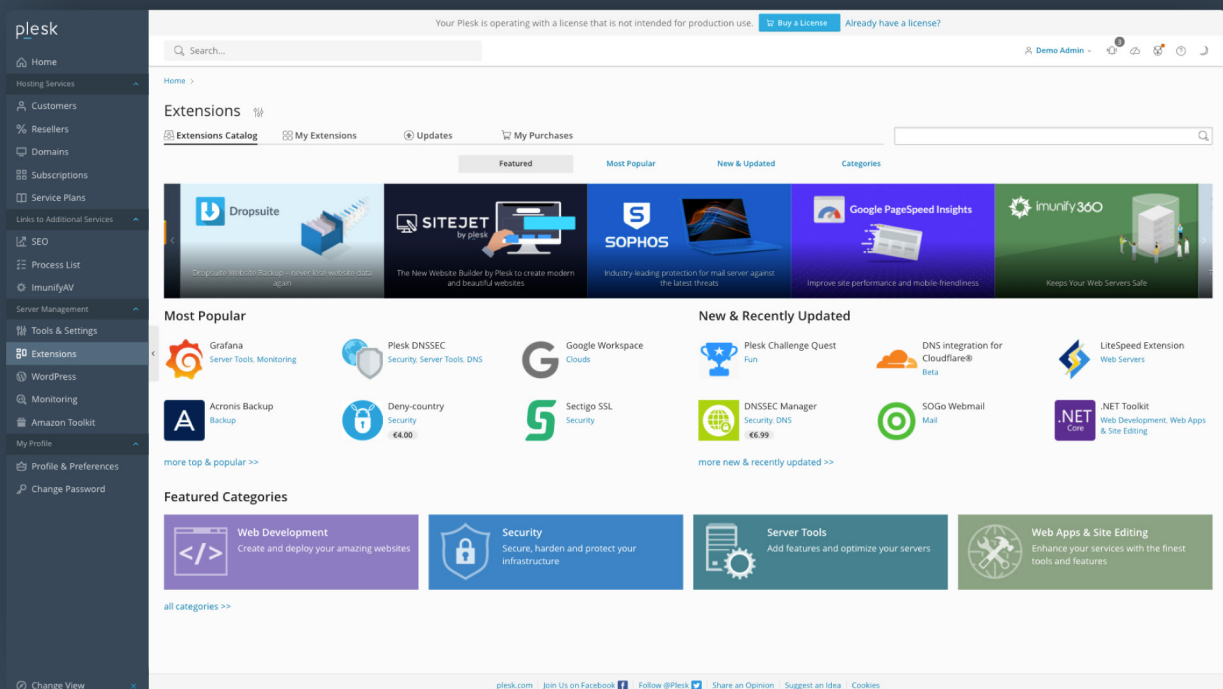




Licensing Guide

Valid from January 1st, 2024



For Online
Store Customers

Table of Contents

Introduction / Executive Summary	3
Who is this document for?	3
Benefits / The power to scale and grow your business	3
Plesk Licensing Model	4
Plesk Licenses, Editions and Standard Features	5
Plesk Special Editions	7
Plesk Licensing on Hyperscalers	7
Extensions, Feature Packs, and Extra Features	9
Plesk Extensions	9
Free extensions	9
Commercial extensions	9
Feature packs	10
Additional Plesk features	10
Managing Licenses with MyPlesk	11
Plesk Special Offers. Price Adjustments	11
Glossary of Terms	12

/ Introduction / Executive Summary

The current licensing guide provides an in-depth description of the Plesk licensing model, the Plesk Special Editions, Plesk Extensions in the Plesk Extension Catalogue, and Feature Packs.

The Plesk online store pricing and licensing structure is standardized for all customers worldwide. This structure defined the price for each license based on the different Plesk Editions available, each with a distinct feature set and targeted to a specific audience.

Apart from the core Plesk licenses available for VPS and dedicated servers, Plesk customers also gain access to the available extensions through the in-product Plesk Extension Catalogue. Whether developed by Plesk directly or by independent service providers, the extensions are always tested to ensure full compatibility before being included in the public catalog.

/ Who is this document for?

