

## Why Plesk Business Servers?

**Plesk Business Server** is the perfect all-in-one Business & Collaboration Suite to provide start-ups and small to medium sized businesses with a secure turnkey solution that provides business owners with all you need to run your business: **Business class Email and collaboration**, website building and maintenance, SEO optimization, back-up and most importantly rock-solid server to site security. Plesk Business Server is freeing up administrator time and offers complete lifecycle management for websites and business application from one intuitive interface on any type of infrastructure.

**Plesk Business Server** is a ready-to-go solution based on the **best practices** like pre-configured mail server, web application firewall and IP address banning. On top the **Business Server** includes our best extensions handpicked for security, website speed and productivity. **Managed (MSP) or cloud service providers (CSP)**, and all other hosting partners receive a scripted toolset we call our cookbook. This toolset helps you to automate setup of the offerings, accelerate time-to-market and increase margin. **Plesk enables MSPs, CSPs and hosting providers alike** to stand out from the competition and increase revenue by adding Plesk Business Server as an extra layer on top of the infrastructure and turn a generic hosting plan into a well targeted **business & collaboration suite**.

### The ideal customer

- **Agencies and start-ups** who want to invest in productivity rather than operations when they set up and manage a secure Mail and Web server
- **SMBs** who need an **intuitive point-and-click web interface** to manage and **secure critical business essentials** such as **private email, calendars, contacts, tasks and file storage** for their employees
- **Start-Ups and SMBs** who are taking server and website security seriously but don't have security experts on staff
- **Any business** seeking for a cost efficient yet **professional business class Email and collaboration solution** whilst keeping full control over their mail server environment
- **Any IT Administrator** who wants to **free-up administration time** to focus on innovation rather than administration



At the heart of every organization is email & collaboration. **Plesk Premium Email – Powered by Kolab** gives you control of this most essential and vital business data in an professional, flexible, secure and scalable system.



### What is pre-installed?

- **Plesk Premium Mail** powered by Kolab - Secure business class Email and collaboration suite with integrated calendars, task, files, notes and contacts
- **Smart Updates for WordPress** - Our Deep learning algorithm analyzes your WordPress updates and performs them without breaking your site -- or notifies you that the update might be dangerous.
- **SEO Toolkit Personal Edition** - Design and execute your SEO strategy, monitor your keyword rankings, and benchmark yourself against your competitors - all in one place.
- **Acronis Server Backup** - Full image-based backups to the secured Acronis Cloud with granular, self-service recovery.
- **Backup to Cloud Pro** - Easily schedule Automatic Backups to the most popular Cloud Storages
- **Kaspersky Antivirus for Servers** - Protect your mails from malicious and potentially dangerous code with the all in one solution from one of the leading providers of Antivirus softwares
- **Revisium Antivirus for Websites** - Intelligent malware detection tool with one-click automatic malware cleanup and domains blacklist status monitoring.
- **Uptime Robot** - Track the downtimes of your websites and your servers with uptime robot
- **Google PageSpeed Insights** - Identify possibilities to speed up your website and accelerate sales conversion
- **Sucuri Site Scanner** - Remotely detect website security issues, blacklist warnings, and malware visible in the source code
- **BoldGrid** - Powerful and easy to use Drag&Drop Website Builder for WordPress

**Make Plesk Server Solutions an essential part of your cloud strategy.** Win new customers and grow your business whilst making existing customers happy by giving them access to plesk server solutions and feature packs they want and need today.

**The start of your journey with Plesk Business Server is simple** - follow the **built-in wizard** who will guide you through the initial set-up. Afterwards the new advisor always helps you to stay secure and fast.



### When to sell?

- **SMBs** who want or need to have less dependency on providers like Google & Microsoft, in order to reduce the risk of malicious attacks, data leaks, and malware whilst ensuring a high level of data privacy
- **Cloud Service Providers** who want to add a single-pane of glass solution that includes collaborative software to their existing portfolio in order to provide stability, privacy, and an outstanding user experience
- **Managed Service Providers** who want to provide instant, reliable and cost-transparent solutions to customers who are adamant to protect and keep control of their most critical data assets: Email and websites
- **Hosters** who want to **increase revenue** and differentiate themselves in a competitive market by offering new and existing customers a feature rich and secure collaborative service, at a convincing price
- **Any customer** who needs a **powerful Email suite**, including access via IMAP/POP3/SMTP, scheduling/calendars, contacts/ address book, cloud file storage, access via WebDAV and task management

