

HOSTOPIA PERSPECTIVE

*Are too many choices
getting the best of you?*

As the person responsible for the Value-Added Services (VAS) product strategy, you know that attaching innovative VAS to your core offerings can give you a critical competitive edge. But with so many new products and ideas crowding the market, how do you evaluate them all and determine how each would work with your other offerings?

With multiple products and vendors knocking on your door, it's virtually impossible to pinpoint what will resonate in the market. You don't have the time or resources to drill down to the details you'd like to—like finding valuable insights into small business trends and creating innovative solutions that capitalize on those trends.



Your SMB customers gravitate to simple, easy-to-use products that deliver readily visible benefits to their business. But a cobbled-together patchwork of products, each with its own set of instructions and support requirements, consumes your time and development resources and is too much trouble for a small business customer to deal with. By making sales calls on each disparate product, you run the risk of waking the base.

Because it's so difficult to build a cohesive VAS strategy, it's hard to get ahead of the competition, stay relevant, and generate new revenue streams.

What if you could cut out the clutter?

That's why service providers like yours are turning to Hostopia.

With our end-to-end integrated web services platform, you will be able to gain greater insights into the buying habits and usage patterns of your customers, so you can sell more services at the right time to the right customer. That means you can radically simplify your product development process and streamline customer onboarding and support.

By partnering with Hostopia, you'll be working with a group of experts with telecom and online services experience in the SMB market. Our sales and marketing teams will support your efforts in bringing relevant, high-quality products and services to market faster and more effectively than any other provider.

You'll continue to strengthen the appeal of your core by delivering relevant services to your customers at an affordable cost.

So what can you do next?

Contact a representative today at learnmore@hostopia.com.

Value-Added Services



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