This document is for any potential, new, and existing direct Plesk retail customer. Plesk retail customers buy Plesk licenses from the online store available on plesk.com. Existing customers' license status, as well as license management operations, can be done via my.plesk.com. Those interested in reselling Plesk licenses as Plesk partners should also check the dedicated Plesk Licensing Guide for Partners.

/ Benefits / The power to scale and grow your business

Scale and grow a business with Plesk - fit for those who host a single domain, just as it fits those who seek to host as many as possible, both on Windows or Linux. Plesk allows the management of websites, projects, applications, and customers and servers across all infrastructure setups, customized service plans to up- and cross-sell products and services. Plesk's products and services aim to provide a ready-to-code environment and strong security across all layers and operating systems.

Plesk is also the most complete hosting control panel solution for high-performance **VPS and Dedicated Hosting**. Respond to the industry's fast evolution while keeping admin costs and troubles down.

Apart from the ever-evolving product features of Plesk, those who opt to buy licenses directly from the plesk.com online store benefit from **direct support from the Plesk team**, 24/7, in English, Russian, Spanish, German, Portuguese, and Japanese. If a Plesk license was purchased from one of the Plesk partners, technical support should be provided by the license provider. Plesk partners are fully trained to deliver best-in-the-industry support for Plesk products running on their infrastructure.

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/ Plesk Licensing Model

Plesk licenses are available as subscription/lease, in the following license configurations, for virtual (also known as virtual private servers or VPS) and dedicated (also known as physical servers) servers:

Plesk Web Admin Edition	Plesk Web Pro Edition	Plesk Web Host Edition
For managing up to 10 domains. For basic management of simple websites, includes Plesk WP Toolkit Lite.	For managing up to 30 domains. It also includes full-featured Plesk WP Toolkit Pro.	Unlimited domains management, with reseller accounts management and Plesk WP Toolkit Pro.

Subscriptions are available on a monthly or yearly recurring basis. Apart from the pure core options, Plesk licenses can also be bought in discounted bundles, and assorted with self-chosen extensions. Licenses can be terminated at any time - or they renew automatically through the Plesk licensing servers. Since 2012, Plesk is no longer providing perpetual licenses.

Plesk licenses are also available from Plesk partners. Those interested in reselling Plesk licenses as Plesk partners should also check the dedicated Plesk Licensing Guide for Partners.

Software Update Service (SUS) is available for purchase for perpetual licenses. SUS allows customers to perform a major version upgrade to a newer version free of charge and get technical assistance for the [supported Plesk versions](#). SUS for lease licenses (that are paid for on a monthly or yearly basis) do not have an expiration date - it is valid as long as the license is valid.

/ Plesk Licenses, Editions and Standard Features

All three editions of our server-based licenses present several core features:

Plesk Web Admin Edition

For Web & IT Admins who manage sites for an employer, business, or themselves. Simple site and domain management without the service provider overheads, like managing customers, resellers, or subscriptions. A light version of this license is available on certain clouds under the **Plesk Web Admin Edition SE** name.

Plesk Web Pro Edition

For Web Professionals who design, develop, and deploy sites and web apps. A simple way to manage customers' sites and apps, including WordPress as a CMS in a fully-managed model for your customers.

Plesk Web Host Edition

For Agencies or Web Hosters with all the needed hosting features. Shared accounts can be used in almost any configuration the customer needs. WordPress and domain management tools included. Advanced reseller management included.

Here's a full breakdown of each edition's available features:

Table with Plesk Editions available Features

	Web Admin Edition	Web Pro Edition	Web Host Edition
	10 domains	30 domains	Unlimited domains Reseller management
	Basic Subscription management	Advanced Subscriptions, Customers, and Account Management	Advanced Subscriptions, Customers, and Account Management
	X	WP Toolkit	WP Toolkit
	Power User Interface only	Power User + Service Provider Interface	Power User + Service Provider Interface
		100s of Apps at your fingertips	
	X	Cgroups Manager (resource management)	Cgroups Manager (resource management)
	X	DNSSEC Support	DNSSEC Support
		Plesk Security Core + Let's Encrypt + Basic Atomicorp Rules Web Application Firewall + Support for many 3rd party web application firewalls Firewall + Fail2ban intrusion detection SpamAssassin, Outbound Antispam One Language Pack included. Additional language packs available as supplementary options Mobile Manager App	



