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WEB HOSTING

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The Magazine for Web Hosting Executives

No. 2 won't do, child ...

... You gotta do better!



TAP AWARDS 1000

2000



Your Mom's Vote Doesn't Count!



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Haralds Jass, Superb Internet

Most Conscientious Web Hosting Citizen

Many vendors who've tried to market their wares to Superb Internet have come away with a profound respect for Haralds Jass, the company's founder and CEO. Jass may or may not buy your product, but in a matter of minutes, he'll give you more ideas

than your entire development team could think up in weeks on how to make it better. Before signing up Superb Internet as one of its first users, hosting-platform developer Ensim reportedly received an 11-page summary of Jass' comments on its ServerXchange product.

Many resellers have commented that they've never encountered another upstream provider who's shown as much interest as Superb Internet in their success. Having been in the hosting business since 1996, Jass knows the ins and outs of

the industry and is more than willing to share his knowledge, which he's condensed into Superb's authoritative "how to" guide on managing and growing a startup hosting company. (Free copies are available from success.superb.net.)

The web hosting industry just wouldn't be the same without Haralds taking the time and making the effort to be a conscientious partner, a helpful service provider — not to mention a tough competitor!





29, 30, 31

Alabanza, Hostopia, Superb Internet

Best Hosts for Resellers

Ahh, nothing like living the good life ... selling tens of thousands of dollars worth of web hosting services without all the hassles of dealing with actual hosting customers.

Sound too good to be true? Yeah, suppose so. But web hosts who specialize in selling to resellers — if they do it right — can reap sweet and juicy fruits from this cushy little business model: don't invest all your energies in sales when you can dangle enticing discounts or commissions in front of other hosting wannabe's who'll sell your services

for you.

The resale market's a tasty one, but only if you

really work at it. As ReCellar.com's founder Will Smith says, "What I see in the industry right now is an underestimation of the value of reselling. Most web hosts do offer reseller programs and plans, but they don't go out of their way to nurture and grow the programs."

Those who do, though? They've bred themselves a big and meaty brand of cash cow. As Smith says, "These web hosts don't have to spend inordinate amounts of dollars advertising or offer silly gimmicks like free plane tickets and Palm Pilots to sign up new clients; the resellers will bring in all of the business."

Pooh pooh if you like, but this is no small-spuds niche. Depending on whom you

believe, the hosting resale market could total anywhere from \$3 billion to \$10 billion over the next couple of years. The winners here are the hosts that make life easy for their resellers — and for themselves, too — by making setup and admin as automated and idiot-proof as possible.

Who's doing it best? Smith points to Alabanza and Hostopia as two front-runners in the business. These two consistently earn (mostly — you can always count on some sour grapes, however sharp the usual performance) top marks on the assorted host-rating sites. Another host singled out for frequent gushing by these resources is Superb Internet, led by the inimitably conscientious Haralds Jass.



Superb Internet Corporation
14th floor - 700 West Pender St.
Vancouver, BC V6C 1G8 Canada
www.superb.net • 888-354-6128