plesk OBSIDIAN

Cheat Sheet

September 2019
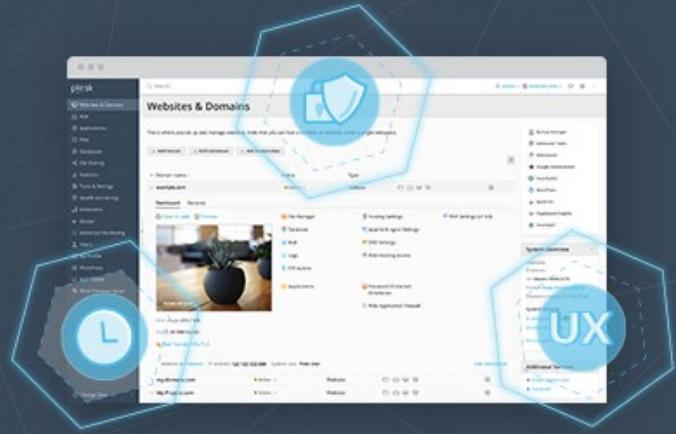
Technology is radically changing many aspects of our daily life, as the digitalization of processes and tasks is transforming the way you manage servers, applications and websites in the cloud. If you think that intelligently managing servers, sites, applications, security, backup, and more within a reasonable timeframe is possible without an intelligent management platform, think again.

Plesk Obsidian is no longer a single server-based control panel but evolved to a powerful server, website and WordPress management platform enabling businesses of any kind to drive digital transformation successfully. Plesk Obsidian makes it as easy as pie to get started with digital projects effortlessly providing a modern web stack out-of-the-box, integrated security and a simplified website and server management experience which makes the digital experience a human experience.

The ideal customer

Online business owners/Entrepreneurs
The next generation of entrepreneurs want to do more (tasks) with less (people) and will have to deal with broad range of different tasks that clearly go beyond traditional server, website, storage and network administration, Although being born in the era of the cloud they often struggle to keep up with the speed of technology and digital transformation. They want and need more automation tools to free up time but keep things under control. Their user experience must be seamless, intuitive, entertaining and even predictive in the near future.

Web Professionals/Digital Agencies
Their core business is covering the full spectrum from concept to website design to application development to brand creation to SEO and go-to-market-strategy to campaign execution for their SMB customers. Additionally, these SMB customers want their web professional or agency to also manage, maintain, secure and even host their websites. With WordPress being the most popular content management tool web pros/agencies are looking for tools to mass-manage and secure multiple WordPress instances, enhance speed & performance, apply WordPress updates, new themes and plugins in a staging environment, improve SEO, and more. They want to maximize revenues and spend as little non-billable administration time as possible and therefore look for 1-click automation and mass management tools. Although being quite price sensitive in general, they happily pay a premium for value-added services that help to satisfy the increasing demand for additional services coming from their SMB customers.

Hosting/Cloud Resellers
Their biggest challenge is to differentiate from cheap mass markets and generic hosting offerings. The hoster of the future must be able to create tailored bundles in the blink of an eye; delivering safe & robust solutions, managed services, and technologies over any type of infrastructure, anywhere in the world. By 2020 customer experience will overtake price and product as the key brand differentiator and they must engage with their customers in a collaborative and consultative relationship anticipating their needs at each stage of the customer journey.