Core Features



Security Features

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Here are the **monthly** prices for Plesk licenses on dedicated and VPS servers:

Monthly Plesk Licenses Base Price

	Web Admin		Web Pro		Web Host	
	Dedicated	VPS	Dedicated	VPS	Dedicated	VPS
EUR	13	13	19,50	19,50	56	33,50
USD	15	15	22,50	22,50	65,50	40
YEN	2,110	2,110	3060	3060	9050	5450

Customers deciding to purchase **yearly** licenses benefit from a **1-month discount**, resulted in prices as follows:

Yearly Plesk Licenses Base Price

	Web Admin		Web Pro		Web Host	
	Dedicated	VPS	Dedicated	VPS	Dedicated	VPS
EUR	143	143	214,50	214,50	616	368,50
USD	165	165	247,50	247,50	720,50	440
YEN	23210	23210	33660	33660	99550	59950

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/ Plesk – Special Editions

There are two special editions available to meet the needs of WordPress aficionados and businesses operating on the Plesk environment. Each is a bundle of useful extensions packed in one Plesk Edition with a specific offering.

Plesk WordPress Edition

For WordPress Users and Agencies. This bundle includes the Plesk Web Host Edition combined with extensions specifically-designed to support your WordPress work.

Plesk Business & Collaboration Edition

For SMB Owners and IT Admins. This bundle includes the Plesk Web Host Edition and necessary extensions and tools for all your business and communication needs.

Plesk WordPress Edition

This bundle includes the Plesk Web Host Edition combined with extensions specifically-designed to support WordPress work.

Plesk Web Host Edition license

Smart Updates for 30 WordPress websites

SEO Toolkit Personal license

Backup to Cloud Pro

ImunifyAV+ Anti-Virus

Boldgrid & Speed Kit - one domain each

Plesk Business & Collaboration Edition

This bundle includes the Plesk Web Host Edition and necessary extensions and tools for all business and communication needs.

Plesk Web Host Edition license

Plesk Premium Email - powered by Kolab for 30 users

Acronis Backup (100 GB)

SEO Toolkit Personal

Backup to Cloud Pro

ImunifyAV

Plesk Email Security Pro

/ Plesk Licensing on Hyperscalers

Plesk is available as a software license in the Plesk website [pricing page](#). In addition, Plesk is also offered on these major hyperscale cloud providers:



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Web Admin vs Web Pro vs Web Host Plesk licenses

FEATURES	WEB ADMIN EDITION	WEB PRO EDITION	WEB HOST EDITION
Domains and Use Case	Up to 10 domains	Up to 30 domains	Unlimited domains
Service Provider Management			
Reseller management	⊗	⊗	✓
Subscription management	⊗	✓	✓
Account management	⊗	✓	✓
Cgroups Manager (resources management) *	⊗	✓	✓
User InterfaceDescription			
Power user view (server + site admin)	✓	✓	✓
Custom view management	⊗	✓	✓
User Features			
WP Toolkit	SE Only (Limited features edition)	✓	✓
Developer pack	⊕	⊕	⊕
PostgreSQL and MSSQL management modules	⊕	✓	✓
Plesk Premium Email by Kolab	⊕	⊕	⊕
Plesk mobile manager	✓	✓	✓
Security Features			
DNSSEC	⊕	✓	✓
Security Core with ModSecurity Rules by Atomicorp	✓	✓	✓
Let's Encrypt	✓	✓	✓
Plesk Email Security*	⊕	⊕	⊕
Email antivirus	⊕	⊕	⊕

* subject to OS being supported, check supported OS in the documentation

✓ Included ⊗ Not included ⊕ Optional add-on

Note:

No difference for either in price compared to our retail pricing unless you buy servers with more than 4 CPUs. For such servers, additional license charges may apply.

In all cases, two options are available to combine Plesk with a pre-installed, ready-to-use server:

Hourly licenses: Plesk bought in combination with any hyperscaler server available on AWS or Azure, where the license is built into the server image itself. Available in options as small as one hour.

