Expanding your channel with VARs

How UberGlobal did it

Michael McGoogan, CEO, mm@uber.com.au

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Joining the dots on our VAR program

1. What kind of hoster is UberGlobal?
2. How did we identify the VAR opportunity?
3. What got the interest of Ingram Micro?
4. What does our VAR program look like?
5. How does the VAR channel benefit our business today?

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What kind of hoster is UberGlobal?

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Parallels

SUMMI

What kind of hoster is UberGlobal?

Services to over 100,000 organisations:

enterprise, business and consumer segments

What kind of hoster is UberGlobal?

Fastest growing cloud services provider in Australia:

3 x BRW Fast100, CRN Fast50

What kind of hoster is UberGlobal?

Traditional hoster origins:

Revenues from domains, shared, dedicated and VPS

What kind of hoster is UberGlobal?

We’ve gone ‘Uber’ with Parallels Automation:

Exchange, SharePoint, Hyper-V VPS, VAR, PACI, Lync, APS, etc.

What kind of hoster is UberGlobal?

How did we identify the VAR opportunity?

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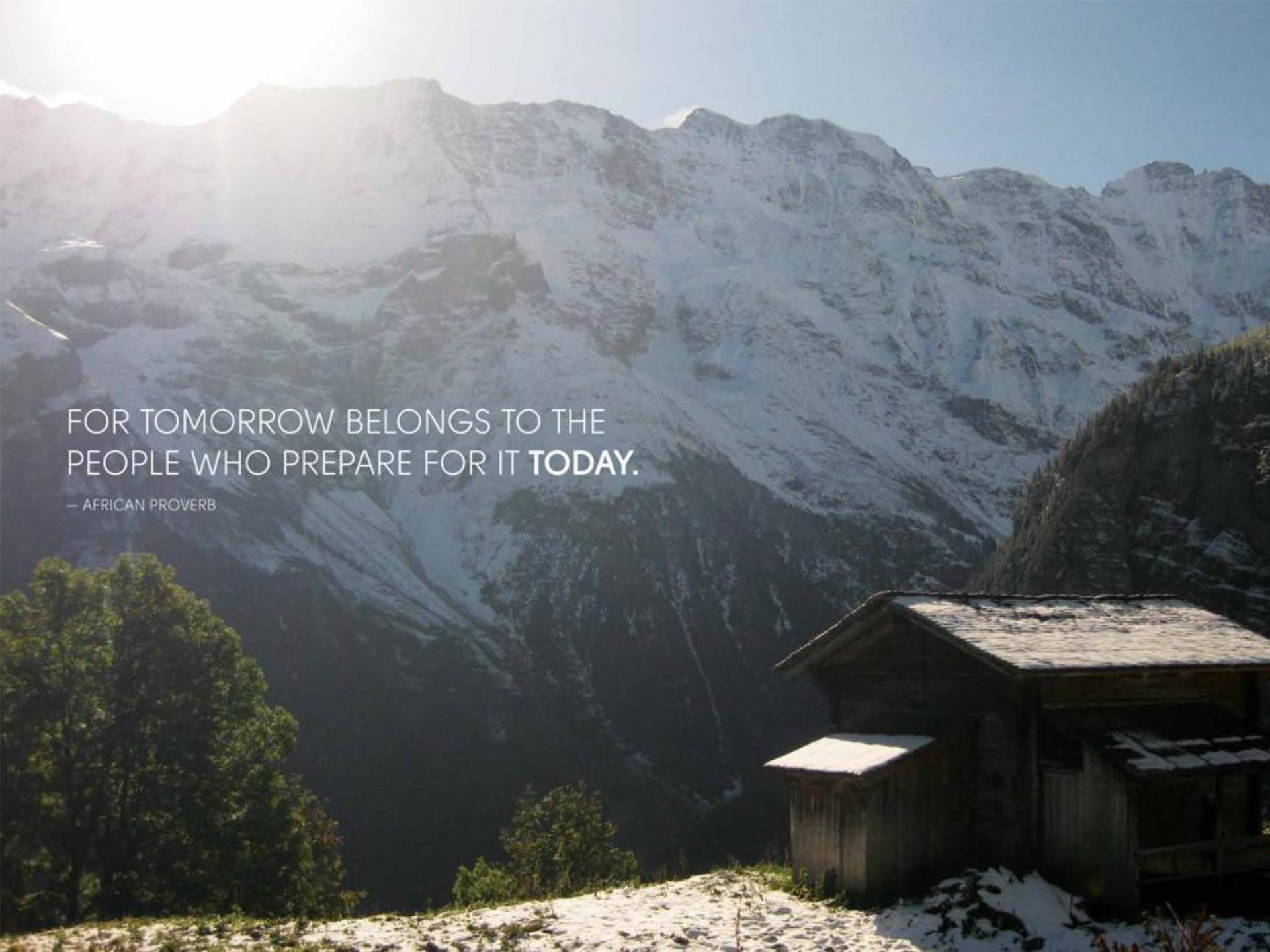
FOR TOMORROW BELONGS TO THE
PEOPLE WHO PREPARE FOR IT **TODAY.**
– AFRICAN PROVERB

