

# Parallels® Application Packaging Standard (APS)

## Service Provider Case Study

## BackupAgent Boosts Reseller Base, Revenues with APS Packaging

### Partner Summary

Located in Delft, The Netherlands, BackupAgent is a leading provider of online backup software. Hosting vendors resell the Software-as-a-Service (SaaS) under their own brand to small and medium-sized companies, generating additional revenues for themselves while giving their customers a convenient and secure means of backing up their data. Founded in 2006, BackupAgent today has nearly 300 reseller partners in over 35 countries.

### Business Situation

Many of BackupAgent's resellers use Parallels Automation for provisioning and billing and wanted an easy way to integrate BackupAgent with the Parallels platform. BackupAgent saw the then-emerging Application Packaging Standard (APS), an open format for packaging web applications, as the easiest way to achieve this integration, while also helping it extend its reach to service providers worldwide that use Parallels solutions.

With APS, service providers can offer their subscribers a wide range of applications without having to spend time and money writing custom integration code. And since Parallels Automation offers built-in APS support, any service provider using Parallels Automation is automatically APS-enabled.

### Solution

By 2009, APS technology was mature enough that BackupAgent was ready to start working on an APS solution, and Parallels helped them with that effort. "Development went very smoothly," says Roland Sars, co-founder and director of BackupAgent. "It took four people just a week to create the APS version; then we tested it for another month. Today, it would take even less time, as APS technology and documentation are much more robust than they were two years ago."

Before launching the APS version of its product in mid-2009, BackupAgent offered beta versions of the product to five of its resellers. The resellers provided helpful suggestions for improvements, which BackupAgent incorporated, and also participated with BackupAgent in the launch.

Word of the new APS version spread quickly after the launch—not only through BackupAgent's own marketing efforts, but also through Parallels, which featured BackupAgent at events such as the annual Parallels Summit, highlighted the company's APS offering in its service provider newsletter and catalog, and provided introductions through its sales representatives to hosters who wanted to offer Cloud backup services.

### Benefits

For BackupAgent, APS has provided numerous benefits:

- **Growth in reseller base.** Since launching the APS version of its product, BackupAgent has grown its reseller base from 180 partners to around 300. At least 25% of that growth consisted of new Parallels partners who were motivated by the ease of integrating BackupAgent with the Parallels platform. Examples of BackupAgent's new Parallels partners include Cobweb (UK), ReadySpace (Singapore), and TDC (Telekom Denmark).



### Business Situation Summary

BackupAgent, a leading provider of online backup software, needed a way to easily integrate its product with Parallels Automation—a platform that many of its hosting vendor reseller customers already used for provisioning and billing.

### Solution Summary

Packaging BackupAgent in APS enabled the company's resellers to instantly integrate BackupAgent with Parallels Automation, without having to write any custom integration code.

### Benefits Summary

- Significant growth in reseller base
- Speed in adding new resellers
- Growth in revenue, resulting in a six-month ROI
- Happier resellers, who experienced faster time to market, higher revenues, and reduced churn

### Parallels Products Used

Works with Parallels Automation and Parallels Business Automation Standard

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— Roland Sars  
Co-founder and Director, BackupAgent

- **Speed in adding new resellers.** “It’s now much easier for us to bring new partners on board,” says Sars. “Whereas before the process used to take several weeks, now we can complete it in a few days.”
- **Growth in revenues—and rapid ROI.** “Response to the APS version of our product was so strong that we were able to achieve a return on our investment in APS packaging within just six months,” said Sars.

The APS version of the product has also been a boon to BackupAgent’s resellers, offering:

- **Faster time to market.** Resellers can provide their customers with new services much more quickly and cost-effectively than before, as they no longer need to write integration code.
- **Higher revenues.** New APS services can significantly boost reseller’s revenues. In the case of Cobweb, for example, CTO Julian Dyer says, “Cobweb is heavily focused on the SaaS market so there was a natural opportunity for us to provide online backup to our customers. We have been able to generate additional revenue by reselling BackupAgent through Parallels Automation.”
- **Reduced churn.** “Customers like getting all their services from one source, and the combination of Parallels Automation and APS-packaged software lets them do just that,” says BackupAgent’s Sars. “Especially in the case of backup software, where you’re storing all their data for them, it creates a very sticky relationship.”

In addition, the ease of updating APS packages benefits both BackupAgent and its resellers.

Summing up the benefits of APS packaging, Sars notes, “APS has helped us attract more resellers, lets us bring them on board much faster, and generates more users for both us and our resellers. It’s really been a very worthwhile investment.”

## How Can You Get Started With APS?

If you’re interested in APS packaging for your application, assistance is available from several sources. Parallels has four system integrators across the globe who can help you with APS development (see <http://www.parallels.com/cloudservices> for more information). Parallels also offers a course on packaging and certification test for do-it-yourselfers, and premium support is available on request. For more information, contact Parallels at [www.parallels.com/products/automation/solutions/isv/request/](http://www.parallels.com/products/automation/solutions/isv/request/).

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Cobweb CTO



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