BYOL (Bring your own license): The server image doesn't include a license for Plesk itself once installed. That allows the user to employ any Plesk license purchased elsewhere or in our Plesk store.

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/ Extensions, Feature Packs and Extra Features

We're now way past a one-size-fits-all approach because disk space and manageability, amongst many other factors, are getting more massive and more complicated by the day. We believe in a future-proof solution with a broad feature set delivering what customers want and need - today and later on.

That's why Plesk provides a lightweight core and layers of features and goodies on top of the standard control panel transforming it into a cloud-ready platform that addresses multiple use case scenarios.

It also comes with a growing toolbox always at your disposal: [The Plesk Extensions Catalog](#). An ecosystem that we can split into four major categories:

Plesk Extensions

Plesk's extensions provide extra tools, features, and services to users. Their purpose is to enhance how users work and interact with servers and websites. In particular, they serve a useful role when dealing with specific website areas, such as SEO, Security, Email, WordPress, and more.

Plesk has over 130 extensions in the Plesk Extensions Catalog - available as Free, Freemium, and Paid licenses. No matter if developed by our own team or by independent service providers, the Plesk extensions included in the extension catalog are certified for compatibility and smooth integration with our platform's capabilities.

Have a field day and start customizing your Plesk with a wide variety of tools at no additional cost. From security to communication, all major purposes are covered in this category.

Free extensions

Have a field day and start customizing your Plesk with a wide variety of tools at no additional cost. From security to communication, all major purposes are covered in this category.

Commercial extensions

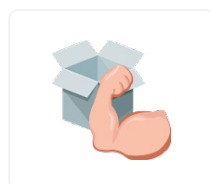
If you plan to resell Plesk, this is your chance to tailor a solution for your customer/s, stand out from the crowd, add value to your IaaS offerings, and generate additional revenues.

Whether you want to add a tool for e-Commerce or enhanced security or anything else which might be necessary for your setup, all you need to do is pick and choose from the Plesk Extensions Catalog (with some exceptions offering per-server licenses with additional packs inside, like a number of domains or mailboxes, or even pay as you grow across multiple servers).

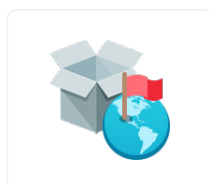
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Feature packs

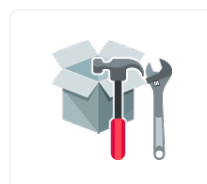
It may be worth going for a bundle of extensions rather than singles since they have one discounted price per pack, making it easy for you to do business with us. **Plesk Feature Packs** are bundles of extensions available for a discount price in comparison with buying the extensions separately. Currently, available feature packs are:



