# SCALE, SECURITY AND SERVICES: SUPERCHARGE YOUR WEB MANAGEMENT WITH PLESK AND ALIBABA CLOUD

**Alibaba Cloud**

Alibaba Cloud Plesk

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# CONTENTS

# INTRODUCING PLESK AND ALIBABA CLOUD

**Welcome to this eBook, which will cover everything you need to know about the Plesk platform on Alibaba Cloud.**

Plesk provides a ready-to-code environment, so you can develop sites and apps that can now run in the cloud, thanks to the integration of Plesk with Alibaba Cloud.

> Plesk provides a ready-to-code environment, so you can develop sites and apps that can now run in the cloud.

This means you will focus on your business, not on infrastructure management and you can save a tremendous amount of time by automating all server related tasks and components to run your web applications and websites. You can find out more about Plesk and Alibaba Cloud by following this link.

## First, let's introduce Plesk.

Plesk is a highly popular web hosting platform and more than just a simple control panel. Half of the world's top 100 hosting service providers and more than 250,000 web professionals worldwide now use Plesk. It runs on more than 380,000 servers, 11 million websites and 19 million mailboxes across 140 countries and 32 languages.[1]

## 250,000

**MORE THAN 250,000 WEB PROFESSIONALS WORLDWIDE NOW USE PLESK**

Whether you work at a small digital agency or a giant web host, you get a complete idea-to-production platform and a catalog of extensions that lets you customize your Plesk instance and do what you can't easily do today.

At the center of Plesk is its web-based control panel, which lets you carry out all the day-to-day operations you need to run, maintain and secure your web projects and infrastructure. Plesk does this by providing a single UI to manage a range of hosting features, such as setting up a website and your email accounts, managing databases, backups, logs and so on.

Here's a snapshot of the Plesk control panel functionalities:
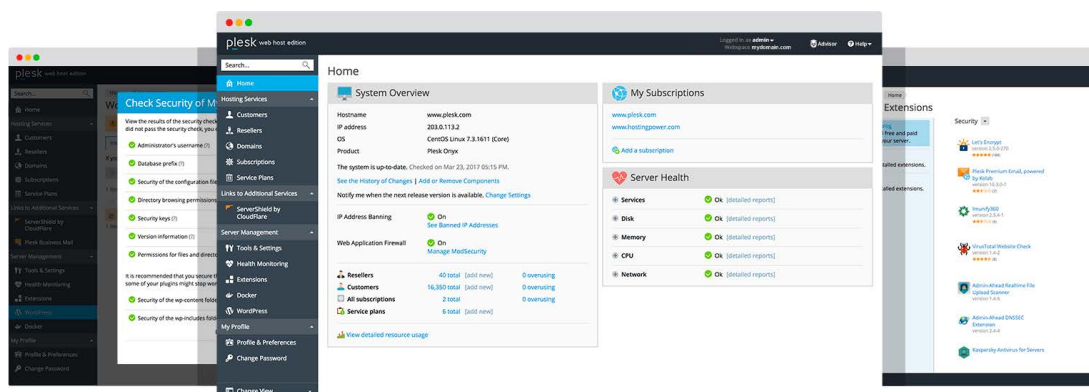


As you can see, it's a highly intuitive interface. Whether you're a developer, content manager, IT administrator, digital agency or an infrastructure provider, you'll have everything you need to run your website, infrastructure and business from one simple dashboard.

Here at Alibaba Cloud, we decided to pair the Plesk platform with our comprehensive suite of cloud services for many reasons. Not only is Plesk easy to install and upgrade, it also provides cutting-edge innovation and productivity increases for its users – and it's a highly secure and stable, open platform.

All these practices match Alibaba Cloud's ethos to help power, protect and grow your business.

What's more, the Plesk Web Admin SE Image is free on Alibaba Cloud AND we will give you 30% off your cloud server with a yearly Plesk subscription.

We'll cover the features and benefits of Plesk on Alibaba Cloud in more detail later.

Before we delve into Plesk on Alibaba Cloud, let's take a look at who is Alibaba Cloud?



Our dominance in Mainland China is well known – we are the country's largest cloud provider, offering access to China's most advanced cloud network, including 1,000+ in-country CDN nodes and seven deployment regions, as well as a dedicated ICP application and compliance support.

But did you know that Alibaba Cloud's presence spans the entire globe?

We currently have an international network of 18 data center regions and 42 availability zones. From Europe to America and the Middle East, including access to Mainland China, you can manage 70+ products and services from a single global account.

