

HostPapa

HostPapa is a web hosting provider located in Niagara Falls, NY and Oakville, Ontario, Canada with thousands of customers across the globe. At HostPapa, they consider every one of their customers to be a part of their family. That's why their motto is "Let Papa take care of you". They understand that their customers' websites are vitally important and that they need to be able to count on them to ensure that service is not interrupted. HostPapa has established a solid web hosting solution for small-to-medium sized businesses that is reliable, easy-to-use, and customer service-oriented, all for a low cost.

As a web hosting provider, HostPapa has been watching the cloud services market gain traction and has also listened to their customers as they investigate and evaluate cloud services for their businesses. To meet this growing demand, HostPapa became a certified reseller of Google Apps for Business. They soon discovered that to fully realize the impact of the cloud on their business and to maximize the benefits delivered to customers, they would need to wrap their own professional and support services around Google, and other hosted apps, to translate technology into true IT solutions.

In February of 2012 HostPapa started working with MSPexcellence along with other Google Apps certified partners who were participating in the beta program of the MSPexcellence Cloud Solutions Provider (CSP) program for Google Apps resellers. HostPapa's goal in working with MSPexcellence was to gain knowledge, market information, education and support to help them transform a web-hosting company into a high growth and highly profitable CSP business. At the conclusion of the beta program in April of 2012, HostPapa began to apply the CSP Program methodologies to its business and introducing new cloud-based solutions to its customers. As a result of these initiatives, HostPapa increased their Average Revenue Per Unit (ARPU) from the web-hosting industry average of \$135, to more than \$600 per customer per year, reduced their customer churn rate by more than 20% and increase profit margins by 50%. They also opened a new mid-market segment (50-150 seats) with the newly expanded service portfolio and are realizing lower support costs and higher profitability.

"The major challenge in the web hosting business is also the greatest opportunity – and that is increasing ARPU," said Sylvain Patry, Senior VP, Business Development for HostPapa. Working with MSPexcellence has provided us with the tools, education, thought leadership and support to do something we would not have been able to do on our own within any reasonable time. That is transforming HostPapa into a world-class Cloud Solutions Provider. The CSP Program is the passport to become a successful CSP."