Plesk
Power Pack



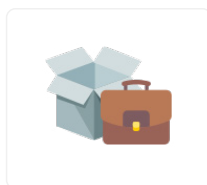
Plesk
Hosting Pack



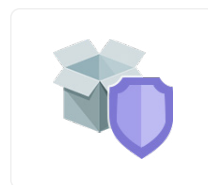
Plesk
Developer Pack



Plesk
WordPress Pack



Plesk Business and
Collaboration Pack



Plesk Server
Security Pack

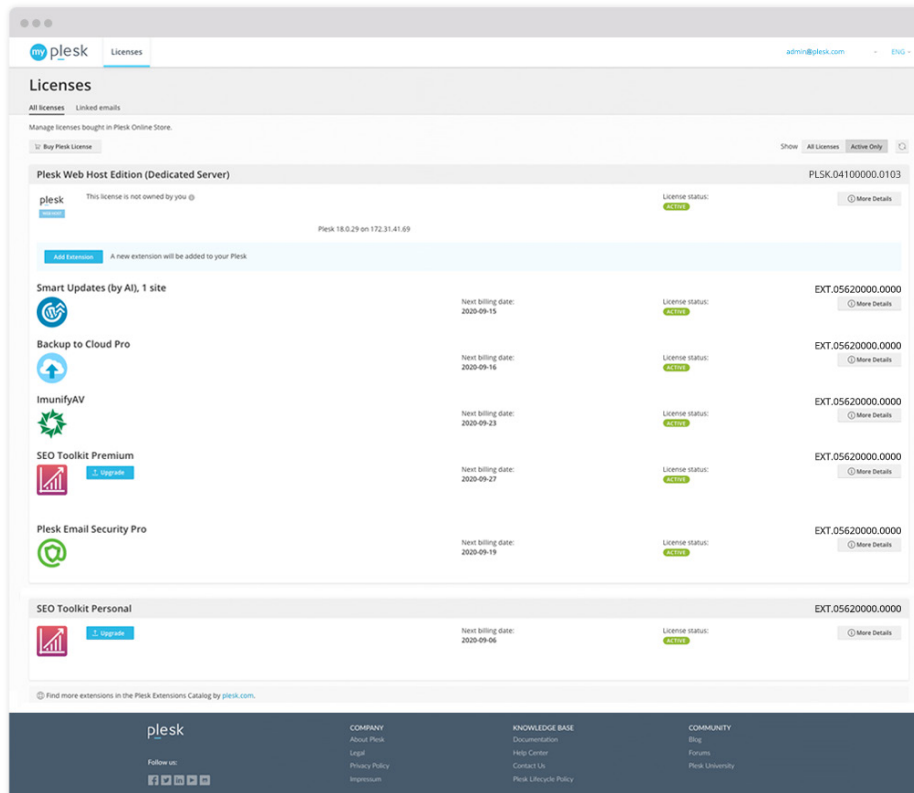
In addition to the Feature packs, Plesk Additional Language Packs are also available for purchase. You can find out more about each Feature Pack and what is included [here](#).

Additional Plesk features

You can purchase optional add-ons, including extra language packs, or premium options. Some previous Plesk features have been shifted from the core to our catalog, waiting for you to install at no extra cost.

/Managing Licenses with MyPlesk

Plesk Online Store customers can manage their licenses by signing up to my.plesk.com with the same email used to buy Plesk licenses and extensions. The MyPlesk portal can be used to view all available Plesk licenses, manage the subscription, as well as important profile details in a single place. Activation keys, renewal, and updates, as well as consolidated billing and subscription features, are available in MyPlesk.



/Special Offers. Price Adjustments

Depending on seasonality or various opportunities, Plesk may activate special offers for both core licenses, as well as licenses for extensions or bundles. All current information about available offers is always accessible on plesk.com.

The Plesk licensing model is a modern, stable one, and there are no plans for further adjusting it in the near future. The pricing point has not changed significantly over the years. However, Plesk might decide to perform periodical adjustments to mirror market evolution, as well as internal factors such as further development of the product core or adjoining features. When such will be the case, we commit ourselves to communicating transparently, as well as to notifying the interested parties in due time.

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Glossary

Automatic Renewal - All licenses purchased in Plesk Online Store (through our order processing vendor cleverbridge) have automatic renewal enabled by default. A renewal order will be created and paid automatically once in a billing period (every month, or every year, depending on the type of the license you purchased). The license will be renewed shortly after the renewal order is processed and paid. Licenses will be renewed and paid automatically until the corresponding subscriptions are canceled.

Dedicated server - A dedicated server is one that is exclusively allocated to a single website. The server is dedicated to your site alone so that all resources are at its disposal. Its advantages are reliability and high resource availability, with the downside of being more expensive than the shared alternatives.

Plesk Feature Packs - Plesk Feature Packs are bundles of extensions available for a discount price in comparison with buying the extensions separately.

Plesk Special Editions - Plesk Special Editions are configurations of Plesk licenses with an assortment of features catering to the demands of a particular audience group.

Plesk Extension - Plesk extensions are extra tools, features, and services to enhance the way you work or offer more services to your customers. Available as free, freemium, or paid, these can be installed directly from the in-product Plesk Extension Catalog. Before being included in the catalog, extensions are thoroughly tested for full compatibility with the Plesk core.

SUS - Software Update Service (SUS) is the software maintenance program allowing customers to perform a major version upgrade to a newer version free of charge and get technical assistance for the supported Plesk versions for perpetual licenses' owners.

VPS - A virtual private server or VPS is a virtual machine sold as a service, with enough processing power to hold all of the files and information that go together to make up a website. VPS hosting uses virtual server technology, which places a number of virtual servers on to a single physical server. Each one is separated and can be rebooted independently of the rest.