Hosters require more than innovation and customer service to stay relevant.

infographic: cloudtimes.org

How did we identify the VAR opportunity?

Deploy Parallels Automation!

Gain access to the product roadmap of a multinational software company that is strategically aligned with our success.

How did we identify the VAR opportunity?

So, our VAR story begins with Parallels Automation being selected to solve our biggest strategic threats.

- How do we remain competitive in a global technology services business?
- How do we remain relevant to key suppliers?
- How do we place our customers ‘always ahead’?

In mitigating this threat we were very aware that we’d also generated a strategic opportunity to enable our own domain and shared hosting resellers with a broader set of products and a complete turnkey platform for cloud services.

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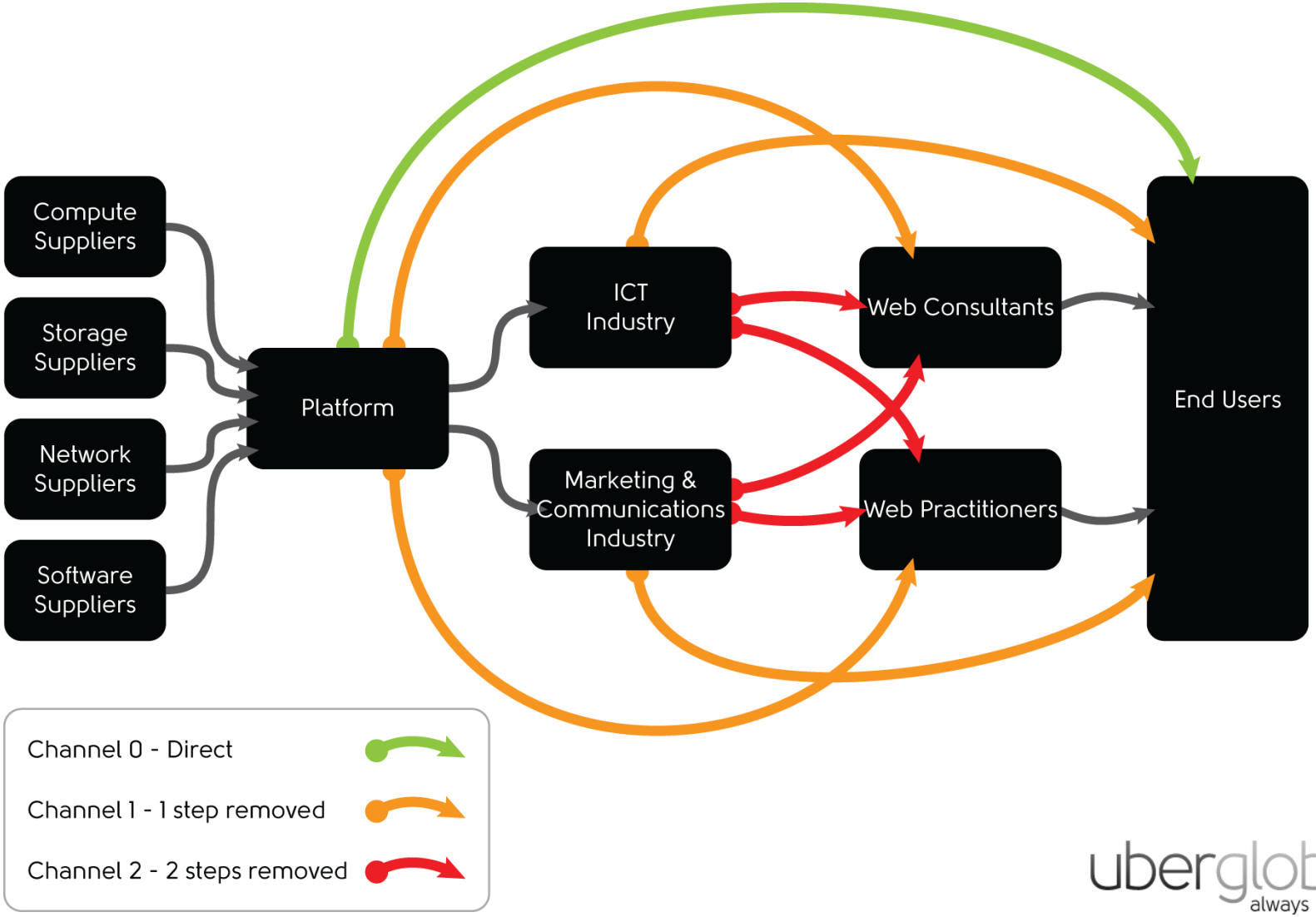
How did we identify the VAR opportunity?



