



TESTIMONIAL: HOSTPOINT AG, SWITZERLAND

Customers are not the only winners with web-o-mat. The online website builder has created strong growth for a dynamic web hosting company.



Three young Swiss entrepreneurs have managed to increase the customer base of their web hosting company from 36 to over 55,000 in just 8 years. Indeed, just 6 months after launch, 12,000 customers were using Hostpoint's web-o-mat to create and maintain a professional web presence. Hostpoint has achieved success with its stylish website builder made by CM-AG thanks to innovative advertising campaigns and promotions showcasing the strengths of the product.

» A great hosting concept successfully implemented

At the beginning of 2000, three young Swiss entrepreneurs were contemplating professional web hosting. For them, the simple issue was: "Why is there no web hosting available which provides

customers with a high quality product and optimal service at a low price?" The history of Hostpoint AG, founded a year later in Rapperswil near Zurich, makes for impressive reading on the company's website. A year into the new business and Hostpoint had grown from a base of 36 customers on one shared hosting

web server to over 1,000. The key was a standard price of 9.90 Swiss francs (about 6 Euros or 9,5 US dollars) for a high-specification hosting package including 24 hour service launched in the otherwise expensive Swiss hosting market. A price that the company is still able to maintain in today's competitive market.

Web-o-mat: User interface according to the corporate design of Hostpoint.



Now, just 8 years after startup, Hostpoint provides over 55,000 customers with more than 100,000 domains in a country with a population of only 7.5 million. The number of employees has grown to 27 and service is nationwide. In addition to its successful standard rate for shared hosting, the company is now offering professional and business packages with expanded functionality. The company's convincing growth has been supported by the introduction and marketing of the CM4all WebsiteCreator re-branded as web-o-mat.



“In order for Hostpoint to remain the leader in Switzerland’s web hosting industry, we need to be able to offer our customers customized and localized services that create added value using the latest technology. Harnessing the unrivaled multi-language capabilities of CM4all’s technology allows us to broaden our portfolio and successfully expand our market reach.”

Claudius Rölli, one of the three founders of Hostpoint AG

» The website builder as added value for Hostpoint customers

In order to provide further incentives and added value for new and existing customers, the founders at Hostpoint decided to integrate a website builder into their product portfolio in the Spring of 2004. The aim was to target a non-technical demographic and provide them with hosting products to boost their portfolio by generating more sales. A further argument for using a website builder was that in the competitive business environment of Switzerland, the two largest Swiss telecommunication providers - Bluewin and Sunrise – had been offering a website builder together with their hosting plans since 2002. After extensive market research and

detailed product evaluation, the three young entrepreneurs chose the CM4all WebsiteCreator – just as Bluewin and Sunrise had done before. The Unique Selling Point of WebsiteCreator had struck a similar chord and the opportunity to offer customers with minimal or no technical knowledge a professional website solution with intuitive online software was too good to miss.

» The unique CM4all WebsiteCreator as web-o-mat

When integrating the CM4all WebsiteCreator in the Hostpoint portfolio, the company thoroughly defined the user interface requirements and the overall usability of the online software. The application addresses a young target group so usability is kept very simple

despite its rich functionality. Naturally, everything blended seamlessly with the corporate branding of Hostpoint.

Hostpoint developed the name “web-o-mat” for the new application in consultation with an advertising agency. The name was analogous to Bankomat (the word for automatic teller machines in Switzerland) as the campaign presented and marketed the software as an online automatic teller for obtaining instant websites. The graphic concepts and designs were then implemented in collaboration with the graphics and screen designers at CM-AG and the complete CM4all WebsiteCreator user interface was graphically re-defined and adjusted to the agency’s exact specifications without a hitch. Finally, the application was implemented remotely by CM-AG in the Hostpoint data center. All Hostpoint had to do

1. Move left foot forward.
2. Move right foot forward.
3. Repeat until final destination.

web-o-mat

In almost the same manner you can create your own web site. For free. Using the web-o-mat from Hostpoint. www.web-o-mat.ch

1. Breathe in.
2. Breathe out.
3. Repeat.

web-o-mat

In almost the same manner you can create your own web site. For free. Using the web-o-mat from Hostpoint. www.web-o-mat.ch

THE DATA RESIDENCE
 **HOSTPOINT**

Poster and ad for web-o-mat.



was provide a server, pre-installed with a Linux operating system and secure SSH access. The XML-based CM4all server application enables the creation and administration of up to 100,000 customer websites per server. Hostpoint customers can simply call up the web-o-mat in their browser and they are guided step-by-step through the creation and publishing of their brand new Internet presence. All current browser types are supported by the CM4all application so there is no problem with accessibility.