Alibaba Cloud is also the third largest public cloud service provider worldwide.[2]

As such, we are committed to the highest levels of compliance including Germany's C5 standard, PCI DSS for payments, HIPAA for healthcare, and the EU GDPR for data protection and privacy.

With four world records at the Sort Benchmark competition in computing cost and speed, we provide second-to-none performance to our customers.[3] Alibaba Cloud has also broken records in mitigating DDoS attacks and the processing volume of e-commerce transactions per second.[4]

> We are China's largest cloud provider, offering access to China's most advanced cloud network.

Our ability to effectively deploy resources and employ efficient algorithms is exemplary – and it translates to enhanced operational productivity and a low cost for you. There are more than a few good reasons why Alibaba Cloud is the official Worldwide Cloud Services Partner to the Olympic Games.

C-D Alibaba Cloud | ⬤⬤⬤
Worldwide Cloud Services Partner

Simply put, Alibaba Cloud provides you with a high speed, scalable and secure global cloud network.

Plesk is a world-renowned, intuitive and innovative WebOps platform.

Together, we offer the world's web professionals a seamless and elastic web hosting solution.

Let's find out more about Plesk on Alibaba Cloud now.

# BENEFITS OF PLESK ON ALIBABA CLOUD

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**There are many benefits to running Plesk with Alibaba Cloud. This combination allows you to innovate with our combination of cutting-edge tools, grow with Alibaba Cloud's global and scalable infrastructure, and always stay protected with our robust security measures.**

We will now cover the benefits of Plesk on Alibaba Cloud and further information is also available here: https://marketplace.alibabacloud.com/plesk

## ECS T5 Burstable Instances

A core benefit of Plesk on Alibaba Cloud is access to our 'ECS T5 Burstable Instances' service.

The Alibaba Cloud Elastic Compute Service (ECS) is our online computing service that offers elastic and secure virtual cloud servers to cater to all of your cloud hosting needs.

Our ECS t5 burstable instances allow you to handle sudden rises in CPU demand and are ideal for scenarios that require high performance on an infrequent basis, such as lightweight web servers, testing environments and low- or mid-performance databases.

Several instance types are available when running Plesk on Alibaba Cloud, spanning one core CPU with 1GB of memory to 16 core CPUs with 32GB of memory. This service allows you to balance your compute, memory and network resources to provide a baseline level of CPU performance with the ability to burst above your performance baseline. Note that Plesk's minimum RAM requirement is 1GB.

> This service allows you to balance your compute, memory and network resources to provide a baseline level of CPU performance with the ability to burst above your performance baseline..

The peak bandwidth for ECS t5 instances is 30MBps. As this cannot be modified, we suggest that you purchase ECS separately and set the peak bandwidth up to 200MBps (if you require higher peak bandwidth).

ECS t5 instances come from the wider family of ECS types and are designed for entry level users. The t5 instances can handle sudden rises in requirements for CPU performance. Each t5 instance provides a baseline CPU performance. When your t5 instance is running, it accumulates and consumes CPU credits. The instance type determines the rate at which CPU credits are obtained. The t5 instances seamlessly increase your CPU performance, without affecting the instance environment or applications.

### NOTE: ICP REGISTRATION IN CHINA

ICP registration is required for all websites hosted on ECS instances deployed within Mainland China. In order to purchase ECS instances in Mainland China, users are also required to complete real-name verification according to relevant laws and regulations in Mainland China.

## Easy Installation and Upgrades

The combination of Plesk on Alibaba Cloud allows you to perform easy installation and upgrades. Using integrated workflows, you can deploy a domain, DNS, SSL, and simple PHP application in just a few minutes, or deploy a multi-service, multi-stack application at the same time.

But Plesk is more than just a simple web hosting control panel. It provides you with the tools you need to successfully manage and execute web projects of any size in a fast, secure and effective way.

Plesk is a lightweight core combined with powerful tools and features that you can install with a single click for just in time use and only when required from the integrated extensions catalogue.

To illustrate one of the top features, the Plesk WP Toolkit gives you access to the leading WordPress management platform, so you can enjoy an easy one-click installation. Other benefits include security hardening, staging/cloning, instance sync, safe updates with roll-back, debug management, easy access to CLI, mass management of multiple WordPress instances and website maintenance mode, to name a few.

## A Simple PaaS for SMB Websites and Apps

The Plesk WebOps platform is intuitive to use and can be tailored to provide specific user groups with specific features and functionalities.