Unique features & differentiators

- **A modern web stack** to develop and websites swiftly
    - Composer - Manage PHP project dependencies with ease
    - Docker NextGen - run additional services on your server from Docker Hub*
    - MongoDB support – the world's most popular database just became even smoother to use*
    - Restriction of server-side operations – have a greater degree of control
    - Several improvements to PHP-FPM and Apache services
- **Integrated Security** – predefined settings based on best practices
    - SSL It! – keep your server secured with SSL/TLS certificates
    - SNI for Mail Services – ensure no one listens in your conversations
    - Plesk Email Autodiscovery - enables mail auto-configuration for mail clients
    - Advanced monitoring service – monitor system resources consumed per domain
    - Plesk Backup Optimizations – to protect your server and website data
    - Repair Kit – automatically detect and resolve issues
- **Web project lifecycle** – simplified server and website management experience
    - New Look & Feel – streamlined web project lifecycle to increase customers productivity
    - Redesigned website overview – comfortably work with all your websites on a single screen
    - Move domains between subscriptions – reorganize your business with ease
    - Panel notifications – provide customers with the maximum information
    - HTML Notifications – stay in control of your server and websites
    - File Manager Improvements – Be more productive with mass upload and file search.
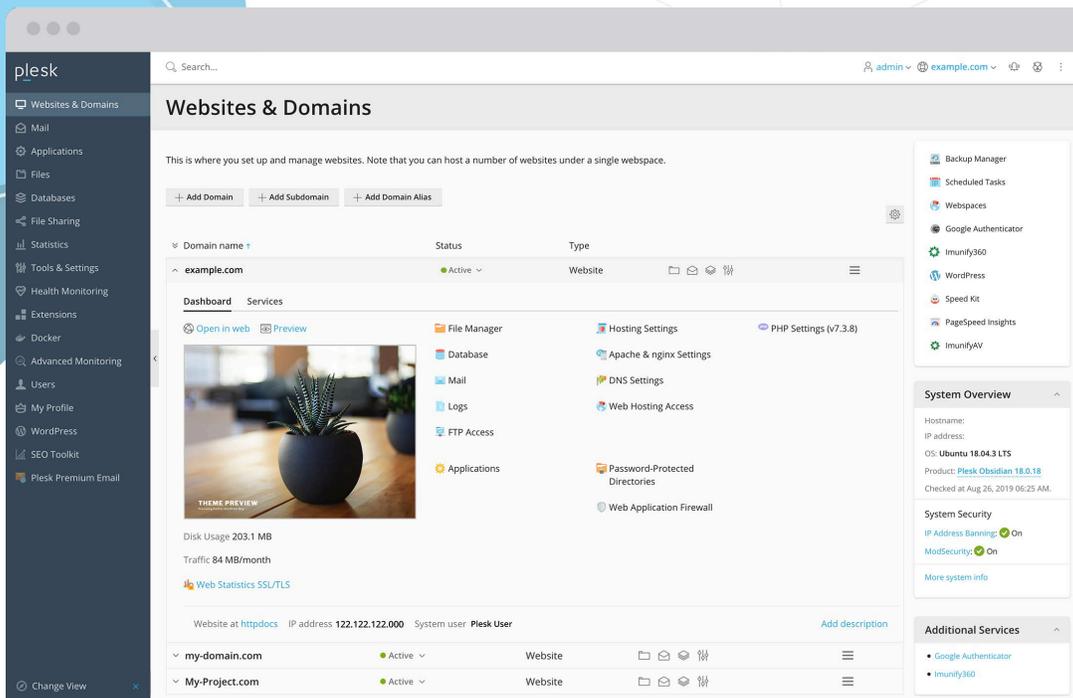
When to sell Plesk

To any reseller or agency who wants to differentiate from the competition and drive digital tranformation

- Plesk is an easy to manage and secure management platform on top of any IaaS/Cloud solution that addresses most common pain points and enables customers of any size to focus on their core business and intelligently manage servers, apps, websites, security and hosting businesses of any size using AI, automation and orchestration technologies.
- Built-in user based role management gives you the security and flexibility resellers want and need.
- Easy to build targeted solutions thanks to the broad selection of extensions available in the Plesk extension catalogue targeted at web professionals, online business owners and IT administrators. Highlights are Plesk WordPress or Joomla! Toolkits, SEO Toolkit, Plesk Premium Email, enhanced integration with leading third-party cloud providers and a choice of back-up as well as speed & performance tools.

To any customer who cares about security and performance

- By automating most common server related daily tasks that are necessary to build, secure and run web applications and websites alike, Plesk saves a tremendous amount of time that increases margins and frees up administration time.
- To any web developer who wants to be a high performer.
- To any web professional who wants and needs to secure their websites without being a security expert.
- Get faster into the zone and deploy 200 times more frequently than a low performer - whether it's a simple WordPress instance, an environment of multiple PHP versions, PHP Composer, Ruby, databases or even JavaScript frameworks like Node.js.

