

## Why Plesk WordPress Servers?

Plesk WordPress Servers are designed to provide web professionals and agencies with a secure turnkey solution that is **freeing up administrator time and offers complete lifecycle management** for websites and business applications from one intuitive interface.

Plesk WordPress Servers are ready to deploy **out-of-the-box configurations** that come with **pre-configured settings** (like web application firewall or IP address banning) and our top **extensions pre-installed**.

Plesk WordPress Servers receive **automatic updates** of the OS, all WordPress sites and all installed Plesk extensions to square potential security holes away. Managed (MSP) or cloud service providers (CSP), and all other hosting providers receive a scripted toolset to automate set-up 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 WordPress Server as an **extra layer on top of the infrastructure** and turn a generic hosting plan into a targeted business solution.

### The ideal customer

- All service providers who want to offer their own WordPress server solution to address the needs of a growing community that is looking for WordPress hosting solutions at a competitive price point
- All WordPress users who want all the relevant features that WordPress-specific hosters offer today, but without arbitrary resource restrictions so they can implement their own customized workflow
- Everyone in the entire WordPress community with a strong need for automation and continuous delivery to invest in apps, not ops
- All web professionals who want powerful features like Docker support, Git integration, SSL management or security enhancements requiring control of the server at a deeper level



**WordPress Toolkit** allows server administrators, resellers and customers to manage their WordPress instances, **enabling a variety of development workflows** for WordPress admins of all skill levels, from beginners to pros.



### What is pre-installed?

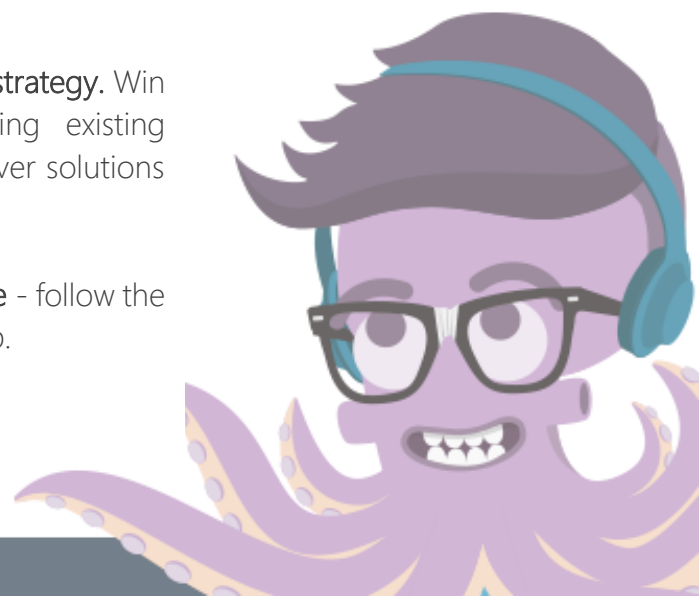
- **WordPress Toolkit** - Mass-manage multiple WordPress instances with just a few clicks and never code on a live site again thanks to integrated **staging** and **cloning** functionality
- **Plesk Security Advisor** - If you're not a security expert, this wizard is!
- **Plesk Migrator** - Give your migrations heightened stability and improved performance
- **Addendio** - Best WordPress plugin & theme catalogue
- **Symantec free SSL certificate** (Basic) - Website security from a global security leader
- **Google PageSpeed Insights** - Speed up your website to accelerate sales conversion
- **Amazon Route 53** (for AWS images) + **Azure DNS Extension** (for Azure images)
- **Datagrid reliability and vulnerability scanner** - Get notified about security issues
- **Boldgrid** (Premium Plus) - Fast and easy website builder working on top of WordPress

### What is pre-configured?

- **Power User View**
- **Firewall** activated
- **Web application firewall** activated with Basic Rules from Atomicorp
- **IP address banning** via Fail2Ban activated
- **PHP 7-FPM** (FastCGI Process Manager)
- **Served by NGINX**

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 WordPress server solutions 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.



## When to sell?

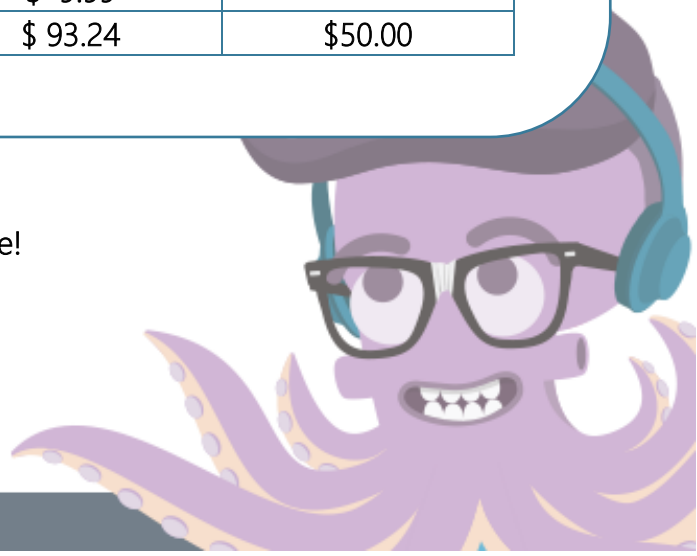
- **Individual WordPress users** who don't want to spend plenty of time setting up and managing a WordPress server **but do want to invest in productivity, not ops**
- **WordPress Developers** who don't like cowboy coding and need one-click cloning, staging and syncing, one-dashboard multi-instance management and maintenance for all their WordPress instances
- **WordPress Design Agencies** who want to easily manage customer accounts and permissions for teams of all sizes and across multiple projects whilst keeping control of the hosting environment at a reasonable cost
- **WordPress admins** who seek for pre-configured solutions with NGINX, PHP 7-FPM for the best possible performance and 24/7 ops & security (patching and upgrading)

## When price does matter

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

Plesk WordPress Server for Agencies	Price in \$ for Single Purchase	Price in \$ for Bundle
Plesk License Web Host Edition	\$ 35.00	\$50.00
Symantec Secure Site SSL (OV certificate)	\$ 33.25	
Boldgrid Premium Plus + eCommerce	\$ 10.00	
KernelCare - Kernel security updates (without reboot)	\$ 5.00	
Datagrid reliability and vulnerability scanner	\$ 9.99	
<b>Total</b>	<b>\$ 93.24</b>	<b>\$50.00</b>

Save up to **46%** vs single purchase!



- Plesk makes it super easy to run WordPress on your server with pre-configured settings and extra security features pre-installed
- Never code on a live site again thanks to integrated cloning and staging functionality
- No extra licence fees for commercial Plesk extensions, providing cost savings up to 46%
- Rock-solid server-to-site security
- Integrated WordPress Toolkit allows mass management of multiple WordPress instances on a single server
- Harden-up multiple sites with one click
- Built-in back-up functionality
- Self-repair functionality

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

- Detect rogue & out-of-date WordPress installations on your server before they get hacked
- Easily update/upgrade/harden multiple WordPress installations with a single click
- Get notified whenever server updates, or new WordPress plugin & themes are available
- All you need to secure and administer your WordPress sites through an intuitive user interface that reduces management time and TCO

#### 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 reliable professional WordPress solutions faster
- Reduce the risk of human errors thanks to pre-configured features
- Enable your customers to do what they can't do today and beat the competition on price