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What got the interest of Ingram Micro?

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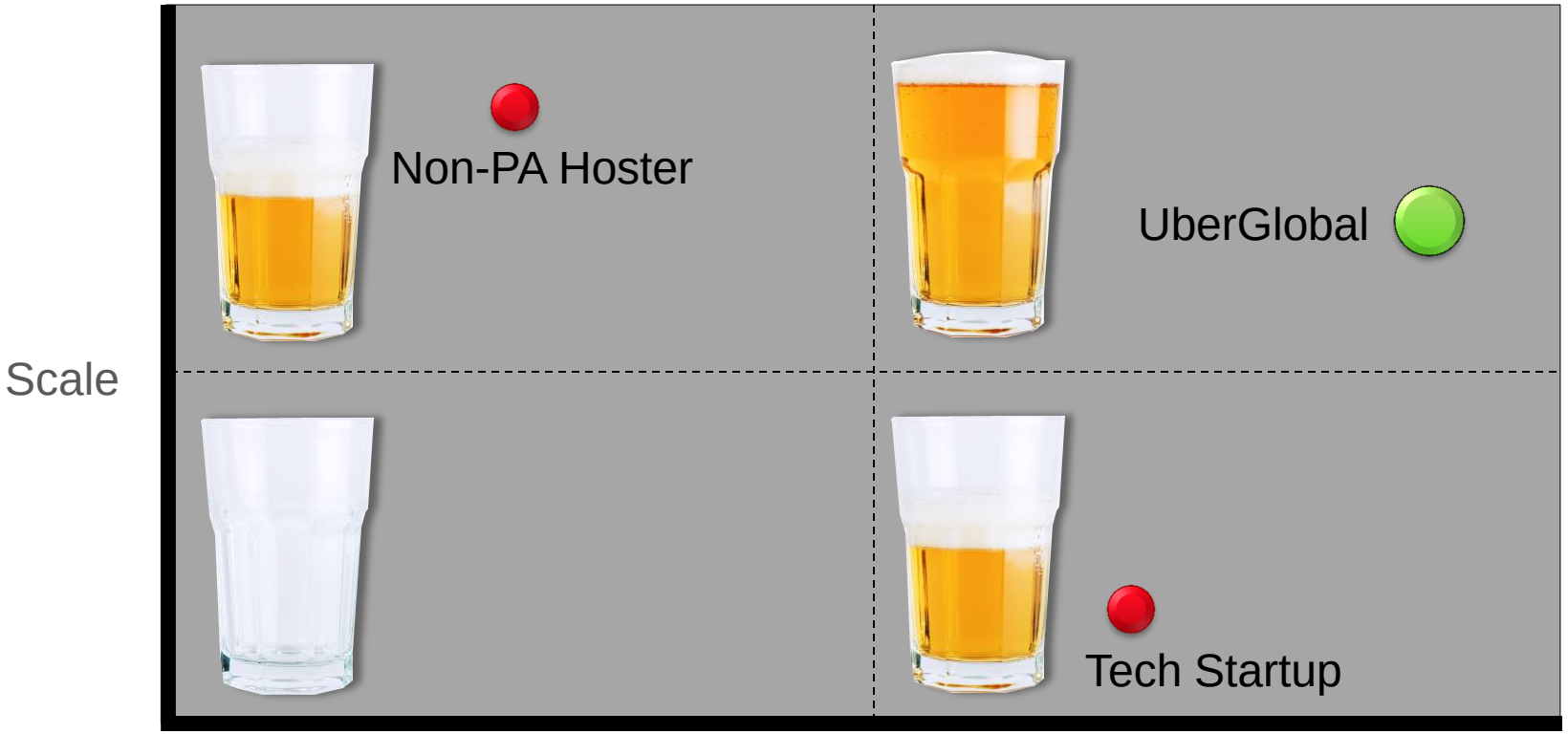
WE ARE ALL IN THE SAME BOAT IN A STORMY SEA,
AND WE OWE EACH OTHER A TERRIBLE LOYALTY.
— G. K. CHESTERTON

