

RENTON, Wash.--([BUSINESS WIRE](#))-- [Parallels](#) , the platform provider for cloud service delivery, today announced it is the first company to support the new Microsoft Cloud Solution Provider Program with Parallels SmartStart for Office 365. The Microsoft Cloud Solution Provider Program, announced at [Microsoft's Worldwide Partner Conference](#) , expands the opportunity for Microsoft's channel to resell Microsoft Office 365.

The SmartStart program gets Microsoft-approved partners up and running rapidly. SmartStart is a low-cost, fixed-price implementation of Parallels Automation that includes user training and certification, reference service plans and a customized storefront. Parallels Automation is the only proven platform for service providers to sell and deliver differentiated portfolios of hosted and syndicated services with every Office 365 subscription. This new program complements the existing services on Parallels Automation which include: Windows Azure Pack, Microsoft Office 365 Syndication, Microsoft Lync 2013 Hosting Pack and Microsoft Exchange 2013.

Using the Parallels Automation platform, partners have already delivered more than 1.5 million Office 365 and Exchange business class seats. The Microsoft Cloud Solution Provider Program opens up a huge new opportunity for the Microsoft channel – partners who deploy Parallels Automation will be immediately ready to offer new Microsoft cloud services as they become available.

“SmartStart is an exciting new program that lowers the barrier to entry for service providers to take advantage of cloud services offered by Microsoft,” said Birger Steen, chief executive officer, Parallels. “Service providers will now future proof their Microsoft investments by having access to the latest innovations as soon as they become available.”

"The Microsoft Cloud Solution Provider Program will enable a broad set of partners to offer Microsoft cloud services," said Mark Rice, senior director, Operator Channel, Microsoft. "We are excited Parallels, a leading enabler of Microsoft's Office 365 syndication program, is committing to support the Microsoft cloud distribution ecosystem."

Parallels powers the cloud for more than 60,000 hosters, MSPs, telcos and VARs. The

partnership with Microsoft delivers the following market-leading solutions exclusively packaged for the Parallels Automation platform.

Windows Azure Pack

Parallels brings the power of Microsoft's Azure platform into a service provider's datacenter. Parallels Automation is the first platform in the market with Windows Azure Pack for Cloud OS partners. [Ipeer](#), Sweden's largest dedicated cloud hosting company, was the [first in the world](#) to launch Windows Azure Pack with Parallels Automation. Working with Parallels shortened Ipeer time to market by 8-12 months.

[Triple C](#), Microsoft Worldwide Hosting Partner of the Year and Israel Partner of the Year, added a Windows Azure Pack service to their Parallels Automation platform and expects to increase revenue by 40 percent while continuing to provide their customers with a familiar interface.

Microsoft Office 365

Globally, seventeen of the Microsoft Office 365 syndication partners use Parallels Automation. Parallels Automation removes the complexity of syndication, allowing these service providers to focus on aggressive market expansion resulting in 8X seat growth.

Microsoft Lync Hosting Pack

An increasing number of businesses are taking advantage of the benefits delivered by instant, collaborative and unified communication. Parallels partners use the bundling capabilities native to Parallels Automation to offer Lync together with Microsoft Exchange, resulting in attach rates as high as [80 percent](#).

Microsoft Exchange 2013

Hosted Exchange, powered by Parallels Automation, continues strong growth, reaching 830,000 hosted email subscribers through more than 75 hosting providers around the globe. Whether hosted or syndicated, Parallels Automation is the platform of choice for selling communication and collaboration services.

“We looked at the cost of implementing a solution and at speed to market,” said Bastien Casset, program manager, Dell Office 365, Dell. “Although we compared several solutions, Parallels was the fastest and most cost effective option for us. It also came highly recommended by Microsoft.”

“With Parallels Automation, we found a solution that could sit at the center of our syndication subscription model,” Omar Benameur, director, Cloud, KPN. “It can handle all of the provisioning, management and reduce the complexity of syndication, while helping us get to market faster. Parallels Automation also helps us stay up-to-date when innovations are released, making it not only cost effective, but immediately available to our customers.”

About Parallels

Parallels® provides the platform for service providers to sell and deliver great cloud services to businesses worldwide and cross-platform solutions. Parallels began operations in 2000 and has developed into a fast-growing software company with more than 900 employees across offices in North America, Europe, Africa, Australia and Asia.

For more information, please visit www.parallels.com/spp, follow us on Twitter at [w.twitter.com/ParallelsCloud](https://twitter.com/ParallelsCloud), and Like Us on Facebook at www.facebook.com/ParallelsCloud

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Written by Australian Business

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