This means you can delegate website management to your resellers, site owners and external developers. You also don't have to spend time tinkering with colors and fonts and waiting for client feedback – as they now have limited control – so you can get on with your work!

**MOVE TO A MINUTE-BY-MINUTE RELEASE CYCLE WITH PLESK ON ALIBABA CLOUD**

## Increased Productivity and Agility

With Plesk on Alibaba Cloud, you can move from a release cycle from every quarter to deploying changes on a minute-by-minute basis.

Plesk provides you with everything you need to develop websites and apps in the cloud. From simple apps to complex businesses, you can get direct access to a ready-to-code environment with PHP, Node.js or any other JavaScript framework, including Perl, Ruby, Python, nginx caching, and Java. You can also deploy changes minute by minute with local or remote Git repositories and Docker pipelines.

With access to more than 100 extensions, you can mass-manage your websites and apps. We'll look more at these features and extensions in the following chapter.

Plesk also automates common daily tasks and important updates, leaving you free to concentrate on your websites.

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## Rock-Solid Security

Plesk on Alibaba Cloud secures your applications and websites automatically.

It gives you complete peace of mind thanks to a complete set of tools and features to secure your websites, networks, servers and operating system. This empowers you to easily harden your properties and automate your security protocols to build your web projects into a secure digital fortress.

You can also reduce downtime and secure revenue through stable services. The activation of automated security, performance, and recovery tools to prevent failures, attacks or falloffs is only one click away within the Plesk interface.

## Open Platform

Whether you're a member of the fast-growing WordPress community, an agency owner, an IT administrator or you develop apps and websites as an enthusiast or pro, you can get the best of both worlds by using Plesk and Alibaba Cloud.

This includes seamless deployment of pre-configured Plesk images that are tuned, secured and optimized to run on Alibaba Cloud's scalable and elastic infrastructure. Moreover, you can personalize your set-up from scratch and do it your way by expanding Plesk on your Alibaba Cloud instance with the tools you need.

## Plesk supports the following technologies:

» Operating Systems: Linux and Windows

  » Linux includes all major distributions (e.g., CentOS, Ubuntu, Debian and Red Hat) and automatic updates

  » Feature parity on Linux and Windows server platforms

» Databases: MySQL / MariaDB / MS SQL / PostgreSQL

» Web Servers: Apache / NGINX / LiteSpeed / MS IIS

» Programming Languages: PHP /.NET / Python / Ruby / Java / others

» Mail servers and Vendors: qmail / Postfix / Dovecot / Roundcube / MailEnable / IceWarp / SmarterMail

» Open SDK, XML API & CLI

# THE PLESK USER INTERFACE

**THE PLESK USER INTERFACE HAS TWO DIFFERENT PANELS DEPENDING ON USER TYPE**

**Next, let's take a look at the Plesk user interface, which offers two different views, depending on your user type:**

1. **Power User View:** this focuses on web hosting operations and provides the tools necessary to create and manage websites, mailboxes, and so on. This panel is designed for hosting customers who may, for example, wish to create a database or change PHP settings for one of their domains.

2. **Service Provider View:** this includes all the tools available in the Customer Panel, as well as the tools that enable server-wide settings to be managed. This view is best suited for providers and resellers who may need to set up service plans and configure server-wide settings, server administrators hosting their own websites, resellers, and web studios that manage websites of their customers.

You can manage your subscriptions from both views.

## NOTE: UNDERSTANDING SUBSCRIPTIONS

Resources are managed and controlled in Plesk under a subscription. Let's quickly explore the concept of a subscription before we go on to explain Plesk's core features.

A subscription is automatically created when you purchase a hosting account. In the broadest terms, a subscription can be defined as a combination of resources available and permissions granted to a user.

Your resources may include assets such as your disk space and traffic. You can use these as you see fit within the subscription, but resources cannot be shared across subscriptions. For example, if you have two subscriptions with 100MB of disk space each, you cannot use 150MB for one subscription and 50MB for the other.

Your permissions allow you to manage whether users can access certain services and perform certain operations.

