CASE STUDY | GODADDY

Powering GoDaddy to go-large!

The challenge

Today's hosting companies face many challenges: not least intense competition for customers as prices are forced downwards, services become commoditized and incentives for customer loyalty degrade accordingly. Customer satisfaction sits at the heart of GoDaddy's business. The company is very aware that the quality, usability and availability of its product hugely impacts customer experience and loyalty.

Keeping control of growth with open standards

Working with Open-Xchange to deliver a thorough and substantial upgrade to GoDaddy's App-suite has been a key factor in the company's success. OX App Suite provides access to a wide range of white-labelled applications for end-users, ranging from secure email to cloud storage and online office capabilities. Highly configurable, unlike other providers of productivity apps, Open-Xchange can be deeply intertwined with all product components and the corresponding domain record control.

Throughout its partnership, Open-Xchange has given GoDaddy access to open standards and APIs that let the company retain full control over its own infrastructure and flexibility over how it uses and deploys OX's services. This enables a greater ability to innovate across all GoDaddy products, vital for keeping end-users engaged.

About GoDaddy

With over 17 million customers worldwide and nearly 75 million domain names under management, GoDaddy is the world's largest cloud platform dedicated to hosting small, independent businesses.

In April 2017, Host Europe Group and GoDaddy joined forces to better serve small businesses and web experts from around the world. The group's brands now include: 123 Reg, Heart Internet, DomainFactory, Host Europe, Paragon Group, Server4You, Serverloft and GoDaddy.

In February 2018, the company brought the renowned international brand GoDaddy to the German market with the goal to make it as easy as possible for German micro and small businesses to tap the full potential of the web.

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

Crunching down on customer churn

The solution

Working with Open-Xchange has enabled GoDaddy to retain its market-leading position for the best part of the last decade.

This is only set to continue as GoDaddy incorporates the HEG brands into its portfolio. Since working together, increased customer satisfaction and activation has led to a significant drop in monthly customer churn.

The future

Expanding the product portfolio

"By offering additional productivity and collaboration apps alongside our hosted mail offering, we were able to keep our customers happy and migrate many of them from basic to premium product plans, resulting in valuable revenue increases," Patrick Pulvermüller, Head of GoDaddy EMEA.

"Open-Xchange is a partner to GoDaddy in the truest sense. With unrivalled levels of compatibility, Open-Xchange has enabled us to build vital trust with our customers and, in turn, become an invaluable partner to them."

Patrick Pulvermüller, Head of GoDaddy EMEA

"GoDaddy has been working closely with Open-Xchange to scale its services and support the company's growth at every stage since 2011. Armed with the right tools, GoDaddy is a powerful ally to those looking to build sustainable digital businesses"

Open-Xchange

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