



Best Practices for Shared Hosting with Parallels Plesk Panel

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Industry Trends



Mobile



- **Mobile is expected to surpass Desktop by 2014.**

Web
Presence



- **Top 2 Web Presence Services are Web Design Tools and Social Media Integration. 50% of US SMBs design in-house.**

Business
Apps



- **SMB use of cloud services is expanding rapidly. By 2014, the average SMB in the cloud consume 6 separate services and/or applications.**

Actionable Insight. Did you know?



Web Presence

Worldwide market for SMB to grow from \$7B to \$11B by 2014. \$3.6B for US. Non-e



Hosted Email

Top add-on. Average spend 2x spend for website only. 18% in US adopted so far. U



Business Apps

Worldwide market to grow by 2014. US \$4.3B in 2011. 78% of US SMBs use some



Social Media

#2 top Web Presence service. Facebook, 31% on LinkedIn, 17% on Twitter.



Best Practice: Merchandise Appropriately



- Low Tech Buyer
- Anchor Services
 - Domains
 - Hosting
- Customer Segments
 - Bloggers
 - SMB Websites
 - Virtual Companies
- Clear Offers
- Upfront Upsell
- Cross-Sell
- Calls to Action
- Selling to Their Audience

Buy Your Domain Now for \$12.95

example.com

BUY →

Your Domain is Free if purchased with Annual Hosting plan

Blogger WordPress hosting	Premier website hosting	PremierPlus virtual office
<ul style="list-style-type: none">• WordPress• Support	<ul style="list-style-type: none">• Email• Website• Web Conferencing	<ul style="list-style-type: none">• Website• Web Conferencing• VoIP Phone• Business Class Email
\$4.95 monthly	\$9.95 monthly	\$44.95/mo
GET STARTED	GET STARTED	GET STARTED

Best Practice: When Selling on Price

- More Technical Buyer
 - Value for Price
 - Features Count
- Best Value Sell
- Price Strike Out
- On-Sale Urgency
 - Percentage Savings
 - 3-year plan
- SSL Upsell
- Super Bundle
- Freebies
- Competitive
- Features Details

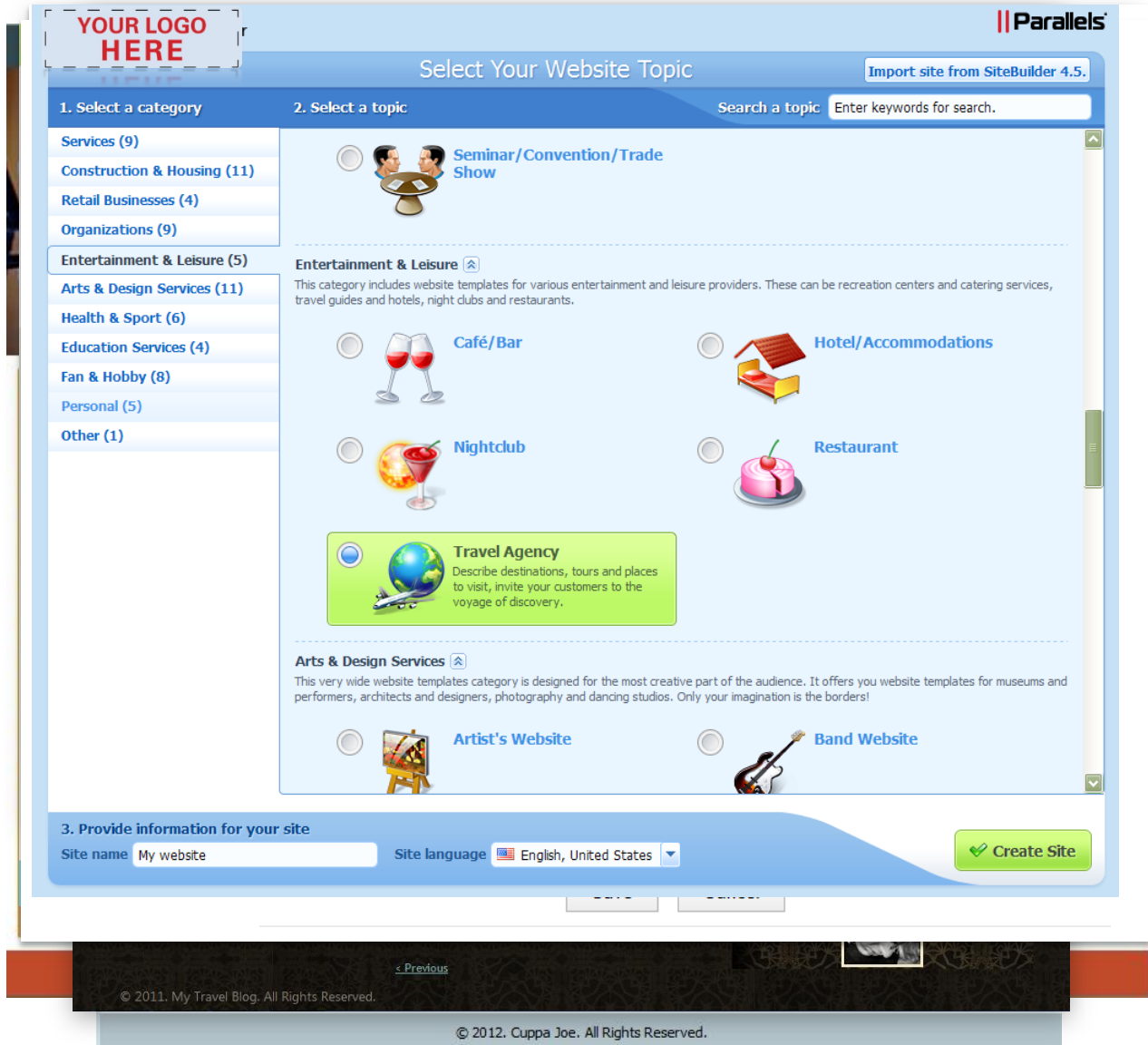
Choose your Operating System:  Linux  Windows

