SoftCom launches new messaging and collaboration services through Parallels Automation

Parallels Automation provides the speed and flexibility SoftCom needs to focus on its core business and go after new markets.

Renton, WA - April 28, 2010: Cloud enablement leader, Parallels, today announced that SoftCom, one of the leading providers of web hosting, email and business communications services worldwide, has launched Parallels Automation including Shared Hosting, Hosted Exchange, SharePoint Hosting and Virtual Private Server.

This will help SoftCom deliver full service offerings to its customers, go after new markets and increase average revenue per customer as SoftCom shifts focus to sales & marketing. Parallels Automation is a single delivery platform that allows SoftCom to operate all of its successful brands leading to consolidated infrastructure and business growth. "Deploying Parallels Automation was a practical decision both from an operational point of view and from a profitability perspective too," said Celal Ulgen, Chief Marketing Officer at SoftCom Inc. "We looked at the alternatives prior to deployment and Parallels stood head and shoulders above the rest. This gave us the extra confidence we needed to be able to trust our entire hosting automation needs to Parallels."

SoftCom's business has grown rapidly creating a complex administrative burden in terms of management, billing and overall integration into the company's IT architecture. It saw Parallels Automation as a way for it to concentrate on its core business of being a full service, worldwide hoster while offering diversified services to existing and new customers globally. Parallels Automation provides the speed and flexibility SoftCom needs to go after new markets. "We knew we could grow our business faster if we concentrated on being a hosting company that doesn't need to also be a software developer," said Ulgen. "Parallels has hundreds of developers which allows us to concentrate not only on sales and marketing, but also on service delivery without worrying about supporting the backend software needs of the customer."

SoftCom also plans to offer Microsoft Office Communications Services (OCS) and Microsoft Live Meeting along with hosted CRM over the months to come. Parallels Automation allows these Microsoft Hosted Services to be deployed rapidly.

Parallels Automation automates the full lifecycle of hosted services and software — from service management and provisioning to customer self-service and datacenter management. It decreases the time spent on repetitive administration tasks and system maintenance allowing business to focus on growth and profits.

"This is a great example of Parallels Automation helping a partner offer profitable cloud services," said Jack Zubarev, President of Worldwide Service Providers at Parallels. "We are very pleased with this

commitment by SoftCom to entrust Parallels Automation to run its entire hosting business while making cloud services available to its customers." Following accreditation and training of SoftCom's engineers and sales team, Parallels has also certified SoftCom as a Platinum Partner giving it access to preferential pricing, qualified opportunities generated by Parallels, and ongoing support in terms of technical expertise and marketing activities such as seminars and tailored webinars.

About Parallels
Parallels is a worldwide leader in virtualization and automation software that optimizes computing for consumers, businesses, and cloud services providers across all major hardware, operating systems, and virtualization platforms. Founded in 1999, Parallels is a fast-growing company with more than 700 employees in North America, Europe, and Asia. For more information, please visitwww.parallels.com.

About SoftCom
Founded in 1997, SoftCom Inc. is an industry leading provider of Web Hosting and Business Communication services to more than 2.5 Million users with support of 26 languages in 140 countries worldwide. myhosting.com and mail2web.com brands are owned and managed by SoftCom.

SoftCom is a Microsoft Gold Partner and a member of Research in Motion (RIM) Blackberry Alliance program.

http://SoftCom.com
http://myhosting.com
http://mail2web.com