

Their Challenge

How will Plesk survive the transition from traditional hosting to the cloud?

Plesk develops industry leading Web Operations (WebOps) software that automates server management. Plesk already powered over 11 million websites, but SMBs were shifting away from traditional hosting services where Plesk first gained prominence. Historically, Plesk's revenues were derived from licensing fees paid by hosting providers who passed the service along as a free benefit to their own clients.

With these clients (mostly SMBs) moving toward cloud infrastructure for price benefits and scalability, Plesk stood to experience a shared decline with traditional hosting. However, cloud hosting can be a complex and daunting challenge to learn. In response, Plesk was already developing cloud server images for easy deployment on leading cloud providers.

But how could Plesk be sure that SMBs and independent site owners would choose Plesk to simplify server management?

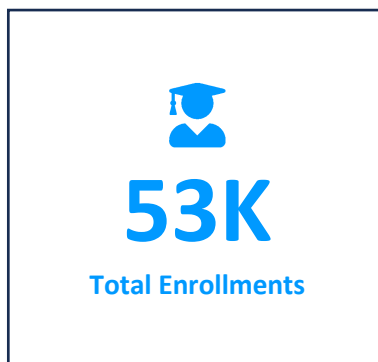
Our Solution

Teach SMBs how to *easily* move to the cloud... using Plesk.

Plesk selected RCR Business Ventures to assist in solving this challenge, and we included our education and corporate training venture, A.B. Gamma.

We developed a novel solution: embrace the adoption of the cloud by teaching, step-by-step, how to make the transition from traditional hosting to cloud hosting across five leading service providers. We targeted SMB system administrators (sysadmins) and independent website owners. Each training showcased one key message, "Hosting in the cloud is *easy*... with Plesk."

The results were great: RCR played a key role in repositioning Plesk for SMBs and individual self-hosters. This was achieved by delivering free training that focuses on Plesk's capability reduce the time and cost requirements for server management by reducing complexity and automating processes.



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