



CASE STUDY | 1&1 IONOS

OX App Suite enables **significant options for SMB customers**

The challenge

1&1 IONOS knows that the priority for many SMB owners is simply running their business. These customers rely on the company to provide professional service that just works.

However, from its experience of running hosting services in multiple countries, adapted to local needs, it recognised a common demand among growing SMBs for increased communication and productivity functionality.

The ability to share calendar information, contacts, and store data were all increasingly important for 1&1 IONOS's SMB customer base.

From one user to many – a simple upgrade option

Increased productivity and communication functionality became one of the core demands of SMBs and 1&1 IONOS recognised it needed a unified solution to enable and scale this new offering.

In order to accommodate SMB customers at different stages of growth it was vitally important that 1&1 IONOS's new solution would perform equally well for single customers as well as in multi-user team environments, and could be easily switched between the two if a customer's requirements changed.

About 1&1 IONOS

1&1 IONOS is a global leader among cloud and hosting service providers and currently offers a wide range of products, including email solutions and high-end servers, in ten different countries, including Germany, Spain, Great Britain and the United States.

The provider is known for its comprehensive, affordable internet products for small and medium sized businesses (SMB), ranging from domains for classic internet sites and do-it-yourself solutions to full-fledged cloud servers and online marketing tools.

For further information, please visit:
www.ionos.com

Increasing productivity and storage

The solution

In 2005/06, together with Open-Xchange, 1&1 IONOS developed a strategy to deliver this functionality and provide even greater value for its customers.

OX App Suite was chosen to provide the additional storage and productivity options for 1&1 IONOS's growing user base and evolve 1&1 IONOS's basic webmail offering to a professional business mail service.

An ongoing revenue stream & strategic partnership

1&1 IONOS places significant focus on customer satisfaction, monitoring it constantly to make sure its service remains competitive. Since implementing Open-Xchange 1&1 IONOS happily reports a consistently high level of product satisfaction amongst users.

The future

What's more, the ability to further monetise its hosting options by offering premium versions with enhanced functionality has created an important and ongoing revenue stream for 1&1 IONOS.

"Working with Open-Xchange for over a decade has helped us to provide quality service and flexible functionality at competitive prices. The vast majority of all our hosted webmail is based on Open-Xchange's architecture. It is very important to us that our customers are satisfied with our products – the support and functionality of the Open-Xchange technology is ensuring this."

Robin Rudat, Head of Product Management Domains & Productivity at 1&1 IONOS

"1&1 IONOS was one of OX's first customers and our partnership has grown substantially over the past decade. OX App Suite gave 1&1 IONOS the option of providing additional functionality to small business users looking to get more out of their email and web hosting provider."

Open-Xchange

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