4 tips on how the right hosting provider can add value to your agency

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Solution Architects for Digital Agencies

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TIP SHEET

How your hosting provider can add value to your agency

How's your bottom line looking? Are you making the right percentage on client referral rates? Team Square explore the best ways to ensure you're getting the most value out of your hosting provider.

Choosing the right hosting provider can be complicated. That's because it's not just about making a judgment call about hosting solutions. The right provider needs to offer you something valuable in return.

Technology and digital leaders have tricky decisions to make to juggle the demands of support, solutions and innovation, while also creating opportunities to add value. Claranet's CIO Andy Wilson said recently[1]: "the technology supply chain has arrived at a point where CIOs can comfortably outsource the management of their IT infrastructure, freeing up their time to focus on building their core business."

Decision makers often choose a hosting provider based on how cost effective they are for the agency right now. But what can they do for you in the long term to roadmap where your agency wants

to be in the future? The best providers will offer savings on infrastructure costs, while also helping you make money with lucrative client referrals.

Save with cloud migration

A recent Claranet report[2] showed 67% of respondents thought reducing costs were a high IT priority. The cost benefit of migrating services to the cloud were clear, with 81% reporting a reduction in capital expenditure and 77% reporting improved cash flow.

The report also found 74% of users outsourced to a cloud migration provider. This means IT decision makers not only have to choose flexible and accountable cloud providers, but also need to find a provider who can deliver a tangible cost reduction benefit to their business. So, what's the best way to achieve all of this?

1 http://www.claranet.co.uk/about/news/cios-should-be-kept-awake-night-growing-top-line
2 Claranet Research Report: Adoption Trends in Cloud Computing 2011-2014

Team Square's top 4 tips on getting more from your provider

Our solution architects have put together 4 points to help in choosing the right provider to make you more money.

❝ Minimise your risk to maximise your return

Why be the middle man if it's not making you much money? If you're sitting between the client and your hosting provider, you're taking on most of the risk without significant return. You need to make a good percentage from the referral rate, without the pain of sitting in the middle for not much money.

- Jay

❝ Get better referral rates

Is your hosting provider going that extra step to give you great rates? If not, then they just aren't working hard enough for you. Look out for a provider who can help you out financially. The best ones offer highly competitive referral rates and let you make money from client introductions.

- Chetan

❝ Save money with the cloud

Have you thought about migrating to the cloud? It could really help save on hosting costs. But loads of agencies worry about the potential cost and security issues. First of all, you need a provider who can show you examples of their previous experience with agencies like yours. Secondly, choose one who can map out what the potential savings could be for your agency.

- Alex

❝ Get the right advice from people you trust

Is your provider giving you stock answers? If so, then they don't have your best interests at heart. Choose the team who take an overview of how you can potentially make more money, while keeping your data secure. You should trust them to also be your go-to people to solve problems, so they have to know your agency inside out.

- Jabed

Ensure you're getting the most from your hosting provider

Team Square is part of Claranet, one of Europe's leading managed service providers. We have over 4,500 business customers, 16 offices across Europe and are positioned as a Leader in Gartner Magic Quadrant for Cloud-Enabled Managed Hosting, Europe 2014.

Are you missing a trick?
Why not meet up with the Team Square experts for a chat? We can assess whether you're getting the most out of your hosting. And we'll tell you if there are any opportunities you're missing.

Book a meeting at **www.teamsquare.co.uk**, email us at **TeamSquare@uk.clara.net** or call us on **0333 222 3468**.

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