	Economy 4GH	Deluxe 4GH	Ultimate 4GH
Monthly Fee. No Setup Fees.			
Min. Purchase Length 	3 Months No Long-Term Contracts Required!	1 Month No Long-Term Contracts Required!	1 Month No Long-Term Contracts Required!
Discounts Available†	12, 24, or 36 months	12, 24, or 36 months	12, 24, or 36 months
Disk Space	10 GB	150 GB	Unlimited
Monthly Data Transfer	Unlimited	Unlimited	Unlimited
FTP Users 	50††	50††	50††
Email Accounts			
Number of Addresses	100	500	1000
Total Email Storage	100 MB	500 MB	1 GB
Webmail	✓	✓	✓
"Light" Webmail w/PDA	✓	✓	✓
Greeting Cards - 290+ designs	✓	✓	✓
Forwarding	✓	✓	✓
Auto-Responder	✓	✓	✓
Catch-All Email Address	✓	✓	✓
Fraud, Virus & Spam Protection	✓	✓	✓
Sender ID 	✓	✓	✓
Email privacy & protection with 256-Bit Encryption	✓	✓	✓
Databases			
MySQL	10 x 1 GB	25 x 1 GB	Unlimited x 1 GB
Database Backup/Restore	✓	✓	✓
Direct Database Access 	✓	✓	✓

Best Practice: Leverage Parallels Web Presence Builder

Web Presence Builder

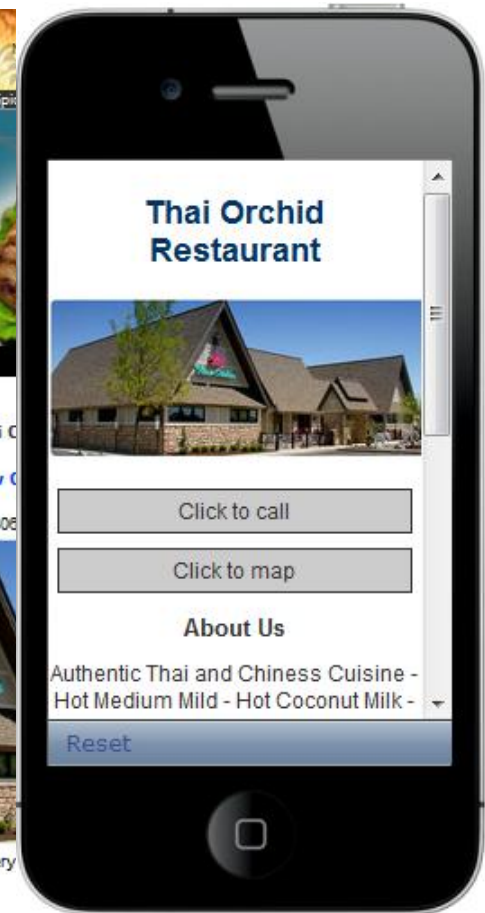
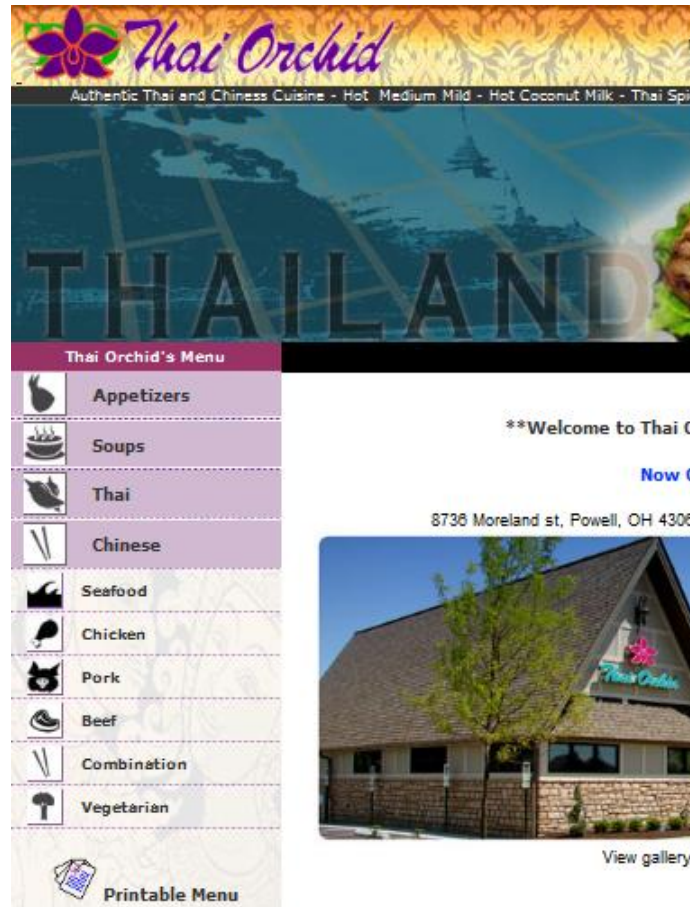
- Easy Flexible Sites for SMBs
- Publish Sites to Facebook
- Integrate External Services
- Social Sharing
- Self-Branding
- Trial Acquisition Scenario



