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HOSTOPIA PERSPECTIVE

Are your Value-Added Services increasing demand for your core?

As the person responsible for the Value-Added Services (VAS) product strategy, you know that everything you do must contribute to boosting the value and demand for your core offerings.

> Monetizing demand is essential for service providers seeking to drive growth in their core voice, internet and mobility products. *(Ernst & Young)*

Coming up with the right products and services—and getting the word out about it—is difficult, especially in a crowded market.

Building a business case for any VAS is a competitive, painstaking process that pits your offering against dozens of other products that are also competing for a place on your company's prioritization list to secure funding and resources.

For your VAS to even be considered, you must present a compelling business case that demonstrates how it will increase the appeal of your core voice, internet and mobility offerings to drive growth in the base.

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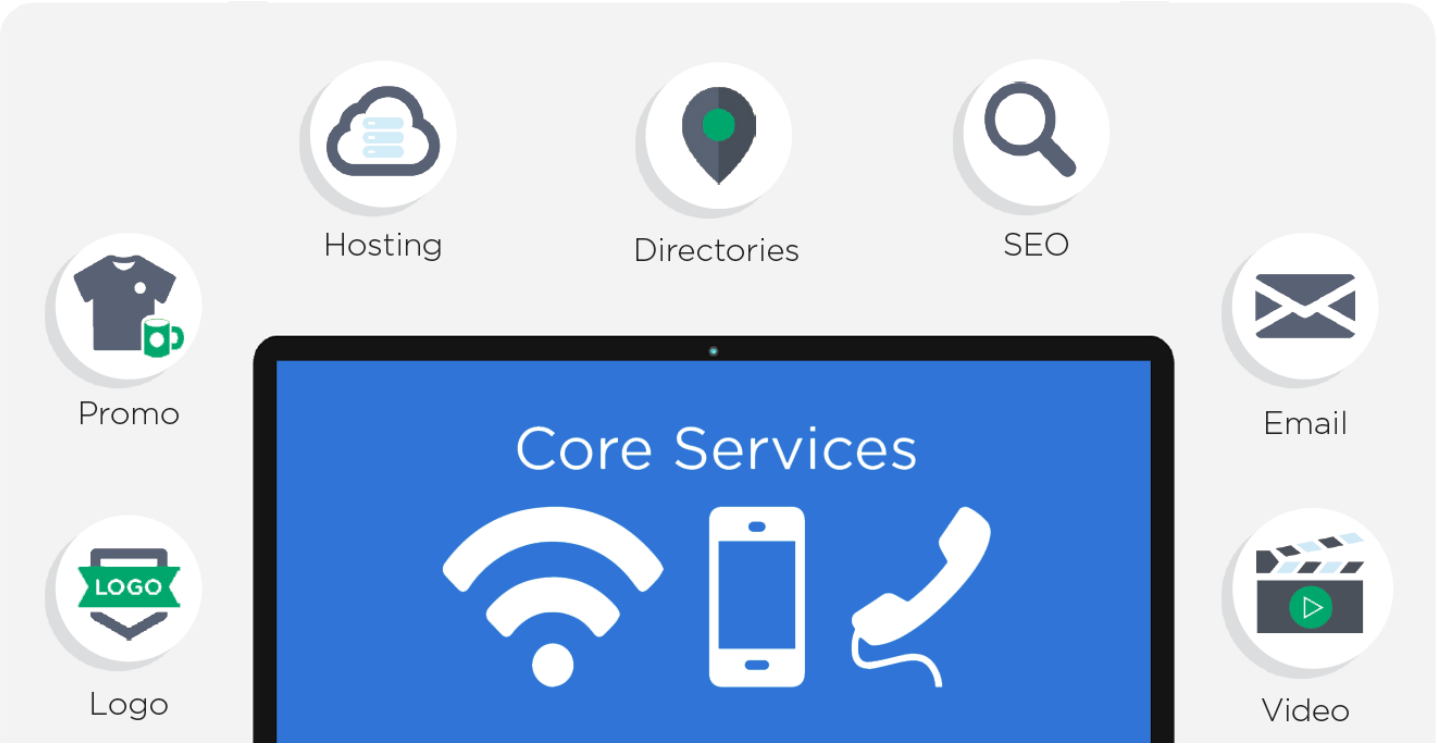
What if your VAS could increase revenues and add value to the core?

That's why service providers like yours are turning to Hostopia. The Hostopia portfolio of online services is designed specifically for the SMB market, so you can quickly articulate tangible, relevant benefits to the end customer.

With an end-to-end, fully integrated service platform all owned and controlled by Hostopia, you'll develop, market, and deliver offerings that drive the greatest possible demand for the core at the lowest possible cost.

When you partner with Hostopia, you'll capitalize on a fast growing opportunity in the SMB market: online presence and digital marketing. Our proprietary platform onboards customers in seconds, and leads them through the journey of creating a comprehensive online presence.

With a complete portfolio of in-demand products and services, you'll augment your Value-Added Services strategy, and increase demand for your core products.

So what can you do next?

Contact a representative today at learnmore@hostopia.com.