We will now focus on the main sections of the Power User view, which is aimed at web professionals and looks like this:
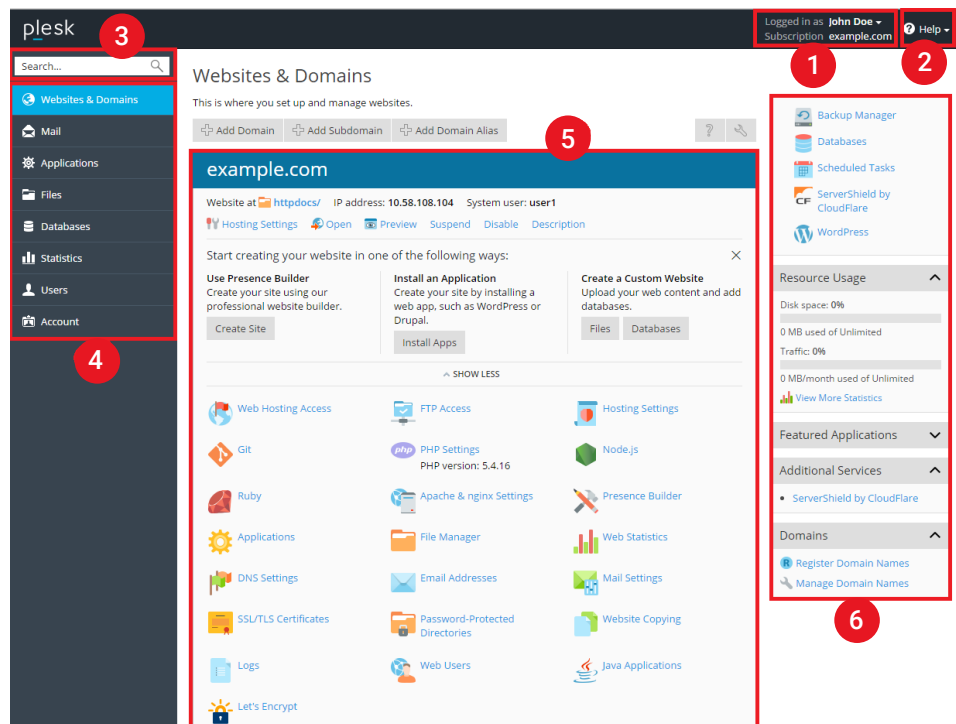


1. This section displays your username and the selected subscription. You can modify your account details and manage your subscriptions by clicking here.

2. This is the Help menu, where you can access an online guide and watch video tutorials.

3. This is the Search field for your account.

4. This is the Navigation pane where tools are grouped by their function.

5. This central section holds all the controls relevant to the tab that is currently open. On the above screenshot, the Websites & Domains tab is open.

6. The right-hand section contains an assortment of miscellaneous controls and information displays.

Here is a brief description of all the tabs (shown in Section 4) and their functionalities:

» **Websites & Domains:** add and remove domains, subdomains and domain aliases. You can also manage various web hosting settings, create and manage databases and database users, change your DNS settings and secure your websites with SSL/ TLS certificates.
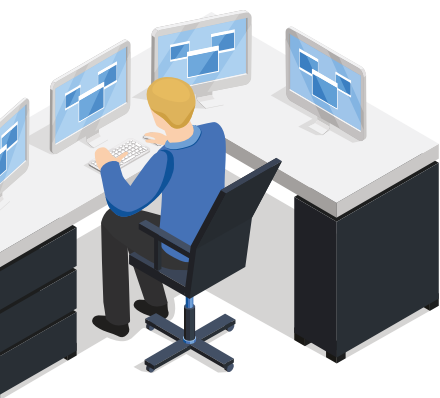
» **Mail:** add and remove mail accounts, as well as manage mail server settings.

» **Applications:** conveniently install and manage a wide range of web applications using the tools featured in this section.

» **Files:** this features a web-based file manager where you can upload content to your website, as well as manage the files already present on the server within your subscription.

» **Databases:** create new or manage existing databases.

» **File Sharing:** this features a file-sharing service where you can store personal files, as well as share files with other Plesk users.

» **Statistics:** featuring information about disk and traffic usage, as well as the link to web statistics that present a detailed overview of the site's visitors.

» **Server:** this item is only visible to the server administrator. It features tools that enable the administrator to configure server-wide settings.

» **Extensions:** manage extensions installed in Plesk and access the functions provided by these extensions.

» **Users:** add and remove user accounts that enable other people to log in to Plesk.

» **My Profile:** This item is only visible in the power user view. Here, you can review and update contact details and other personal information.

» **Account:** This item is only visible in the Control Panel of shared hosting customers. It features information about resource usage for the subscription, allowed hosting options and granted permissions. The tools here enable you to retrieve and update your contact details and other personal information, and back up your subscription settings and websites.

» **Docker:** This item is visible provided that the Docker Manager extension is installed. Here you can run and manage containers based on Docker images.