» Vespa scooters, posters and television commercials: Innovative advertising for web-o-mat

Hostpoint launched the new web-o-mat in June 2004 on the back of an extensive advertising campaign. In order to reach a predominantly young target audience, Hostpoint developed many innovative ideas in conjunction

with their advertising agency on the subject of simple website creation. The main concept was that creating a home page with web-o-mat was easier than most day-to-day tasks. Eye-catchers such as lighters with directions for use, dinner sets and coasters with tips on ordering in restaurants, ads for the Euro 2004 football Championship explaining the "offside" rule, as well as numerous billboards and posters were displayed at popular events and on public transport (trams, buses, subway etc). A specially designed trailer for Vespa scooters enabled on-the-spot advertising in the pedestrian zones of the largest Swiss cities. The brightly-lit bikes also played an audio commercial and attracted major interest from the target audience. Thirty-second television commercials were played on Viva music channel (a member of the MTV network) and SAT 1 Switzerland (one of the most popular and leading TV channels) and you can download a sample from the Hostpoint Website!

» Resounding success with web-o-mat: More than 35,000 customers and counting!

Launching web-o-mat with elaborate advertising campaigns and promotions paid off very quickly indeed for Hostpoint. After only 6 months, 12,000 customers had already registered for the new service and had ordered a web hosting package! A limited edition of web-o-mat is bundled in all hosting packages free of charge enabling the creation and maintenance of a professional web presence with up to 8 web pages along with extras such as a Flash intro, guest books, media archive, feedback forms and hit counters. Hostpoint customers wishing to create a stronger web presence can easily change from the limited edition to one of the web-o-mat full versions offered. Hostpoint offers two alternatives here. The standard full version offers extras for the website in addition to unlimited pages and extra design templates such as site maps, online photo albums, discussion forums, online voting and news tickers. The Commerce full version also offers the

Innovative advertising campaigns: Vespa scooter and dinners sets.





option of integrating a route planner, a relational database and an online shop with up to 500 products in the catalogue. The web-o-mat full versions are offered by Hostpoint as additional products at an extra charge and represent another lucrative source of revenue for the young company, along with the new customer base gained with the increasing amount of Hosting products sold. By the end of 2007, Hostpoint's success continued with the acquisition of Swiss telco Sunrise's Consumer Division hosting customers. This boosted the web-o-mat customer base to over 35,000 subscribers.

» Continually evolving the service to the customer

Since the initial launch of web-o-mat in the middle of 2004, its functionality has been doubled. Each new innovation developed at CM-AG for

"For us there was no alternative to the CM4all WebsiteCreator: No other product met our technical requirements in terms of performance, scalability, intuitive use for a young, non-technical target group and in particular – the power of upgrade possibilities for our customers."

Markus Gebert, CTO of Hostpoint AG



CM4all WebsiteCreator has so far been licensed by Hostpoint and has been provided as an upgrade for customers. These have included the integration of online photo albums, a route planner, an online shop and database integration. Hostpoint is marketing the latter as part of an E-Commerce package at an extra charge. Numerous new functions are also planned for the future and will be integrated as upgrades in web-o-mat.

Based on the strong growth and customer retention from four years' sales of the CM4all WebsiteCreator, Hostpoint decided to expand its reach to the French and Italian-speaking market in Switzerland. In 2008, Hostpoint launched the web site building software in a French language version with an Italian version to follow.

Definition of products for the online shop.

Ihre Produktliste	Beschreibung	Aktiviert	Position
Muschelkette	Muschelkette	<input checked="" type="checkbox"/>	
Feng Shui Schale	Feng Shui Schale	<input checked="" type="checkbox"/>	
Rosenbiedermeier	Rosenbiedermeier	<input checked="" type="checkbox"/>	
Herbstlaub-Arrangement	Herbstlaub-Arrangement	<input checked="" type="checkbox"/>	

Vorschau:	
Produktname:	Rosenbiedermeier
Beschreibung:	Rosenbiedermeier in altrosa mit Manschette
Artikel-Nr.:	3
Preis (brutto):	CHF 18.00

Speichern | Online-Shop | Neues Produkt | Bearbeiten | Löschen

Content Management AG
Im Mediapark 6
D-50670 Cologne
Germany
+49 221 / 454 - 5200

Content Management AG
La Grande Arche – Paroi Nord
92044 Paris La Défense
Cedex
France
+33 1 40 90 30 21

Content Management Inc.
20 Park Plaza, Suite 1000
Boston, MA 02116
USA
Toll Free 1-877-GO-CM4ALL

contact@cm4all.com
www.cm4all.com