What got the interest of Ingram Micro?

- Beer, scale, capability and, above all, the Parallels Automation N-tier reseller functionality.



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What does our VAR program look like?

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What does our VAR program look like?

Power Reseller Program

- Ingram Micro

VAR Program

- Ingram Micro VARs
- Direct VARs of UberGlobal Wholesale

Enterprise Partner Program

- Ingram Micro
- System Integrators
- Large Digital Agencies
- Bespoke solutions
- VAR as a product…

Affiliate Program

- Direct customers of UberGlobal Wholesale

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wholesale.

Our strength and resources are your powerful business advantage.

AS ONE OF AUSTRALIA'S LARGEST HOSTING PROVIDERS, WE HAVE THE PRODUCTS AND SERVICES TO GENERATE REVENUE FOR YOU AS EITHER A RESELLER OR PARTNER.

Resell our range of products:

Domains and SSL
Hosted Exchange
Shared Hosting
Enterprise Hosting
Virtual Hosting
And more...

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Typical resellers:

- Software distributors
- Hardware distributors
- Hosting resellers
- Computer shops
- IT services

More Info

Typical partners:

- Joint venture enterprises
- Large systems integrators
- ITvendors

More Info

Typical partners:

- Internet service providers
- Telcos
- ITdistributors

More Info

uberblog

6 ways to make your website load faster

Thu, 02 Feb 2012

Here's a really quick rundown of 6 ways to make your website load faster. 1. Keep your pages short Break your site up into distinct sections and don't put too much content on each page. TIP: Make a navigation section at the bottom (or footer) of your website with the links to all of your [...] more

Reseller Sign-up → Find Your Domain → Checkout

Order Details

Description	Period/Qty	Discount	Price	
Wholesale Branded Reseller	1 Year(s)	$0.00	$0.00	Modify | Remove

Promotion Code:

Sales Tax: $0.00
Total: $0.00

Back

Register new domain(s) for your website

Domain Name * www. . com.au

Search Domain

Transfer an existing domain

Domain Name * www. . com.au

Authorization Key *

⚠ The process for transferring a domain name varies depending on the domain type. Please ensure that the current registrar's procedures have been followed and they have been authorized by you to approve our transfer request.
Please also make sure that any registry lock has been removed.

Transfer Domain

I will use my existing domain and update my nameservers only.