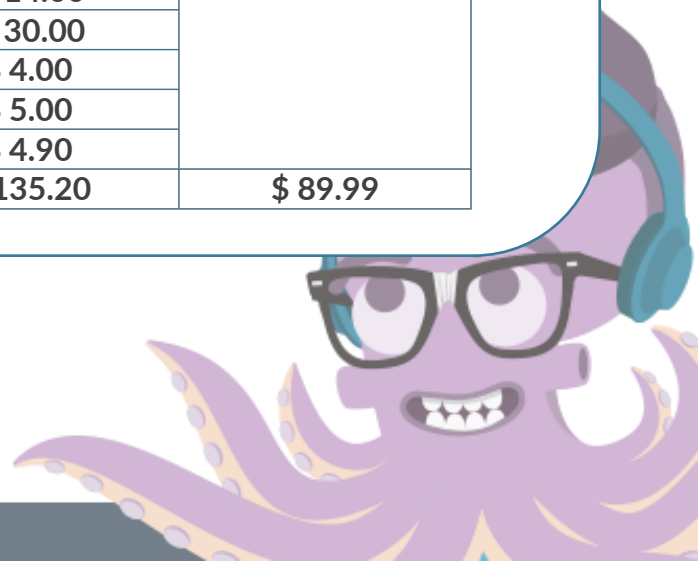
### When price does matter

Plesk prices in USD, comparing bundle pricing vs single purchase. Savings listed below refer to **Plesk Business Server**. Free Plesk extensions like Plesk Migrator, WordPress Toolkit and more are not listed here but included in the Plesk WebHost license.

Plesk Business Server	Price in \$ for Single Purchase	MRRP for the Bundle
Plesk License Web Host Edition	\$ 25.00	\$ 89.99
Plesk Premium Email powered by Kolab	\$ 22.50	
SEO Toolkit Personal Edition	\$ 19.00	
Smart Updates for WordPress	\$ 10.80	
Acronis Server Backup	\$ 14.00	
Kaspersky Antivirus for Servers	\$ 30.00	
Backup to Cloud Pro	\$ 4.00	
Boldgrid	\$ 5.00	
Revisium Antivirus Pro	\$ 4.90	\$ 89.99
<b>Total</b>	<b>\$ 135.20</b>	

Save up to **33%** vs single purchase!

If you are already a partner, please contact your sales representative for your partner-price.



#### What's in it for the end customer?

- **Trusted IT solution** and a proven alternative to Google, Microsoft and other vendors to regain control of your data and comply with EU regulations
- **Open source solution** that brings back both privacy and security for all your data assets
- Secure and professional email and collaboration solution running on multiple devices
- **Productivity tool to synchronize (Active Sync)** agendas across multiple devices, including iOS, Android, MacOS X, Windows and Linux
- **All you need to secure and administer your business** through an intuitive user interface that reduces management time and total cost of ownership

#### What's in it for the service provider?

- **Win more price sensitive customers**
- Reach out to new target audiences
- **Sell more VPS, dedicated or cloud servers**
- Upsell from shared hosting
- **Deploy a reliable and secure solution for start-ups and SMBS that scales to increase stickiness**
- Reduce the risk of human errors thanks to pre-configured features
- **Enable your customers to do what they can't do today and reduce churn**



#### Unique features

- **Plesk Business Server** includes a **fully-featured and secure groupware and collaboration suite** that is affordable and easy to install
- **Intuitive point-and-click web interface** which allows users to access all available features
- Customers can **access from anywhere**, on any device, on any platform, whether it's Windows, MacOS X, Linux, Android, iOS or anything else
- **Plesk Premium Email powered by Kolab** also works fine with existing desktop apps and integrates perfectly with Outlook as well as Thunderbird, Apple Mail, and more.
- **No extra licence fees** for commercial Plesk extensions, **enables cost reduction up to 33%**
- **Integrated WordPress Toolkit** allows mass management of multiple WP instances on a single server
- **Built-in back-up functionality** to one of the most trusted Partner for Backups
- **Plesk Business Server** is based on the **best practices for security** like pre-configured mail server, web application firewall and IP address banning

