

# Make email your fastest growing business

Our “No Risk, No Cost” solution for you.



## Realize the full revenue potential of your email

Many Hosters have yet to embrace email as a valid revenue stream within their product portfolios. At Open-Xchange we understand exactly how you can turn email from a cost center to a profit center, by converting the email accounts you provide as part of your hosting plans. We are very experienced in upselling these “free” accounts to paid email accounts and working together we can generate a revenue stream that significantly outperforms the cost of providing free accounts.

We also offer an absolutely risk-free solution that will unleash that potential.

**The concept is easy. We do email for you, you pay nothing, and when those “free” accounts start paying we split the profit. Here is how it works:**

1. We migrate your email customers **to our OX Cloud.**
2. We host, maintain and update those customers **for free.**
3. Your customers get the best email products on the market, enhancing your reputation.
4. We then work together to upsell to your customers and share the revenue generated.

**There is no risk with this approach. All you can do is benefit, but what does this really mean for you and your customers?**

- You move operations, maintenance, infrastructure management and software development to us for free.
- You convert “free” accounts to paid accounts and generate revenue from accounts that were costing you money.
- We take care of email for you. You have no risk and no cost, and your new product stays up to date automatically.
- Your customers get an attractive new email solution for free - reducing churn and increasing satisfaction.
- You keep control of your customers, the product and how you present the product.
- You develop a new revenue stream with your existing customer base. New revenue without the investment associate with gaining new customers.

# Why Open-Xchange?



More than  
**120**  
providers worldwide

Open-Xchange is well known for providing email solutions to the largest Hosters in the world. We focus only on email and associated services. We are continually improving those products and services, and we are focused entirely on Hosters' needs and how they can realize the maximum benefit from email.



More than  
**162 Million**  
users

Email users are very attached to their email addresses and they are an essential part of their online identity. Unlike other email Providers, Open-Xchange understands that selling email is not just about a single email product, but about recognizing the value users attach to email and balancing a complex mix of factors (cost, revenue potential, brand reputation, loyalty, churn and risk) to deliver the type of product that keeps them happy and engaged.



World's most favourite  
IMAP server:  
**76%**  
Market Share

This is why we created OX Cloud, and why we have adapted our business model to make it possible for Hosters to deliver a profitable "no cost, no risk" email service.

## Open-Xchange's heritage

Open-Xchange is the only independent email provider in the hosting market that has delivered premium email products to the world's largest Hosters, Providers and Telcos for over a decade.

OX Cloud is our flagship product and represents the best blend of small business features, UX, fully redundant platform, performance and proven upsell bundles – all based on successful deployments to millions of users across the globe.

Open-Xchange's track record is open and clear. Our products are some of the best in the world. What we consider basic functionality other providers cannot match or promise to provide 'in the future'.

You no longer need to work with giant companies that squeeze your margins and siphon your customers away. Nor do you have to work with small companies that have no track record, over promise, over sell, and often fall short on delivery.

rackspace.



LIBERTY GLOBAL

italianonline



Ziggo

BIGLOBE メール

HostEurope

COX.



GoDaddy

COMCAST

web.com



EarthLink

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SoftBank



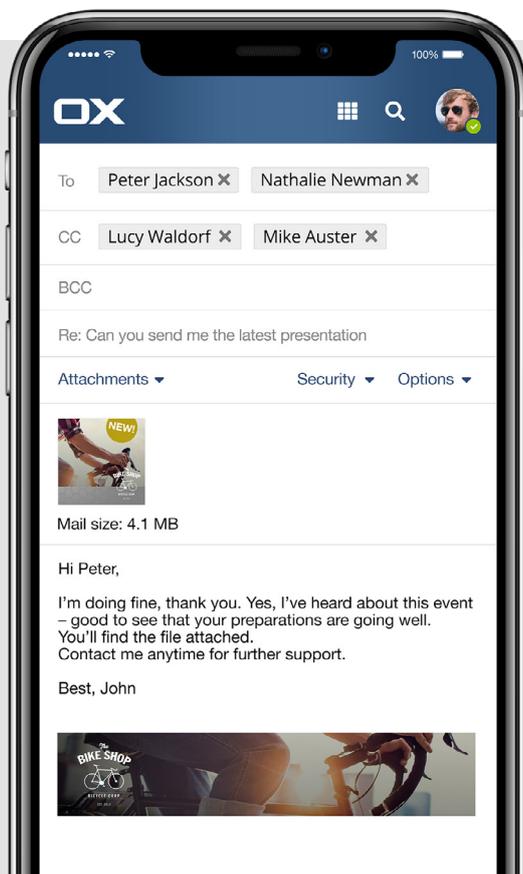
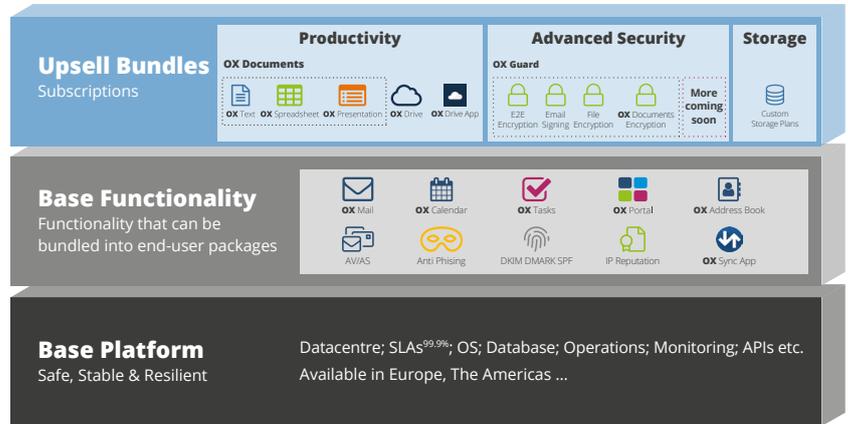
# What is OX Cloud?

OX Cloud delivers the complete stack: from data center through to the upsell bundles.

It is the ideal mix of engineering, services, architecture and support. Unlike AWS-based solutions, Open-Xchange controls the whole architecture and is therefore much more efficient. OX Cloud is also asynchronous, geo-redundant, multi-site, multi-provider solution. In short, reliability, performance and no data loss!

The core functionality that comes with OX Cloud includes, not only email, but unified inbox and, very significantly, our professional security packages. Our security is built on market-leading products such as Anti-virus/Anti-spam/Anti-phishing (not the free Linux offering) and even IP-reputation management. Compared to many legacy offerings, this package is a serious upgrade.

The key to our business model is upsell. We offer attractive and proven upsell packages, including storage, advanced security for small businesses and cloud storage products as standard. All of which drives high upsell attachment rates.



## OX Cloud: Logical choice for profitable email

- Make money from your existing email accounts, risk free
- We handle everything for free and only ask for a revenue share
- Leverage our experience – there is no one more experienced to partner with
- We offer a fully hosted, full stack solution, which lets you focus on selling and provisioning email to your customers, and not hosting a solution
- There are no additional hosting overheads – no need to purchase hosting service such as AWS or equipment to host it yourself
- No need to maintain our software – you include email in your hosting packages, and we look after everything else
- Frequent updates – security, infrastructure and new features
- OX Cloud is built for upsell – preconfigured and proven upsell packages within the product
- Easy UI branding that lets you promote your brand, not just a logo
- Industry-leading security – safe and easy to use
- Proven and intuitive product with very high NPS scores

**Please contact us to explore how we can work with you to share our experience and insights into what makes a great email, communication and productivity solution, and how it can work for your business.**

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