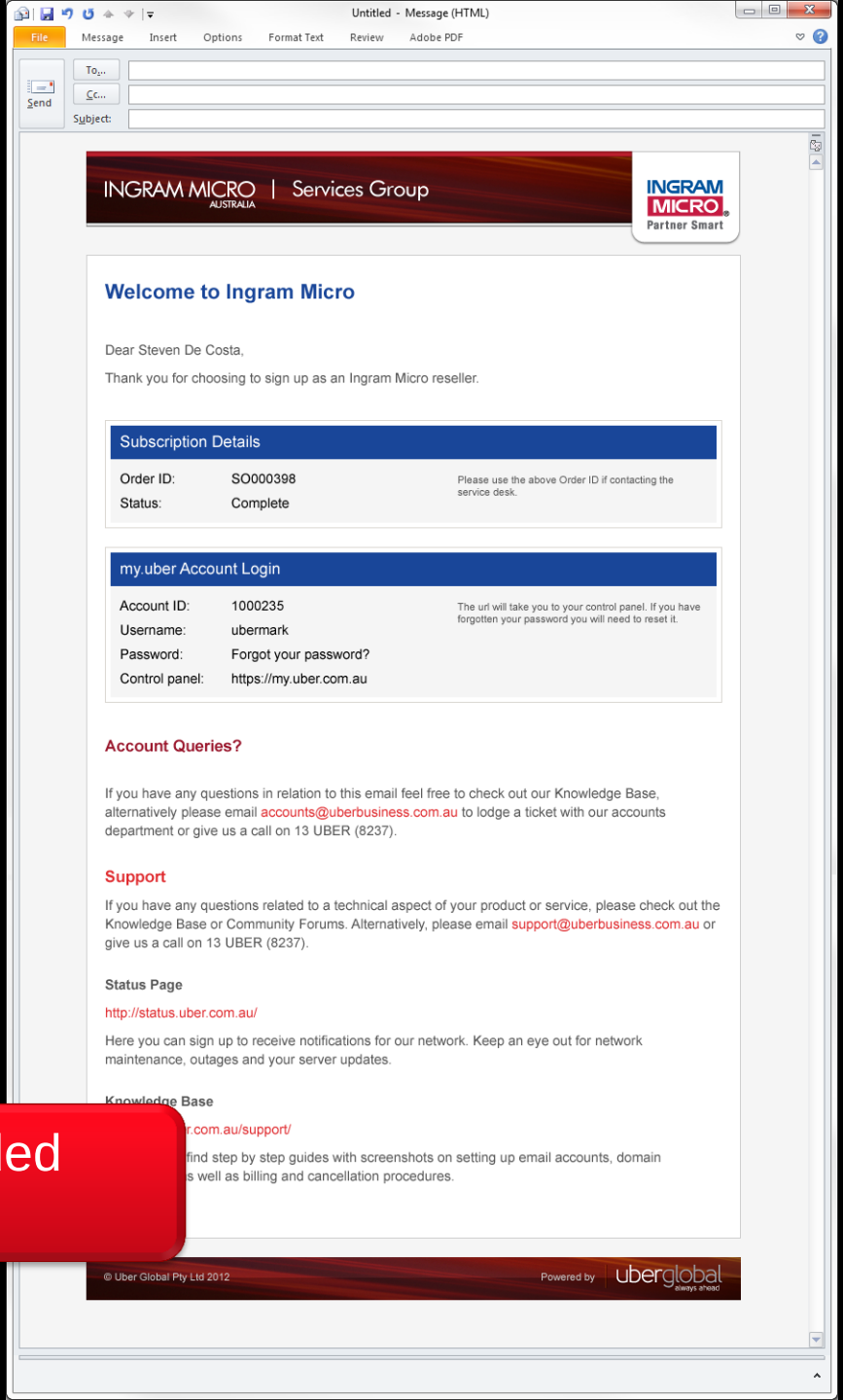
Enter your existing domain

your domain name on our DNS servers, but you will need to take care of domain registration

