

— TESTIMONIAL: HOSTNET, NETHERLANDS —

## HOSTNET CONQUERS NEW TARGET SEGMENTS WITH CM4ALL SITES



### Templates

Kies voor uw website een template die goed aansluit bij uw branche.

### Afbeeldingen/ video

Plaats vanuit een helder overzicht uw mediamateriaal.

### Sitebeheer

Eenvoudig extra pagina's aanmaken en bewerken.



### Publiceren

Tussentijds opslaan en publiceren op ieder gewenst moment.

### Drag & Drop widgets

Sleep uw favoriete widgets moeiteloos naar de pagina.

### WYSIWYG

Bewerk uw tekst en zie direct het resultaat.

*Founded in 1999, Hostnet is one of the leading hosting providers in the Netherlands, serving more than 210,000 customers and managing 700,000 registered domains. The company launched Website Maker in 2013, determined to expand its reach into customer segments not previously a target market for traditional hosting services. This new product based on the premium website building solution CM4all Sites proved to be the perfect tool for convincing busy start-ups and SMBs to create and host their websites with Hostnet.*

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## Standing Out from the Crowd

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In 2012, Hostnet conducted a long and thorough evaluation of all of the website builders available on the market. The company, respected for its high-quality products and services, was looking for an application to fit into its existing portfolio while meeting the highest expectations on both the front and back end. In addition, Hostnet clearly preferred a site building solution capable of supporting Parallels Operations Automation and Application Packaging Standard (APS) for easier integration, account provisioning, and billing.

After reviewing all of the available solutions, Hostnet chose the CM4all Sites platform.

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## Going the Extra Mile to Meet Hostnet's APS Requirements

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CM4all Sites was selected as Hostnet's future DIY website builder with one major condition: APS would have to be successfully integrated with Parallels Operations Automation at Hostnet. APS packaging would facilitate both the integration of CM4all Sites and end user account management, because it takes care of application integration, account provisioning, and user settings as well as defining billing rules and enabling billing.

Usually, installing CM4all Sites requires API integration so that CM4all Sites can be seamlessly embedded into the OEM partner's service ecosystem. This manual process requires the OEM partner and CM4all's key account management to work together closely. It involves both developing and testing the API integration to guarantee that the OEM partner's provisioning system can flawlessly control account creation, upgrades, deletion and remote logins via the CM4all Sites API.

To meet Hostnet's APS requirements, CM4all developed a tailor-made APS package in conjunction with both Hostnet and Parallels, and customized it to suit Hostnet's specific system environment. The project team faced major challenges in creating CM4all's APS package, but mastered them all in a joint effort by all three parties.

As a result, the new CM4all APS package now connects directly to Hostnet's existing Parallels infrastructure and handles end-to-end communication with the CM4all Sites API. Account provisioning, administration, and deletion as well as the entire billing process are fully automated, significantly reducing Hostnet's administrative workload. Thanks to this successful project, CM4all now offers APS integration for all OEM partners utilizing automation software by Parallels.

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## Product Customization by CM4all

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The next step was to transform CM4all Sites into Website Maker, a new product that blends seamlessly with Hostnet's corporate design. Besides applying Hostnet's branding, customizing CM4all Sites' GUI also included creating a new Dutch-language version and integrating several custom banner ads into the application. These features help Hostnet acquire new customers in the Website Maker demo version and upsell existing users from the limited to the full version.

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JESSE MÜLLER



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Product Manager at Hostnet

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*“CM4all Sites is the most customizable website builder on the market: it can be tailored to individual target groups and industries. Various types of product licenses combined with CM4all's feature point model also enable us to offer attractive and flexible product bundles to all our customers. Most importantly, we believe that thanks to CM4all Sites' innovative widget concept and its superior usability, our customers will be able to create and update professional desktop and mobile websites with ease.”*

