NGINX. These services let you recreate a container, change to a different operating system, and update without rebooting using the yum utility. PBAS automatically detects when PCS Containers are migrated by high-availability cluster and keeps managing them on a new node.
- **Streamline your hosting infrastructure and dramatically extend its capabilities** by deploying integrated Parallels Plesk Automation nodes.
- **Migrate to the latest products and improve security and customer experience.** PBAS 4.5 provides new migration tools for single and multiple domain Plesk subscriptions from Expand, Plesk 8.x – Plesk 11.x to the latest Parallels Plesk Automation 11.5.
- **Increase system performance and stability** by upgrading your database to MySQL 5.x. and using CentOS 6, 64-bit VPS container for Management Node.

"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… With the help of Parallels products, it is now possible to deploy services fast, and administer them from a convenient place."

— Ehsan Mirdamadi, CEO, Cirrus Tech

Key Features

Complete infrastructure management

- Billing and receivables
- Hosting plans
- Online store
- Reseller support
- White-label branding
- Automated license provisioning
- PVC/PSBM/PCS management
- IP allocation
- DNS management
- Integrated trouble ticketing
- Kayako helpdesk support
- Domain registration (via >25 registrars)
- Multi-language support: English, French, German, Japanese, Spanish, Dutch (Netherlands), Russian

Flexible billing solution

- Product management
- Online/offline payment processing
- Anti-fraud plug-ins
- Bank transfers
- Integrated open-source (PHP) online store
- Country-specific accounting
- Automated recurring invoicing
- Discounts, promotions, coupon codes
- Taxation with tax exemption
- Automated upgrades/downgrades
- Metered and unmetered resources
- Auto-suspend scenarios

Integrated payment gateways

- Credit card processing with fraud verification
- Over 30 payment gateways
- Flexible manual approval rules
- Refunds, reversals, credits
- Delayed capture, CVV/AVS verification
- Tokenization support for billing
- Bank transfer payments for German (DTAUS), Spanish (Norma 19), and Netherlands (ClieOp3) standards; flexible batch management with approval queues

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