Best Practice: Plesk Power Pack Powers Mobile

Plesk Power Pack

- Mobile Server Manager
 - iPhone, Android, BlackBerry
- Unity Mobile
 - Mobile Websites and Applications
 - Mobile-ready Widgets
 - QR Codes & SMS Marketing, Mobile SEO
 - Analytics



Help customers extend their reach to billions by having a mobile presence.
Differentiate Yourself as a Host with Mobile

Best Practice: Leverage the APS Catalog

- New Since 10.4
- Open Source & Commercial Apps
- One-Click Install
- Build Into Offers
- Make Available to Customers
- Use in Your Own Business
- Commercial Apps Have Reseller Programs

1&1 1&1 WebHosting

1&1 Click & Build Applications



- ✓ 65 FREE Click & Build Apps
Unlimited installations.
Available for use with Linux web hosting packages
- ✓ Choose from WordPress, Joomla!, Drupal, Gallery and many other popular open source applications
- ✓ Ready to install & always up-to-date: automatic software updates ensure you always have the latest version

Categories

- | | | | |
|--------------------------------------|---------------------------------------|-------------------------------------|-----------------------------------|
| ▶ Most Popular | ▶ Advertising | ▶ Blog | ▶ Chat |
| ▶ Content Management | ▶ eCommerce solutions | ▶ Galleries | ▶ Guestbook |
| ▶ Message Boards | ▶ Project Management | ▶ Social Networking | ▶ Website add-ons |
| ▶ Wikis | ▶ Other | | |

Most Popular





Joomla! is a powerful open source content management system. It is used for managing simple websites and complex corporate applications. Joomla! is easy to install, simple to manage, and reliable. Once Joomla! is installed and running, it is easy for even non-technical users to add or edit content, update images, and manage critical data. Anybody with basic word processing skills can easily learn to manage a Joomla! site.




Drupal is an open source content management system that supports pluggable modules that enable additional behaviors. The modules available for Drupal provide a


Best Practices: Enable Parallels Partner Storefront

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
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Best Practice: Be Engaging & Social





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Be our friend and Win an Xbox 360



WIN AN XBOX

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20% OFF
use code:
CLOUDYEAR
cloudstore.blacknight.com
t&c apply

- Wall
- Info
- Friend Activity
- Photos
- Welcome
- Flickr
- Get Our News!
- Win an Xbox

About
Ireland's leading hosting and domain registration company. ICANN accredited...

LinkedIn  Account Type: Basic

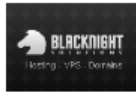
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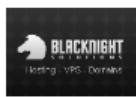
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Profit from the Cloud

1

Increase ARPU

Upsell and Cross-Sell at POS and Beyond. Leverage Storefront and Partner Offerings.

2

Reduce Customer Churn

Engage Customers with Great Service and Know-How to Build Loyalty. Hosted Email and Business Apps = Sticky.

3

Pursue Operational Excellence

Customer & Business Manager Automates the Customer Lifecycle from Purchase to Payment.

4

Minimize Customer Acquisition Costs

Leverage Web Presence Customer Acquisition Scenario and Partner 'Freemium' Models.



What can YOU do today?

Q&A

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