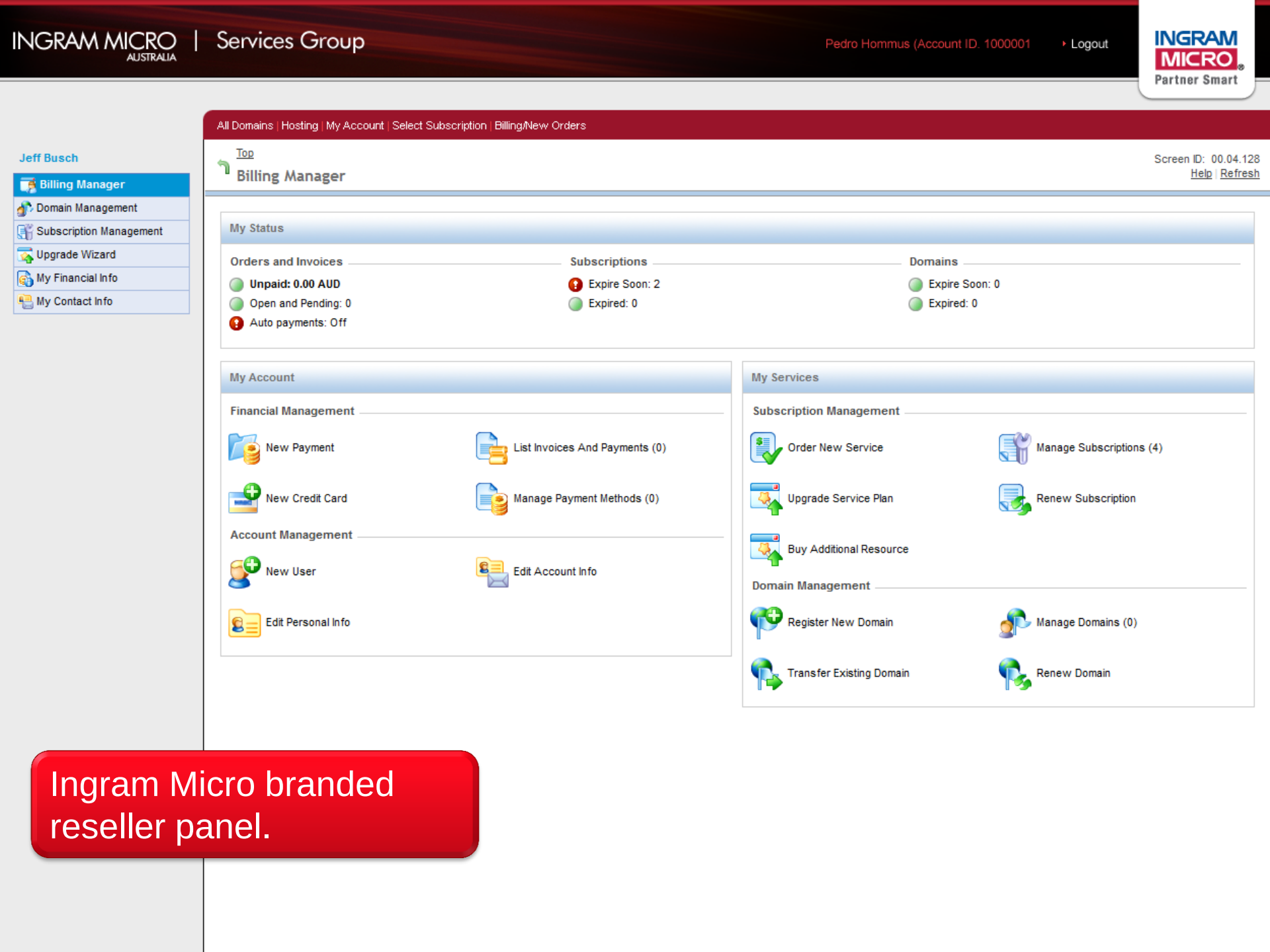
Add Domain

Ingram Micro branded reseller sign up.

