

Your Customers Need It. You Will Profit From It.

Adding hosting to your product lineup can expand the value that you provide to your customers and increase revenue while complementing your core services.



### Add an Additional Recurring Revenue Stream to Your Business Plan

Having a recurring revenue stream as part of your business plan ensures that there is always money coming into the business. This is particularly beneficial if your primary product or service is a one-time purchase for most customers or where a repeat purchase may be made sporadically. A recurring revenue model is also helpful in building investor confidence if you are seeking funding.

### Offer a Complete Solution

As the developer or integrator of technology-based products and services you can offer a more complete solution to your customers when you include hosting as part of your offering. This one-stop-shopping simplifies the customer's experience and positions you as an expert regarding the implementation and management of your solution.

### Increase Customer Loyalty

The more services and products you provide to a customer, the greater the likelihood that they will remain with your business. Expanding your product offering to include hosting not only means additional recurring revenue for your business, it also provides another layer of traction to keep customers from seeking services from your competitors.

### Profit from Your Position as an Expert

In many cases you've solved a problem for your customer and they will come to you for trusted advice. Even if it's not directly related to your business offering, they may ask you to recommend a service or technology that will help them solve a different problem – like finding a quality hosting provider or a place to house a new application or service.

### Avoid Incompatibility or Server Build Issues

If your solution requires a specific environment to run efficiently you can control the configuration and management of the hosting. This means the right OS, set up, database version and other specifications are set by you to avoid any problems or costly delays in implementation.

### Expand Your Footprint in the SMB Market

Small-to-Medium Businesses are the largest growing industry segment in today's economy. Adding hosting solutions to your current service offerings can help you expand into this market segment and begin profiting from it. If SMBs are already your target audience, offering hosting solutions can help you garner a larger share of this lucrative market.



### Why Bundle Hosting with Your Current Offering?

- Generate a Cost-Effective Recurring Revenue Stream
- Provide Complete Solutions for Your Customers
- Increase Customer Loyalty
- Control the Environment for Your Product or Service.
- Grow SMB Market Share Efficiently

## We are the Small-to-Medium Business Hosting Experts

While other online providers may offer services globally to the SMB market, none match the reach and expertise of Verio. We have focused exclusively on the SMB market for over ten years. Combine that with the NTT Communications' Internet Protocol (IP) network across four continents and you've got unsurpassed lineup of products, financial stability and a robust, highly reliable global network.

## You By-Pass Infrastructure and Startup Costs

Launching a hosting business can be very costly when you factor in equipment, knowledgeable staff, and facilities, let alone setting up an Internet backbone that ensures reliability and uptime for your customers. Partnering with Verio means these headaches are not an issue. You simply choose the products and services you want to offer to your customer base and we handle the logistics and guarantee performance.

## We Extend Our Extensive Global Reach Directly To You

Verio's solutions are backed by the reliability and stability of NTT Communications' owned and operated, world-class tier 1, global infrastructure. This infrastructure spans the U.S., leading European markets, and all major Asian locations. Chances are we are already deeply entrenched in the markets you want to reach.

## You Own The Customer

Verio offers you the ability to fully brand or co-brand our solutions, including the applications, control panel and collateral needed to sell hosting solutions. You continue to interface with your customers – selling, billing and servicing them. And we remain in the background supporting your needs and helping you grow the hosting arm of your business.

## What Makes Our Partner Program and Support Better Than The Competition?

No other hosting provider offers the extensive partner support of Verio. We assign a dedicated, continuous sales and support team to stay with you through the life of our relationship, helping your business reach the next level and profit from our expertise and consulting. Our program includes:

- ✓ **Quarterly Business Reviews** – to identify new growth opportunities.
- ✓ **A Dedicated Verio Sales Team** – your own personal sales and sales engineering experts to help you close deals.
- ✓ **Long-Term Support** – with an account manager and 24x7 technical support available for the life of our relationship.
- ✓ **Customizable Sales and Marketing Materials** – designed to simply “add your logo and go”.
- ✓ **viaVerio Members-Only Partner Portal** – with product support, marketing tools, networking and community resources.
- ✓ **Wholesale Pricing for Partners** – with up to 45% off suggested retail pricing.
- ✓ **SMB Hosting Expertise** – with global solutions designed for ease-of-use, simplicity and value.
- ✓ **Ability to Move Into New Markets** – to expand revenue quickly and cost-effectively.

Partner Benefits	VERIO	Rack Space	Go Daddy	The Planet	Fast Hosts	Hostway	Host Gator
Dedicated Support Team for Partners	✓	✓	X	X	X	X	X
Channel-Focused Program	✓	X	X	X	✓	X	X
Partner-Focused Training and Education	✓	X	X	X	X	X	X
Partner Portal & Networking Community	✓	X	X	✓	X	X	X
Pre-Qualified Opportunities	✓	X	X	X	X	X	X
Quarterly Business Reviews & Consulting	✓	X	X	X	X	X	X
Provider Has Complete Ownership of Data Centers & IP Network	✓	X	X	X	X	X	X
Full Range of Solutions from Shared Hosting to Dedicated Servers and Application Hosting	✓	X	X	X	X	X	X