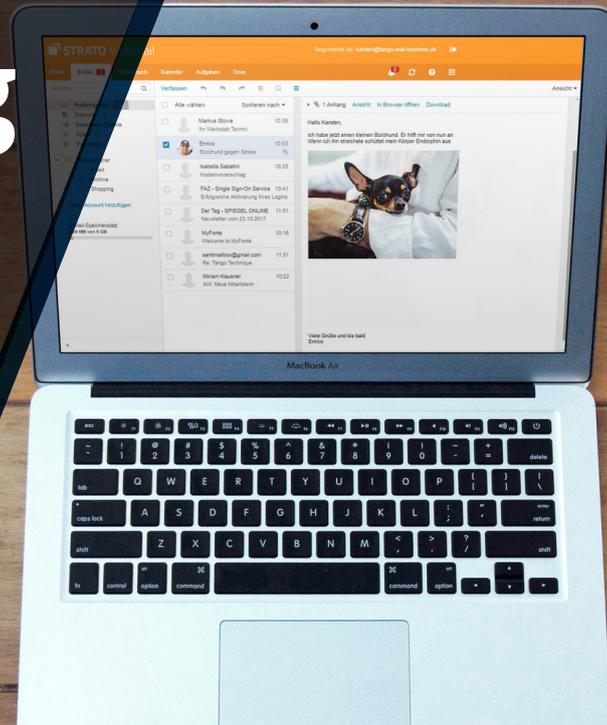


# Monetizing mail and maintaining value



## THE CHALLENGE

STRATO offers a number of hosting products to help customers improve their online presence. The website builder, webmail, e-commerce and online storage options are all particularly valued among customers and have helped make STRATO one of the leading hosting companies worldwide. These services are complemented by intelligent functions such as a flexible mail space that allows customers to easily resize mailboxes.

### Bringing quality and value to web-hosting

STRATO recognized that its previous platform lacked the capacity to enable the steady stream of continuous upgrades, updates, security patches and innovations that its customers had come to expect. The existing infrastructure was inefficient to run resulting in increased costs with reduced functionality.

In mid-2011 STRATO began migrating mailboxes from its previous solution onto Open-Xchange's platform. STRATO rolled out Open-Xchange's bespoke infrastructure for their mail service providing IMAP and SMTP.



## ABOUT STRATO

Headquartered in Berlin, STRATO is one of Europe's biggest hosting companies.

Its high-performance data centres are home to four million domains across more than 60,000 servers. STRATO believes professional quality hosting services should be available at affordable prices whether it's for a private homepage or a business web project.

For further information, please visit:  
[www.strato.de](http://www.strato.de)

## **Christian Schneider, SVP of Product at STRATO:**

“Open-Xchange was the only provider who could offer a product that allowed us to effectively monetize our mail functions. They provided an architecture that allowed us to manage upgrades and updates within the software itself. OX supports us actively, releasing valuable updates on a regular basis.”

“Working with Open-Xchange has been a great experience because there's a real sense that our feedback will be directly implemented and updated within the platform. Our premium, business product has proven extremely popular with customers.”



## **Rafael Laguna, CEO of Open-Xchange:**

“By working with database specialists we were able to migrate STRATO to our platform in only three months. The final implementation was complete within six.

This move gave STRATO the foundation for a valuable premium mailbox option and supporting this revenue stream has been a key aspect of our partnership ever since.”



## **THE BENEFITS**

### **Premium products generate additional revenue**

The Open-Xchange infrastructure allowed STRATO to provide new mobile support at a time when demand for it was skyrocketing. Everything from email data, contacts, dates and notes could all be synced across devices as a result of implementing Open-Xchange's software.

Offering enhanced collaboration functions and mobile connectivity opened up a premium product segment for STRATO to generate additional revenue. Since rolling out Open-Xchange across their services in 2011 STRATO has consistently seen double digit growth in terms of revenue.

### **Maintain customer satisfaction**

STRATO cites direct feedback from technical experts as one of the core advantages of working with Open-Xchange. Customer feedback on STRATO's products and services is often addressed directly by OX in major releases and updates to maintain customer satisfaction.