

TESTIMONIAL: STRATO AG, GERMANY HOMEPAGE-BAUKASTEN PRO – ONE SIZE DOES FIT ALL!



- STRATO AG – A top international hosting company
- Home to four million domains and over 60,000 servers
- Satisfied CM4all partner since 2013



- Replacement for in-house site builder continually updated for a permanent edge over the competition
- Optimal product customization to reflect STRATO's own brand



- Effortless migration of existing clients to new solution with CM4all's Content Importer
- DIY and BIFM offer



Dr. Christian Böing



CEO of STRATO AG

"We evaluated the world's 25 top site builders. CM4all Sites was the only one that met all of our criteria. Modern designs to fit any end user device, ease of use, content importer, mobile editor - it's perfect!"

CM4all selected as best-in-class solution

STRATO needed to replace its site builder with a more current application that would provide the company with a lasting edge over the competition. After thoroughly evaluating the website builder market and all products available in summer 2013, STRATO chose CM4all Sites later that year.

Extensive site builder customization

During the project phase, CM4all Sites was tailored precisely to STRATO's sales strategy and target groups. As a result, STRATO Homepage-Baukasten Pro now includes 144 fully responsive design templates and a vast selection of website categories. Depending on their company's focus, users can choose from 250 categories in the German product version and from 150 categories in the Dutch, Spanish, English, Turkish and French versions.

As is standard with all CM4all products, the CM4all Sites user interface was adapted to STRATO's corporate design. CM-AG safeguards the software's availability with 24/7 support, and continuously updates both the operating system and the software application. Security is guaranteed in both of STRATO's data centers, which are certified to ISO 27001. In addition, our cutting-edge – yet tried-and-tested – APIs utilizing SSL and client certificates enable deep integration and flexible provisioning.

STRATO was among CM-AG's first OEM partners worldwide to roll out the mobile editor to enable website changes on the go as well as constant client communication thanks to the mobile dashboard with live statistics and message center.

The company makes use of the various built-in customization options of the CM4all Sites platform, and will continue to invest in high-quality responsive designs and widgets to further set STRATO apart from the competition.

Flexible product fits all customer requirements

In order to radically simplify product choice for the end user, STRATO's Product Management and Marketing groups decided to employ a "full version-only" approach for their integrated homepage product. That means end users have the choice of adding any functionality they want to their site. Homepage-Baukasten Basic and Pro only differ in the number of pages and size of the websites created but include everything required for a professional website – including a domain, e-mail and a free SSL certificate.

Homepage-Baukasten Pro also comes in an SEO edition supplied by German company rankingCoach. Combining the website builder with a complementary marketing service is STRATO's way of addressing the importance of Google rankings with a CM4all homepage product natively designed as an SEO-friendly tool.

Beside the DIY product, Strato is also offering a BIFM solution delivered by CM4all as a white label solution. This allows end users to concentrate on their core business while getting a professionally designed website for their business from a single source.

Milestones met well ahead of time

In just three weeks after launch, STRATO had attracted its first thousand paying customers, and it was off to the races! To avoid churn, CM4all's Content Importer was used to easily move existing customers to the new technology. The time, money and work STRATO has invested in its CM4all Sites-based website builder have already paid off in various ways. This success goes beyond ads with impressive conversion rates and increased customer retention: STRATO was also named "best hosting company" and "service champion" at several consecutive Media and Readers' Choice awards. Today, the company sells our product in multiple regions using the whole spectrum of online and offline marketing opportunities, including prime-time TV commercials airing currently in Germany and the Netherlands.



360-degree marketing and customer support

STRATO's product launch was accompanied by an internal site building contest among its employees to encourage product involvement and let everyone at the company experience the product's ease of use. Furthermore, CM-AG participated in a workshop designed to introduce the software to selected reference customers. During an intensive one-day workshop, flagship customers learned how to make the most of Homepage-Baukasten Pro, and their websites were designed and built with valuable advice from experts from both companies.

Right from the start, STRATO invested in customer support by producing a set of custom video tutorials explaining various product-related tasks from creating the right design to integrating and managing STRATO's continually growing array of widgets.

STRATO also created a product demo video in four different languages that shows the sheer joy that end users experience in using the product to build their responsive websites. It is a brilliant illustration of the most important steps in STRATO's homepage builder in a very appealing two-minute clip.



TV ads accelerate growth

Thanks to smart, ongoing advertising campaigns both online and offline, STRATO is not just staying on track but increasing its growth rate over time. In addition to conventional promotions that offer the product to new users at a reduced price for a few months, the homepage product was also featured in a recent TV campaign aired during prime time on German television.

More to come!

STRATO can also take advantage of exciting opportunities to offer customers even more value through added functionality via third parties, or our widgets and additional design choices. New TLDs offered by STRATO are creating added demand and a wide array of new marketing opportunities for websites built with STRATO's Homepage-Baukasten Pro. CM4all will continue to support STRATO by providing frequent software updates as well as plenty of free and effective marketing collateral for creating individual marketing campaigns.



INFORMATION

 sales@cm4all.com



www.cm4all.com

Content Management AG (Headquarters) • Cologne, Germany • Tel. +49 (0) 221-6601-0
 Content Management Inc. • Boston, MA, USA • Tel. +1 617-292-0299 • Toll Free +1 877-GO-CM4ALL