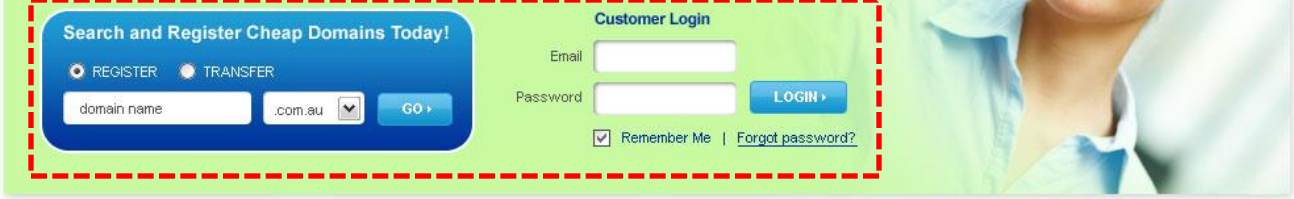
© Uber Global Pty Ltd 2011



Ingram Micro branded welcome email.


INGRAM MICRO AUSTRALIA | Services Group
Pedro Hommus (Account ID. 1000001
Logout
INGRAM MICRO Partner Smart
All Domains | Hosting | My Account | Select Subscription | Billing/New Orders
Jeff Busch
Billing Manager
Domain Management
Subscription Management
Upgrade Wizard
My Financial Info
My Contact Info
Top
Billing Manager
Screen ID: 00.04.128
Help | Refresh
My Status
Orders and Invoices
Unpaid: 0.00 AUD
Open and Pending: 0
Auto payments: Off
Subscriptions
Expire Soon: 2
Expired: 0
Domains
Expire Soon: 0
Expired: 0
My Account
Financial Management
New Payment
List Invoices And Payments (0)
New Credit Card
Manage Payment Methods (0)
Account Management
New User
Edit Account Info
Edit Personal Info
My Services
Subscription Management
Order New Service
Manage Subscriptions (4)
Upgrade Service Plan
Renew Subscription
Buy Additional Resource
Domain Management
Register New Domain
Manage Domains (0)
Transfer Existing Domain
Renew Domain
Ingram Micro branded reseller panel.

Sample implementation: click through.



Shared Hosting

Affordable shared hosting for your business or eCommerce website.

- Business Linux hosting
- Business Windows hosting
- Includes 2 free Exchange basic accounts
- Unlimited web traffic

View Hosting Plans

Just $19 /mo

Virtual Servers

Choose from our pre-configured packages or build your own.

- VMware VDS for Windows or Linux
- Hyper-V VPS with Windows
- Guaranteed CPU share
- Full Root access

View Hosting Plans

Starting from $99 /mo

Exchange and SharePoint

Real time enterprise collaboration and email tools.

- Share information across your business
- Provide anywhere access to users
- No need to manage your own server

SSL Certificates

Increase customer trust and sales with premium SSL certificates.

- GeoTrust certificates
- Verisign certificates
- Up to $250K warranty
- Browser 'trust' seal

View SSL Options

Starting from $149 /yr

Learn More

Careers
Customer Feedback
Delivery
Promotions
Friends of CSW
How Do I Buy Online?
SmartBuy Club
SAP Business One
Mega Deal of the Day
About Us
CSW-IT
Software Licensing
Clearance
Warranties
Windows 7

Customer Feedback

Dear City Software,
I confirm that I received the above order well in advance from what I expected.
Well done and am more than happy to continue...
Ron

Sample implementation: click through.

Looking for a bargain? Sign up to MEGA DEAL OF THE DAY NOW!

