

plesk ONYX

More than just a control panel



CHEAT SHEET



plesk **ONYX**

SIMPLIFYING THE LIVES
OF WEB PROFESSIONALS



If you think a control panel is just an overhead and no longer needed, think again. As a user with little to no skills in server management, you may consider hosting as a complex, and necessary, evil. Plesk Onyx 17.8 makes it as easy as pie to get started with your digital projects effortlessly, secure your websites and fix any potential issues with just a few clicks. As an advanced user, you can do anything from the console, but let's be realistic. Doing administration correctly within a reasonable timeframe is nearly impossible for human beings unless you have a decent WebOps platform. Plesk Onyx 17.8 allows multiple layers of administration privileges and automates most day-to-day tasks that 10 fingers and a smart brain simply can't do. Plesk Onyx 17.8 is even more than just a control panel and provides users of all skill levels with an intuitive GUI for both Linux and Windows environments - without eliminating the option to use the console.

PLESK IS THE ONLY TOOL YOU NEED TO BUILD, SECURE AND RUN SITES AND WEB APPS THAT SCALE TO THE CLOUD.

THE IDEAL CUSTOMER

ONLINE BUSINESS OWNERS

Productivity and non-disruptive workflows without any dependencies on administrative tasks such as setting up, securing and operating IaaS are key to success. However, competition is tough so it's important to get found and have top search engine rankings. The integrated SEO Toolkit has it all in one place: Design and execution of SEO strategy, monitoring keyword rankings and benchmarks against the competition.

WEB PROFESSIONALS/DIGITAL AGENCIES

WordPress and Joomla! users who don't know a lot about infrastructure and don't care either but have to offer their end customers a complete and secure solution comprising of web and web app design, website management and administration. WordPress users do no longer have to code on and break a live site again and can enjoy the completely re-worked UX and design of the integrated WordPress Toolkit that is only available for Plesk Onyx 17.8. Let your customer's PHP pages fly with NGINX caching and boost their online sales.

HOSTING/CLOUD RESELLERS

Their core business is consulting combined with the ability to offer reliable and secure high availability solutions that are profitable and can be implemented without massive initial investments. Plesk Onyx 17.8, and its enhanced extension catalogue provide resellers with additional revenue opportunities and the ability to offer end customers tailored solutions targeted at their most common pain points. If you don't stand out from the crowd your nearest competitor will.

IT/WEB ADMINISTRATOR

Tech savvy SMB employees who are constantly challenged to do more with less. Mainly influencers rather than decision makers who are looking for secure and intuitive tools enabling them to automate and manage day-to-day tasks.

UNIQUE FEATURES & DIFFERENTIATORS

- Plesk is the only tool with full feature and user experience parity for all major Linux Distributions and current Windows Servers. Keep the entire system up-to-date with just a single click.
- One size does not fit all - combine your preferred Plesk edition with additional features from the integrated extension catalog. And turn Plesk into the solution you want, and need, to get the job done.
- Get started with social login. Then enjoy virtual interaction with Plesk Advisor for step-by-step help setting up and securing your first web project - in seconds.
- Built-in rock-solid server-to-site security and SSL everywhere keep things secured with close to no effort.
- Integrated WordPress toolkit secures and mass-manages multiple WordPress instances, plug-ins and themes. Includes staging and cloning functionality so you never have to code on a live site again.
- Get found and score better search engine rankings than your closest competitors. Improve and monitor your SEO strategy. React to ranking changes quickly and intelligently. All thanks to the integrated SEO Toolkit
- Let websites fly with NGINX caching.
- All users unskilled in server management tasks will love the integrated Plesk Repair Kit. It allows fixes even if the server is suffering from high CPU load.
- Plesk supports multiple programming languages including complete Ruby language support.
- Increase productivity and rapid deployment with full Docker and Git integration.
- Deploy/start/stop/restart Node.js apps, install NPM packages, edit config files and more.
- We're certified for major virtualization and container platforms, as well as the largest cloud hyperscalers. AWS, Google Cloud, Alibaba Cloud and Azure to name a few.

WHEN TO SELL PLESK



TO ANY RESELLER OR AGENCY WHO WANTS TO DIFFERENTIATE FROM THE COMPETITION AND TURN GENERIC INFRASTRUCTURE HOSTING PRODUCTS INTO A UNIQUE SOLUTION TARGETED AT SPECIFIC AUDIENCES.

- Plesk is an easy-to-manage, secure layer on top of any IaaS/Cloud solution. Addressing most common pain points and lets customers of any size focus on their core business, rather than infrastructure management.
- Built-in, user-based role management gives resellers the security and flexibility they need.
- Easy-to-build targeted solutions thanks to the broad selection of extensions available in the Plesk extension catalogue. They target 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 solutions.

TO ANY CUSTOMER WHO CARES ABOUT SECURITY AND PERFORMANCE.

- By automating the most common daily server-related tasks that you need to build, secure and run web apps and websites alike, Plesk saves a tremendous amount of time. This 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.
- Zoom 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 with no 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.
- You can manage Maintenance mode in WordPress Toolkit, even with a customizable maintenance mode template.
- Clone WordPress instances, then selected data to synchronize between two existing instances.
- You can password-protect the access to your instance.
- You can pre-install WordPress on a subscription via Hosting Plans.
- Smart Updates by AI will automatically update your WordPress instances, plugins and themes without breaking your production sites, with the help of innovative Deep Learning technology.
- Plugin and theme sets can be created and preinstalled with WordPress. But you can also upload your own plugins and themes, add them to sets, and install them on WordPress instances.
- Plugin and theme installation is now done through an attractive directory with advanced filtering.
- Our 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!”

Yes. Plesk is one of the few platforms that doesn’t just allow basic role-based user management, but as a Plesk Administrator you can customize the graphical user interface and define which buttons, icons, options will be visible and available to every 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 is 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 way to reduce overall administration time. If you’re used to a different navigation structure, like tiles, we strongly recommend you download a free trial and check it out. 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. The new Plesk Advisor guides you through the initial setup process to get started quickly and effortlessly.

“Plesk is more expensive than cPanel!”

Not at all. Plesk provides you with 3 editions targeted at specific audiences, as well as different business sizes. 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. As a Plesk partner, you can even benefit from a low monthly commitment. Thus, giving you access to compelling discounts starting from 15% off the list price - and additional discounts on commercial extensions from the integrated extension catalog. Bear in mind that the Plesk WordPress Toolkit even comes for free with Web Pro and Web Host editions. Providing web professionals with a unique and compelling toolset for all WordPress projects.

“Migrations from legacy versions to the most current one is a pain!”

No longer the case. Plesk Onyx provides you with the latest version of Plesk Migrator - 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 can simply be upgraded to Plesk Onyx. Plesk Migrator even supports historical products like Confirx or Helm, as well as any third-party products. For any remaining issues, the built-in, self-repair functionality will help. In the unlikely event that the issue persists, you can rely on Plesk’s Support Team to help you out. It’s free for our Channel Partners.

“Migrating existing servers managed by third-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 futureproof solution gives you compelling savings on both the CAPEX and OPEX side. Plesk offers free migration assistance from legacy and/or third-party solutions to Plesk Onyx. This free service is available to owners of commercial Plesk licenses and includes, 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 know how most 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 hosting platform, you can minimize risk and save costs. Plus, you can rely on a futureproof technology that the vendor updates for you.