# PLESK EXTENSIONS AND FEATURE PACKS

**Plesk provides you with a vast range of tools, features and services to enhance the way you work and allows you to offer more services to your customers.**

You can also install more than 100 applications on your websites, including WordPress, Drupal, or Joomla.

Let's look at some of the extensions available on Plesk now and, for further details, please see the Alibaba Cloud Marketplace.

## WordPress Toolkit SE and Deevop

WordPress Toolkit SE is free for Plesk on Alibaba Cloud.

It allows server administrators, resellers and customers to mass-manage multiple WordPress instances, enabling a variety of development workflows for WordPress admins of all skill levels, from beginners to pros.

You can also pair your WordPress site with the Deevop extension, which is a continuous workflow platform with which you develop, preview and publish your WordPress websites. This web development platform simplifies deployment and allows your team to collaborate and share the progress with your client in an easy and efficient manner.

Deevop also reduces risks through a three-phase workflow:

- » **Develop** -> For working safely and privately on the site
- » **Demo** -> For tests and showing progress to the client
- » **Production** -> The live version of the site
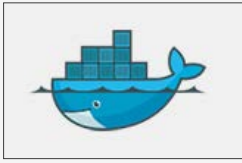
## Docker on Demand

To help you meet the evolving requirements of your customers, Plesk comes with Docker support. Here's what you can do with it:

» Enjoy on-demand access to a wide range of modern technologies, such as Redis, MongoDB, Memcached and many more.

» Choose from a catalog of available images or upload a custom image.

» Deploy and manage Docker containers straight from the Plesk interface.

» Install Docker containers locally or to a remote node registered in Plesk.

## Git Integration

To make deploying your website even easier, Plesk Onyx introduces integration with the popular source code management system. The Git Manager extension allows you to do the following:

» Easily deploy your website content by either pushing it to a local Git repository or by pulling from a remote one.

» Use GitHub, Bitbucket, Travis or any other software engineering service of your choice.

» Create multiple branches in a single repository – useful for separating staging and production code.

» Deploy manually for complete control or enable automatic deployment to save time.

# A Choice of Code Editors

The Plesk Code Editor extension simplifies the editing of source code files. It will color your code and help with indentation.

Here is a screenshot of the Code Editor extension:
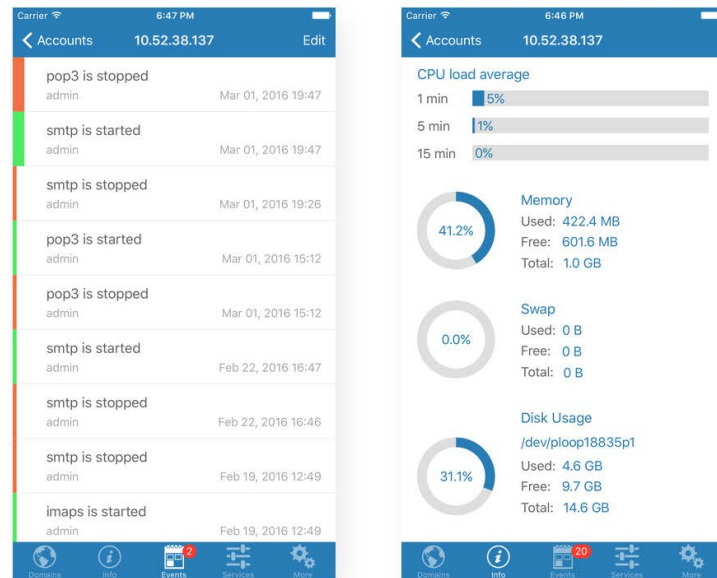




Plesk also offers a Rich Editor extension, which introduces a modern WYSIWYG editor for HTML files:

## Plesk Mobile Center

You can access your Plesk account from anywhere and on both iOS and Android devices.



The Plesk Mobile Center extension provides you with the server-side functionality you need for communication with the Plesk Mobile application installed on mobile devices.

It can be installed automatically during connection of Plesk server with Plesk Mobile application.

Plesk Mobile gives Plesk administrators and their customers mobile access to management of their domains. If you are the administrator of a Plesk server, you can also access a number of server management features.

You can access a range of domain management features and server management features through the app.

