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HOSTNET HOMES IN ON TARGET AUDIENCE WITH CM4ALL SITES

HOSTNET

- Hostnet bv – One of the top hosting providers in the Netherlands
- Founded in 1999, manages over 1,000,000 registered domains

- Integration with Odin's Operations Automation
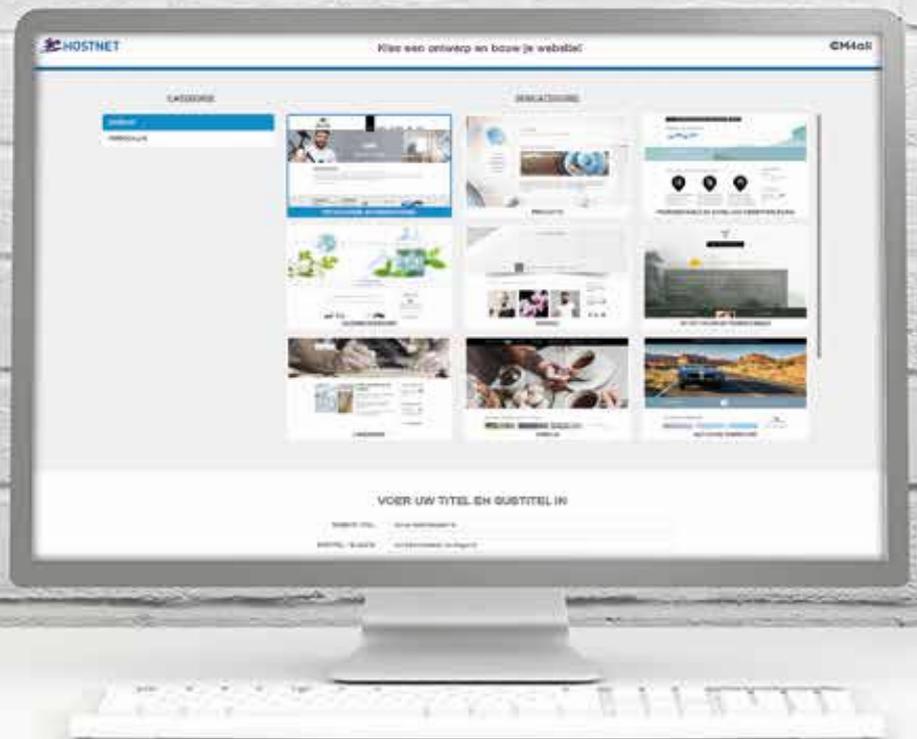- Optimal product customization reflecting Hostnet's own brand

- Initial integration in 2013
- Successfully targeting start-up/ SMB segment with Hostnet website creation and hosting services

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Standing out from the crowd

In 2012, Hostnet conducted a long and thorough evaluation of the website builder market. The company is respected for its high-quality products and services, and was looking for an application that fit its existing portfolio. It also had to meet the highest expectations on both the front and back end. Hostnet preferred a site building solution capable of supporting Odin's Operations Automation and Application Packaging Standard (APS) for easier integration, account provisioning and billing. The company ultimately chose the CM4all Sites platform.

Five years later, Hostnet is still happy with that decision thanks to CM4all Sites' optimal user experience and continual development in step with the latest market standards.

Seamless embedding into Hostnet's service ecosystem

With CM4all's API, plugins and APS package, the product can be integrated seamlessly with all leading platforms such as Odin, cPanel, WHMCS and more. Hostnet has successfully integrated the product with Odin's Operations Automation. APS packaging facilitates both the integration of CM4all Sites and end user account management for easy inclusion of applications, account provisioning and user settings as well as billing. Hostnet and CM4all's key account management worked together closely to develop and test the integrated API to guarantee that our OEM partner's provisioning system could flawlessly control account creation, upgrades, deletion and remote logins via the CM4all Sites API. This reduced Hostnet's administrative workload significantly.

Product customization by CM4all

At Hostnet, CM4all Sites is called Website Maker and is incorporated seamlessly into Hostnet's corporate design. Besides applying Hostnet's branding, customizing the CM4all Sites GUI also involved installing an English and a Dutch version as well as including several custom banner ads in the application. These features help Hostnet acquire new customers with the Website Maker demo version and upsell to the full version.

A full-version-only sales strategy

In line with its approach of expanding into customer segments not previously targeted by traditional hosting services, Hostnet follows a full-version-only sales strategy by marketing a single Website Maker package with a full feature set to all users. Today's busy SMBs are looking for a powerful and easy-to-understand website solution that provides a complete, professional online presence without requiring extensive technical knowledge out of the box. Website Maker costs €9.50 per month and offers attractive promotions from time to time. The package provides all of the essential hosting services such as ample web space, e-mail accounts and cloud space as well as the site builder's latest features including the mobile page editor and a selection of state-of-the-art designs.

Website Maker gives users access to over 40 widgets for a maximum impact on customer loyalty. These widgets include e-commerce features such as a shopping cart and an Ecwid Storefront, third-party services like OpenTable and Bookatonce, and dedicated widgets for integrating Microsoft's Bing™ Maps.

Set for success

Although the hosting market in the Netherlands is very competitive, Hostnet has been able to successfully market Website Maker and achieve remarkable growth rates thanks to its targeted marketing of all-inclusive website solutions. Hostnet acquired over 1,000 Website Maker customers in the first three months after product launch and since then has seen continuously accelerating growth in all product bundles.

CM4all will continue to support Hostnet by providing not only frequent software updates but also plenty of free and effective marketing collateral for creating custom campaigns and rapidly acquiring new customers.

Additionally, CM4all's developers enable both Hostnet and third-party developers to create new widgets and expand the existing widget catalog to align with emerging web trends and the continually evolving requirements of the SMB market.

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