



Parallels Product Names

To ensure a powerful and consistent position for Parallels products in the cloud services and hosting providers marketplace, these product naming conventions should be adhered to by all Parallels partners, vendors and others who advertise, produce or represent the Parallels brand on their website or other marketing collateral.

The Parallels products listed below should always first be referred to by their full name, without acronyms, in at least the first mention on a page. Subsequent referrals can be shortened, but “Parallels” should always be included. For example, the name “Plesk” should never be used alone: it is “Parallels Plesk Panel” or “Parallels Panel.”

Full Name (at least 1 mention per page)	Short Version
Parallels® Virtuozzo Containers	Parallels® Containers
Parallels® Server for Mac	Parallels® Server
Parallels Desktop® for Mac	Parallels Desktop®
Parallels® Workstation	Parallels® Workstation
Parallels® Plesk Panel	Parallels® Panel
Parallels® Plesk Billing	Parallels® Billing
Parallels® Plesk SiteBuilder	Parallels® SiteBuilder
Parallels® Automation	Parallels® Automation
Parallels® Business Automation	Parallels® Automation
Parallels® Operations Automation	Parallels® Automation
Parallels® Virtual Automation	Parallels® Virtual Automation