" Plesk is a lightweight core combined with powerful tools and features that you can
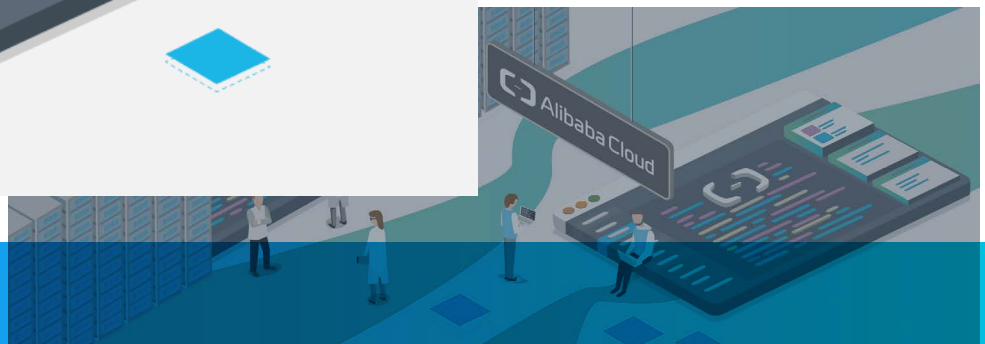


install with a single click for just in time use and only when required. "

# PLESK EDITIONS

**There are three basic Plesk editions, which are available to Alibaba Cloud users. These are:**

1. **Plesk Web Admin Edition SE:** for basic management of simple websites and your domains, without the extended tools and features. This edition comes with 30 days of free support. Plesk Web Admin SE image comes with the pre-installed Plesk Web Admin SE license.

   » The license is provided free of charge but has several limitations compared to a paid Plesk Onyx license. As an example, you can manage up to three of each of the following: domains, domain aliases, mailboxes, mail accounts, user accounts and web users. Several WordPress Toolkit features are also disabled.

   » Additionally, users can only get the Plesk Web Admin SE image for free if they first purchase Plesk Web Admin SE image bundled with ECS from this web page or the Alibaba Cloud Marketplace.

   » Plesk Web Admin SE is suitable for basic hosting management or for trying Plesk out before buying a paid Plesk license. We recommend most customers upgrade to Web Pro or Web Host Edition to enjoy the full feature set and free lifetime support.

2. **Plesk Web Pro Edition:** is for users who need the full flexibility to build, secure and run highly optimized and customized websites. Get all the features, including the full WordPress Toolkit, to mass-manage and automate your projects. The Plesk Web Pro Edition includes free support.

   » With this edition, you can manage up to 30 domains, domain aliases, mailboxes, mail accounts, user accounts and web users. Reseller management is also disabled.

3.  **Plesk Web Host Edition:** is for web hosts, service providers, digital agencies and resellers to customize provision and manage hosting businesses . Get maximum flexibility, access to the domain management tools, and the full WordPress Toolkit to support your multi-tenant, "install anything" business model. The Plesk Web Host Edition includes free support, reseller management and an unlimited number of domains.

Your choice of edition comes down to the size and scope of your web development work. We would recommend the Plesk Web Pro Edition for smaller web development projects and the Plesk Web Host Edition if you intend to scale up and work across multiple sites.

Let's look at a quick user scenario. You're a web developer, who manages sites for an employer, a business or for your own work. You want a simple website and domain management interface without all the service provider overheads, such as the management of customers, resellers or subscriptions.

Plesk on Alibaba Cloud is the perfect fit for your situation. The decision on which edition to choose comes down to the number of domains you manage and the capabilities those sites will need. This decision has been summarized in the following figure:

## Plesk Onyx Editions

# SUMMARY

**Thank you for reading this eBook. You should now have a better understanding of who Alibaba Cloud is, our unique offering with the Plesk web development platform and the benefits this will bring to your work.**

There is plenty of more information available on the partnership between Plesk and Alibaba Cloud on our website.

If you have any further questions, please contact one of Alibaba Cloud's team members at www.alibabacloud.com/contact-sales

## REFERENCES

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3. https://www.prnewswire.com/news-releases/tencent-cloud-breaks-four-world-records-at-2016-sort-benchmark-300360726.html

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## ABOUT

Established in September 2009, Alibaba Cloud is the cloud computing arm of Alibaba Group and develops highly scalable platforms for cloud computing and data management.

It provides a comprehensive suite of cloud computing services available from www.alibabacloud.com to support participants of Alibaba Group's online and mobile commerce ecosystem, including sellers and other third-party customers and businesses.

Alibaba Cloud is a business within Alibaba Group which is listed on the New York Stock Exchange (NYSE) under the symbol BABA.

www.alibabacloud.com/contact-sales