

## SoftCom Awarded Excellence in Messaging & Collaboration Services and Parallels Automation at Parallels Summit 2011

SoftCom was recently recognized for its excellence in [Messaging & Collaboration](#) at Parallels Summit 2011. SoftCom Inc., a web services provider and parent company of [myhosting.com](#)<sup>®</sup>, is a leader in Cloud Hosting, [VPS Hosting](#) and [Hosted Exchange](#) services.

**Toronto, ON – March 4, 2011:** Parallels Summit 2011 is the leading global annual gathering of the Cloud industry. This year's event was the largest to date, with more than 1,200 attendees, including hosting companies, communication service providers (CSPs), value-added resellers (VARs), software vendors and web designers from around the world. The Summit took place from February 22-24 at the Gaylord Palms Hotel and Convention Center in Orlando, Florida.

During the summit, SoftCom received the *Excellence in Messaging & Collaboration Services and Parallels Automation* award. The award recognizes a partner that has demonstrated a strong commitment to Parallels Automation technology through the success and creativity in their Messaging & Collaboration Services.

"SoftCom has shown industry leadership and dedication to the Parallels partner program by growing its business through innovation and creativity," said John Zanni, Vice President of Service Provider Marketing and Alliances at Parallels. "To stay competitive in the cloud and meet the growing needs of SMBs, companies must partner with others that are leading experts in their field."

SoftCom, also Silver Sponsor for the event, attended the Parallels Summit for the second consecutive year. The company was honored by the recognition as an industry leader and excited about obtaining the award.

"SoftCom continues to be a leader in the hosting industry by providing reliable and fast cloud service delivery through Parallels Automation," said Celal Ulgen, Chief Marketing Officer at SoftCom Inc. "We are excited about winning this award and look forward to partnering with Parallels to bring new messaging and collaboration services to market, like Microsoft Exchange 2010, Microsoft Lync 2010 and Hosted PBX/VOIP."

SoftCom's presence at the event was not limited to winning an important award. In addition to exhibiting its [Private Label Cloud Hosting Services](#), two of the company's executives also presented at the conference.

SoftCom CFO Michael Carr presented a session entitled "Billing as a Service: Lower your costs and accelerate time to market." The session focused on the challenges service providers face managing their billing services. Carr advised companies take advantage of an existing Parallels Automation system to deploy a hosted billing platform that performs as a Billing as a Service (BaaS) solution.

Stephen Nichols, Vice President of Online Sales, was also involved in the Summit. Nichols participated in a panel discussion asking "What Does it Take to Successfully Launch a New Service?"

SoftCom's presence was felt throughout the Parallels Summit 2011, and a sign of the company's leading role in the [web hosting](#) industry.

For further information, please visit <http://softcom.com/partnership/resellers.aspx>.

#### **About SoftCom**

Founded in 1997, SoftCom Inc. is an industry leading provider of Cloud 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 Parallels Platinum Service Provider Partner, a Microsoft Gold Partner and a member of Research in Motion (RIM) Blackberry Alliance program.

#### **About Parallels**

Parallels is a worldwide leader in hosting and cloud service enablement and desktop virtualization. Founded in 1999, Parallels is a fast-growing company with more than 700 employees in North America, Europe, and Asia. For more information, please visit [www.parallels.com](http://www.parallels.com), follow us on Twitter at [www.twitter.com/ParallelsPanel](http://www.twitter.com/ParallelsPanel) and [www.twitter.com/ParallelsCloud](http://www.twitter.com/ParallelsCloud) or read the Parallels Cloud Service Provider blog at <http://blogs.parallels.com/serviceprovider/>

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