To any web professional who never wants to code on a live site again

- Mass-manage and secure multiple WordPress instances with just a few clicks and without the need to sign-in to every single instance
- Safe updates offer optional restore points that can be made before updating WordPress and synchronizing data between two instances.
- Maintenance mode can be managed in WordPress Toolkit, including customizable maintenance mode template.
- WordPress instances can be cloned, and selected data can be synchronized between two existing instances.
- The access to your instance can be protected with a password.
- WordPress can be preinstalled on a subscription via Hosting Plans.
- Smart Updates by AI will automatically update your WordPress instances, plugins and themes without breaking your production sites.
- Plugin and theme sets can be created and preinstalled with WordPress.
- You can upload your own plugins and themes, add them to sets and install them on WordPress instances.
- Plugin and theme installation is now done through a nice-looking directory with advanced filtering.
- New security measure offers pingback attack protection.

Overcoming objections!

Plesk is for Windows only!
No. Plesk provides full feature parity for all major Linux distributions including Ubuntu and current Windows Servers. Plesk is also certified to run on major virtualization and container platforms.

Control panels don't offer role based user management!
No. Plesk is more than just a control panel that doesn't only allow basic role based user management. As a Plesk Administrator you can customize the graphical user interface and define which buttons, icons, options, etc. will be made visible and available to every single Plesk user. This important functionality has been built into the Plesk core right from the start.

The Plesk UI is not intuitive and too complicated!
Really? Plesk Obsidian comes with a completely redesigned UI and enhanced UX enabling customers to resolve challenges quickly and intuitively. It's now streamlined and organized in a way to let you complete your tasks with as little clicks as possible. Our goal is to let you navigate in the most effective possible way in order to reduce overall administration time. If you're used to a different navigation structure, i.e. tiles, we strongly recommend to download a free trial and check it out. We know that only seeing is believing and you'll be surprised what you can do within a couple of minutes. If you prefer to use the CLI, no problem. There are always multiple ways to complete a task and Plesk provides you with the transparency you want and need. Plesk Advisor guides you through the initial set-up process to get started quickly and effortlessly and consolidates best practices for security and performance for both server and websites:
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Plesk is expensive!
No, not at all. Plesk Obsidian is more than just a control panel and provides you with 3 editions targeted at specific audiences as well as different sizes of businesses. All Plesk editions are feature rich and have state-of-the-art built-in security features providing you with rock solid server to site security and a broad range of developer friendly tools. As a Plesk partner you can even benefit from a low monthly commitment giving you access to compelling discounts starting from 15% off the list price and additional discounts on commercial extensions from the integrated Plesk Extensions Catalog. Bear in mind that the Plesk WordPress Toolkit even comes for free with Web Pro and Web Host editions provding web professionals and digital agencies with a unique and compelling toolset for all WordPress projects. Plesk Obsidian is your powerful server, website and WordPress Management Platform in the Cloud.

Migrations from legacy versions to the most current one is a pain!
No. This is no longer the case. Plesk Obsidian provides you with the latest and greatest version of Plesk Migrator which is a built-in tool capable of transferring subscriptions, customer and reseller accounts from one server to another. Migrations are required for Plesk legacy versions below 11.x. All versions from 11.x onwards with an edition license key can simply be upgraded to Plesk Obsidian. Plesk Migrator even supports historical products like Confixx or Helm as well as any 3ʳᵈ party products. In case there would still be an issue, the built-in self-repair functionality will help. In the unlikely event the issue persists you can rely on the competent Plesk support team to help you out. Plesk provides free support for its Channel Partners for all up-to-date and supported versions of Plesk Obsidian.

Migrating existing servers managed by 3ʳᵈ party panels is too expensive and requires too much effort!
No. We understand that migrations are a critical task. However, it's less costly than you might think and the ability to run a stable, secure and future proof solution provides you with compelling savings on both the CAPEX and OPEX side. Plesk offers free migration assistance from legacy and/or 3ʳᵈ party solutions to Plesk Obsidian. This free service is available to owners of commercial Plesk licenses and included but is not limited to the preparation of custom scripts and migration of one single server as a test case. Learn more at www.plesk.com/professional-services/.

Migrating from an inhouse solution to Plesk is not an option!
No. We are fully aware how the majority of service provider businesses started 20 years ago. One developer spent days and weeks to code a panel providing basic functionalities to the new business. More specs were added over time and these legacy hosting panels serve thousands of end customers today. Although they do a function it's very unlikely that those panels can keep up with the security and agility the market wants and needs today. Even worse, the original code has never been documented properly which is a huge risk for business discontinuity. With an industry standard server, website and WordPress management platform, you can minimize risk, save cost and can rely on a future-proof technology that we constantly keep up-to-date for you.