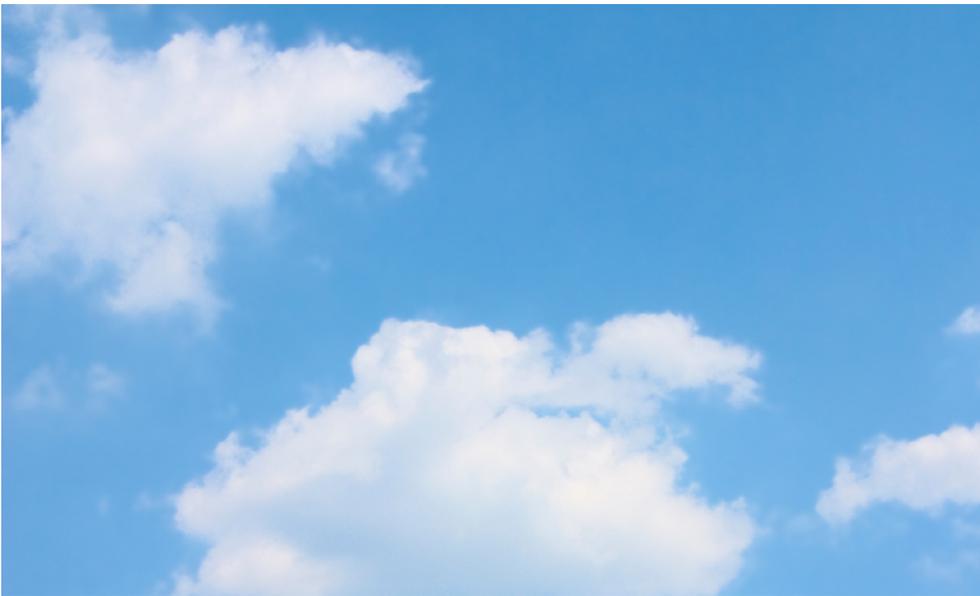


Parallels expands business with innovative managed services offering

Parallels® is a global leader in hosting and cloud services enablement and cross-platform solutions, with more than 900 employees in North America, Europe, Australia and Asia.



“Datacom was completely different from the other providers we dealt with. They were proactive rather than reactive and we were very impressed with the time they took to understand our needs and the way the Parallels business works.”

KELLI GREEN - VP WORLDWIDE SUPPORT, PARALLELS

The Challenge

Parallels® is a global leader in hosting and cloud services enablement and cross-platform solutions. It currently looks after more than 9,000 service providers in over 130 countries delivering thousands of software applications and cloud services. The company began operations in 2000 and has developed into a fast-growing software company with more than 900 employees across offices in North America, Europe, Australia and Asia. Operationally the company is set-up in two distinct business units comprising Cross Platform Solutions and Hosting and Cloud Services Enablement. As the customer base for Parallels Automation business grew rapidly in 2010, they recognised that they quickly needed to add additional highly skilled support personnel who could readily grasp complex technical needs and add value to their growing business. As they had never before been in a situation where they needed to outsource support for Parallels Automation, they were conscious of the need to get it right and the importance of working with the right provider.

The Solution

Parallels Automation went to tender in 2010 and after winning the tender in 2011, Datacom hit the ground running, bringing in a team that included representatives from Asia, Australia and the US.

The team worked closely with Parallels, travelling to its office and spending time getting to know its business. Datacom's consultative approach, coupled with depth of background in the outsourcing business, enabled our team to quickly develop a comprehensive managed services solution tailored to meet the needs of the current client, but also transferrable across other areas of Parallels business.

The Datacom Managed Services solution is multi-faceted, encompassing the specific requirements to have highly skilled technical experts who are multi-lingual, speak Russian, and are happy to locate to service offices in Malaysia. The solution also looked at the long-term business need to expand capacity across Parallels' range of products and provide new opportunities for business growth in the challenging enterprise market.

Datacom's tailored Managed Services solution has not only helped Parallel meet the demanding needs of their clients by reducing overall costs, retaining key staff and providing fast turnaround of technical support incidents, but also enabled them to enhance their business offering to provide ongoing enterprise grade services to global telecommunications providers. Parallels are now working with global customers thanks in large part to the expertise of Datacom.

Related Links [Click to view online](#)

Blog: Datacom

Thoughts and insights on technology and business from Datacom.

Managed IT Environments

At Datacom, we can help your business save money, time, and resources by managing your IT applications, infrastructures and operations on your behalf.

Technical Support

Datacom delivers customer and technical support solutions that are designed to integrate perfectly with your operations, protecting your brand by providing specialist, rapid-response technical support.

Analysis & Design

Applying the appropriate level of analysis and design is critical to achieving a solution that meets expectations of capability, quality, value and time-to-market.