

# Why Plesk Business & Collaboration Edition?

**Plesk Business & Collaboration Edition** 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 & Collaboration Edition 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 & Collaboration Edition** 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 & Collaboration Edition 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
- **BoldGrid** - Powerful and easy to use Drag&Drop Website Builder for WordPress

**Make Plesk Editions 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 solutions and feature packs they want and need today.

**The start of your journey with Plesk Business & Collaboration Edition 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

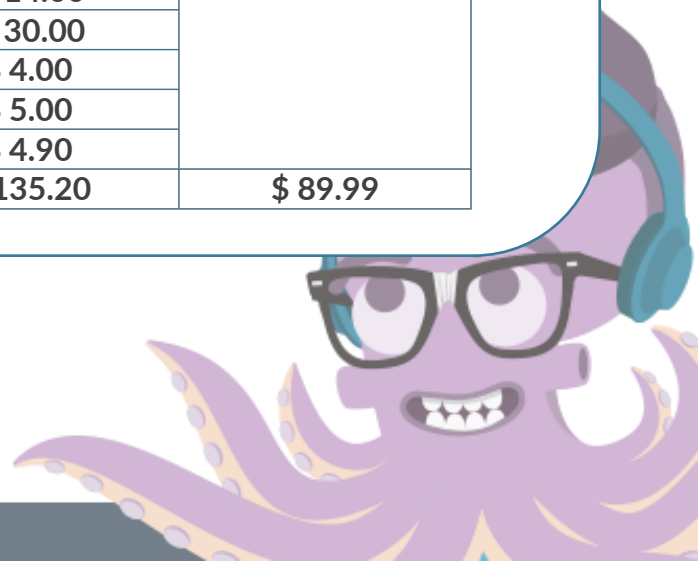
### When price does matter

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

Plesk Business & Collaboration Edition	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 & Collaboration Edition** 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 & Collaboration Edition** is based on the **best practices for security** like pre-configured mail server, web application firewall and IP address banning