City Software	Purchasing Information	Computer Software	Software Brands	Computer Hardware	Hardware Brands	Community
Home	Buying Online	Internet Security Software	Microsoft	Audio Visual	Logitech	Facebook
About Us	RAM Finder	Business & Accounting Software	Adobe	Computers & Servers	Fuji Xerox	Twitter
Catalogue	Payment Options	Design & Editing Software	MYOB	Laptops & Netbooks	Samsung	LinkedIn
Careers	Delivery & Pick Up	Games & Edutainment	Quicken	Computer Accessories	Apple	YouTube
Customer Feedback	Privacy Policy	Operating Systems	Symantec	Networking	Hewlett-Packard (HP)	RSS Feeds
Related Companies	Terms & Conditions	Software Utilities & Applications	AVG	Storage & Memory	Acer	Video Demonstrations

VAR branded online Store, order process, notifications, invoicing and…

Pedro Hommus (Account ID. 1000001) ‣ Logout

All Domains | Hosting | My Account | Select Subscription | Billing/New Orders

- Billing Manager
- Domain Management
- Subscription Management
- Upgrade Wizard
- My Financial Info
- My Contact Info

Hosting

Configuration & Administration

Screen ID: 2.11.00.01
Refresh

Sites & Domains
This section provides general management facilities for your domain(s). You can view and manage the list of domains and subdomains, manage dns hosting type and dns records of your domain.

E-mail
This section provides you with managing facilities for your Qmail e-mails and maillists.

Databases
This section allows you to manage your database(s) and its users.

Service Users
This section provides management facilities for your Service User accounts. You can view and manage Service Users" access to the services of your subscription.

Statistics & Analysis
This section allows you to view the way you use resources from your subscription.

Last Login

IP Address	203.88.112.129
Date	Feb-09-2012 11:17

Login History

VAR branded end user control panels.

Microsoft® Hyper-V™

Hosted Exchange

Microsoft® SharePoint™

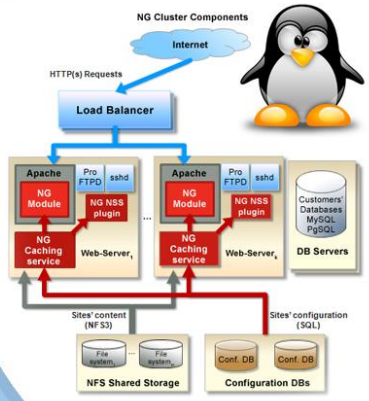
Microsoft® Lync™

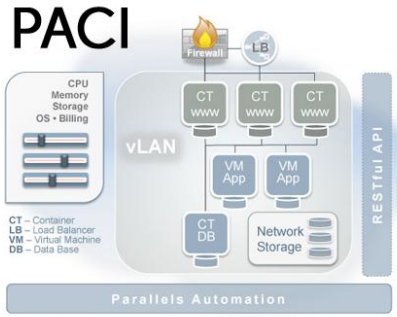
e.pages

cPanel

APSSTANDARD
Reach for the Cloud™

BackupAgent®





uber

UaaS

Microsoft® Hyper-V™

Hosted Exchange

Microsoft® SharePoint™

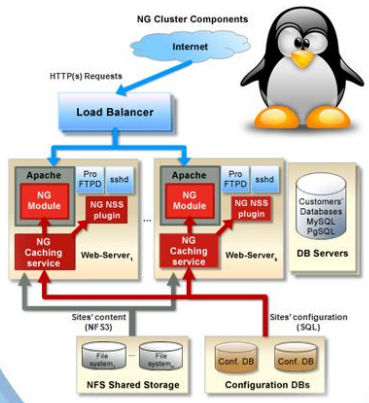
e.pages

Microsoft® Lync™

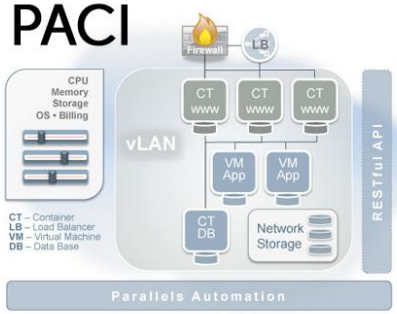
APSSTANDARD
Reach for the Cloud™

cPanel

BackupAgent®



PACI



OaaS

How does the VAR channel benefit our business today?

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Parallels

SUMM

How does the VAR channel benefit our business?

- A vastly increased sales force.
- A vastly increased online presence.
- VAR specialisation to take on verticals.
- Lead generation for complex solutions.
- Returns our focus back to core business:
  - Customer service
  - Platform management
  - Product expertise

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