Vul uw bedrijfsnaam in

Vul (bijvoorbeeld) uw

Home Ons bedrijf

X

**Website Maker Start**

Maximaal 10 webpagina's  
20 Websitepunten  
Webhosting en e-mail

~~6,95~~ € 3,50 p/m bestellen

**Website Maker Pro**

Onbeperkt aantal webpagina's  
Onbeperkt aantal Websitepunten  
Webhosting en e-mail  
Mobiele website

~~44,95~~ € 7,50 p/m bestellen

OK

Ons bedrijf

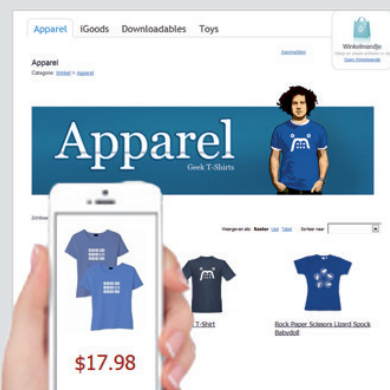
## A Custom-Fit Sales Strategy

In line with its strategy to expand into customer segments not previously target markets for traditional hosting services, Hostnet decided to launch Website Maker in two all-inclusive product packages with a focus on the actual website rather than the technical specifications of the hosting package. After all, today's busy SMBs are looking for an easy-to-understand website solution that provides a complete, professional online presence without needing extensive knowledge of the technical requirements. Hostnet elected to offer CM4all Sites in an entry-level "Website Maker Start" package for €3.50 per month and a premium "Website Maker Pro" version for a monthly fee of €7.50. Both product packages include all of the necessary hosting services such as ample web space and e-mail accounts. To additionally promote the new website builder, Hostnet gives domain customers a free "Website Maker Lite" version they can use to easily publish a mini website or online business card under their own domain names.

Website Maker Lite and Website Maker Start leverage CM4all Sites' unique feature point model, which CM4all introduced to provide OEM partners with increased flexibility in product configuration, while keeping administration simple and the upgrade path active. Each widget is allocated a specific number of feature points according to its relative complexity and value. In Hostnet's case, Website Maker Lite and Start come with four and 20 feature points respectively. Users spend points to freely integrate widgets into their websites, and enjoy the flexibility of adding and removing features any time as long as these changes fall within the feature point limit.

In contrast, Website Maker Pro provides users with unlimited feature points and several widgets only available in the CM4all Sites full version. These 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 and phpBB3. Website Maker Pro customers also benefit from additional business features. A push of a button is all it takes to publish any website created with this product package in a smartphone-optimized version for iOS and Android. Businesses with Facebook pages can easily link and promote their websites on Facebook. Thanks to CM4all's Facebook Connector, users can add an app to their Facebook page and manage it in Website Maker. The app supports Facebook's "Fan View," which directly controls the visible content of a Facebook page. This allows SMBs to offer highly viral contests, coupons, and games in return for a "Like."

## Nieuw: geïntegreerde webshop



JESSE MÜLLER



Product Manager at Hostnet

*“Thanks to CM4all Sites, we secured a competitive edge. Hostnet is benefiting from highly automated account provisioning provided by the successful Parallels APS integration CM4all worked closely with us to implement. The APS application allows new users to simply activate Website Maker in our control panel and start creating their website right away. We will certainly continue to leverage the OEM customization options available in CM4all Sites to constantly improve our product offering and even more successfully meet the specific requirements of all our target groups in the future.”*

## 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 highly targeted product offering of all-inclusive website solutions. Hostnet acquired over one thousand Website Maker customers in the first three months after product launch and has since been rapidly approaching the ten-thousand mark with continuously accelerating growth in all product bundles.

CM4all will continue to support Hostnet by providing not only frequent software updates but also the unique Widget Developer Network, which enables both Hostnet and third-party developers to create new widgets and expand the existing widget catalog to align with future web trends and the continually evolving requirements of the SMB market.

## Dé Website Maker

- ✓ Eenvoudig een professionele website maken
- ✓ Branchegerichte templates inclusief teksten
- ✓ Volledig Nederlandstalige ondersteuning

probeer de demo



### INFORMATION

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