

# Changes to Website Builder, Web Hosting and Introduction of Custom Plans

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# Website Builder

# The Next Steps

## Existing Website Builder:

- Will be deprecated from the Control Panel on the **21<sup>st</sup> of September, 2010**
- All existing packages that expire after **21<sup>st</sup> September, 2010** will be auto-renewed (for free) till **31<sup>st</sup> December, 2011**

## New Website Builder:

- Will be available from **21<sup>st</sup> September, 2010**
- Priced at just **\$3.99/month** (includes Web and Email Hosting)
- Specifications:  
50 pages, configurable Disk Space and Email Accounts, Unlimited Bandwidth

# Custom Plans for Web and Email Hosting and Website Builder

# What are Custom Plans?

The introduction of Custom Plans will allow you to configure plans according to your Customer requirements.

We will provide you with the ability to configure certain parameters for the following products:

1. Web and Email Hosting
2. Email Hosting
3. Website Builder with Web and Email Hosting

# What You Can Configure:

Linux Hosting	Windows Hosting	Website Builder	Email Hosting
✓ Disk Space	✓ Disk Space	✓ Disk Space	✓ No. of Email Accounts
✓ Data Transfer	✓ Data Transfer	✓ No. of pages	
✓ No. of Email Accounts	✓ No. of Email Accounts	✓ No. of Email Accounts	

# Creating Plans

Let us take an example to explain this better:

- Product: Linux Web and Email Hosting
- Your Cost Price: \$2.49/month

Reseller John has created four plans for this Product:

Plan Name	Plan A	Plan B	Plan C	Plan D
John's Selling Price	\$4.49	\$6.49	\$7.99	\$8.99
Disk Space	5 GB	10 GB	26 GB	Unlimited
Data Transfer	50 GB	100 GB	450 GB	Unlimited
Email Accounts	50	100	567	Unlimited

- John's Customers can now choose any plan from Plan A – D and purchase any number of packages under each plan
- They will be charged the selling price mentioned; while we will still charge John only \$2.49 for every package



# Important Details

- 1) This feature will be launched on the 21<sup>st</sup> of September, 2010
- 2) There is no limit on the number of plans that can be created
- 3) However, you can only display up to 4 plans on your SuperSite for each Product i.e. Web Hosting, Email Hosting and Website Builder. The plans to be displayed can be selected from the *Settings* tab in the SuperSite Admin Area
- 4) Two identical plans for the same product cannot be created
- 5) Hosting Slabs for Sub Resellers will be deprecated with this launch

# Price Bands

# Price Bands:

- Mid-October we will introduce *differential pricing* based on the values you have specified in a plan
- Price bands will be introduced for the following Products:
  - Web and Email Hosting
  - Email Hosting
  - Website Builder with Web and Email Hosting

# Setting Prices – Post October

Let us assume the *Linux Web and Email Hosting* Product will have two prices based on the amount of Disk Space and Data Transfer assigned to a plan, as described below:

Band 1:

Criteria	Range	Cost Price
Disk Space	Up to 20GB	\$0.99
Data Transfer	Up to 100GB	

Band 2:

Criteria	Range	Cost Price
Disk Space	20GB – Unlimited	\$2.49
Data Transfer	100GB – Unlimited	

***Please Note: these prices and values are for demonstrative purposes only***

The limits for each price band will be pre-defined and applicable at all levels of the Reseller Chain.

# Setting Prices – Post October

Considering the bands previously mentioned, let's take a look at Reseller John's Cost Price for Linux Web and Email Hosting Plans:

Plan Name	Plan A	Plan B	Plan C	Plan D
Disk Space	1GB	10GB	100GB	Unlimited
Data Transfer	50GB	100GB	500GB	Unlimited
No. of Email Accounts	25	100	500	Unlimited
John's Cost Price	\$0.99	\$0.99	\$2.49	\$2.49

*Please Note: These prices are for demonstrative purposes only*

John's cost price for Plan A is \$0.99 as the *Disk Space* and *Data Transfer* values are within the limits of **Band 1**.

Whereas, John's cost price for Plan C is \$2.49 as the *Disk Space* and *Data Transfer* values are within the limits of **Band 2**.

# Impact on Sub Resellers

## From the 21<sup>st</sup> of September:

- 1) Hosting Slabs for Sub Resellers will be discontinued
- 2) Web Hosting, Email Hosting and Website Builder will have a common sign up option
- 3) You can then choose to individually not sell one or more Products to your Customers. However, your Sub Resellers will be able to sell all Products  
*For instance: You can sign up for Web Hosting, Email Hosting and Website Builder and then choose to not sell Website Builder to your Customers. Your Sub Resellers, however, can still choose to sell all three i.e. Web Hosting, Email Hosting and Website Builder to their Customers.*
- 4) From the 21<sup>st</sup> of September, you will be able to set one price per Product for Sub Resellers which will be applicable to all the plans they create

# Impact on Sub Resellers

## October Onwards:

- The limits for each price band will be pre-defined and applicable at all levels of the Reseller Chain
- You will have to set prices per band for your Sub Resellers
- You will not be able to modify the limits of each band

# More Questions?

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