

RENTON, Wash. & PETAH TIKVA, Israel--([BUSINESS WIRE](#))--Triple C Cloud Computing, the Israeli hosting and Internet service provider with the largest tier-4 datacenter in the country and Microsoft Hosting Partner of the Year, and

[Parallels](#)

, the platform provider for cloud service delivery, recently announced their expanded relationship. Triple C customers now have greater flexibility over how they manage their cloud services, lower costs by 15 to 30 percent and the ability to reach smaller, more price-sensitive businesses.

“The hosting business is extremely competitive and we are always searching for ways to lower operational costs while delivering more of the tools our customers need,” said Erez Rozenbaum, cloud services manager, Triple C Cloud Computing. “By taking advantage of the latest cloud server capabilities from Microsoft and offering the familiar management portal delivered by Parallels, we are able to deliver greater flexibility for our largest customers and lower price points to smaller businesses.”

Earlier in 2014, Triple C qualified as an inaugural member of the Microsoft Cloud OS Network, a worldwide consortium of cloud service providers that offer hybrid cloud solutions delivered from the Windows Server 2012 R2 operating system with Hyper-V, Microsoft System Center 2012 R2 and Windows Azure Pack.

With Windows Azure Pack and the Microsoft Cloud Platform Suite, Triple C can now offer customers a way to use Microsoft Azure-like services even when there is no Azure datacenter in Israel. “Having a link to a big public cloud provider gives our customers more flexibility and scale coupled with the benefits of a local cloud provider,” said Ely Cohen, chief technology officer, Triple C Cloud Computing. “For them, it’s the best of both worlds. They can run a workload in our datacenter and move it to another Microsoft partner or to Azure, and it’s very easy, with all services in their local language.”

Triple C offers Windows Azure Pack using Parallels Automation, the most widely adopted cloud service delivery platform used to provision and manage services like Windows Azure Pack. Triple C customers are already accustomed to using the Parallels Automation platform, making it easy for them to order and manage Windows Azure Pack services through the familiar Parallels Automation customer control panel.

“The Parallels Automation platform combined with Microsoft technologies provides a cloud offering that can be provisioned in minutes, instead of days,” said John Zanni, chief marketing officer, Service Provider, Parallels. “We are excited to see companies like Triple C take these unique capabilities to accelerate time to market and provide a greater value to the customer.”

By taking advantage of Windows Azure Pack, Triple C expects to reach new customers at both ends of the spectrum—small businesses that need more affordable virtualization and hosting offerings, and enterprise organizations that need more flexible hybrid cloud options. “We expect to increase our revenues by up to 40 percent because of the additional services that Windows Azure Pack makes possible for us to offer,” said Cohen. “Plus, we can redirect our development resources to other, higher-value services than developing public cloud technologies that Microsoft has already created. We have a definite competitive advantage with Windows Azure Pack and Parallels Automation. When we tell customers that we are using the same technology that Microsoft uses, it sells.”

By switching from VMware to Hyper-V, Triple C has reduced the price of its public cloud IaaS services by 15 to 30 percent. Furthermore, the company’s addition of Windows Azure Pack facilitates more granular billing, with hosting services available by the hour. “With the Microsoft Cloud Platform Suite licensing and product offering, we pay lower virtualization licensing costs for the same virtualization density,” said Rozenbaum. “This lets us offer lower prices for price-sensitive customers and reach a much broader market, from small business to enterprise.”

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)

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About Triple C

Triple C has the first public computing cloud in Israel. This cloud provides solutions and products from a variety of companies, such as Oracle, IBM, Microsoft, SAP, Google, VMware, and more.

Triple C provides computing solutions for more than 20 years, including a variety of solutions and products from most of the big computing manufacturers, including Oracle, NetApp, Microsoft, VMware, HP, IBM, and Lenovo - while creating solutions and providing services.

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