White-Label Hosting Services: Top 5 Things to Look For

In the highly competitive climate faced by telecommunications and cable services companies, offering hosting services is a leading tactic to retain current clients and draw in new ones. However, setting yourself apart from the crowd with an expanded portfolio of desirable services only works if those services are done right. There’s no need to try to reinvent the wheel yourself – find an existing expert in hosting to enlist as your partner.

Investing in white-label hosting services offers great potential for quick revenue, reduced churn with existing customers who use the service and minimal up-front costs. But no two partners are alike. Finding an ally that offers everything you need is the most important element of embarking on your white-labeling journey. Those needs extend beyond service offerings to a wide range of types of support for your business.

Potential telco and cablecos should know these five essential characteristics to seek in a white-label web services and hosting partner:

1. **The Full White-Label Experience**
   The most immediate concern for cablecos and telcos is that the solution looks to be yours in every way apparent to end users, thus maintaining a tight connection with the brand. Branding should be quick and easy – fully integrated and ready-made solutions that you can put your logo on and roll out. The portfolio of solutions offered to your end users should be entirely integrated within your cableco or telco interface.

2. **A Product Suite that Benefits Your Customers**
   You know best what your customers really need – and what they want! Since your end users will see these as your own service offerings, a telco or cableco is best served when they find a white-label provider with a diverse portfolio of services to address a wide variety of customer needs. This can include hosting services – such as domain name registration, website, cloud hosting, email, cloud storage, cloud backup – as well as online marketing tools.

3. **Welcome Aboard**
   Another critical consideration here is the availability onboarding support. Adding a new product suite is an extremely complicated process. It’s critical to have a partner that will help you with the initial rollout of your new services, setting you up for success. Ideally, the hosting provider will assign you a dedicated account manager to immediately address your needs, during onboarding and beyond.

   The level of onboarding support offered by providers varies more than you’d expect. Cablecos and telcos should look specifically for vendors that provide a dedicated account manager. This can make all the difference as you integrate new offerings into your service portfolio.

4. **Welcome Aboard**
   Once the white-label program has been established, it is time to spread the word. An ideal partner will support their partners’ sales and marketing efforts, providing easily rebranded collateral that guides end users into their new tools. The partner will offer the brandable marketing materials they will need to launch, go-to-market, and grow their base. The information provided can include website materials, white-labeled product sheets/brochures/content, go-to-market campaigns, continuous marketing support/outbound marketing campaign creation (such as email marketing, direct mail, webinars).
Another facet of the ideal provider is the capability to present sales and product training, giving the cableco or telco's staff the knowledge and materials they need to knowledgeably discuss products with customers.

**Training for the Team:** In addition to onboarding support, it's also essential that the hosting partner offers training to a provider's internal sales, account management, support, customer service and marketing teams. This will ensure they are fully versed in the new technology and its capabilities, and can pass this knowledge on to customers and prospects. Sales enablement tools that should also be provided include in-person training, cheat sheets, battlecards, call scripts, email templates, and product resource materials.

**White-Label Sales:** For some cablecos or telcos, a better option might be to enable customers to call the hosting partner's sales team directly, or have them do the outbound calling to their customers. A white-label sales team will allow customers to gain access to the expertise they need while still maintaining a connection with the cable or telecom provider's brand.

**Support, Support, Support**

Assistance from the provider doesn't end when onboarding is finished. Support is an essential piece of the puzzle, during both the initial process and throughout the relationship. Given the unique challenges that a cableco or telco faces in implementing new solutions, the vendor should be on top of a variety of types of assistance.

An ideal partner will offer technical support for the vendor and its customers. This service comes at different levels: Tier 1 support is the base level and includes assistance for password changes and other simple processes (they can choose to do this or have the provider do it for them); Tier 2 includes agents skilled in diagnosing and resolving issues; Tier 3 offers access to System Administrators. These agents become part of the white-label experience, identifying themselves as employed by the telco or cableco. This ensures the customer relationship continues without intermediary interruption. Ideal partners will offer Tier 2 and Tier 3 technical support at the least – with the option of offering Tier 1 too.

If boosting your business is of interest, white-labeling hosting can give you the customer stickiness you’re after. However, certain necessities must be in place in order to ensure the venture is successful.

When all of these elements are in place, the vendor can enjoy a prosperous, profitable partnership that will not only benefit their organization, but their customers as well.

Hostway, an industry-leading hosting provider, can provide for all of these needs and more. In addition to initial onboarding support, Hostway helps encourage conversions and supports the vendor throughout the partnership. Hostway also has a team of experts that can meet in person with the cable company's or telco's sales, support and marketing teams to ensure they have all the tools they need to successfully market and sell the service. Because we understand how important the connection between your business and your customers is, we have white-label technical support, as well as sales and marketing teams to keep this relationship strong.

To find out more about how adding hosting services can benefit your company, contact Hostway today.

Visit [www.hostway.com/partner-programs/wholesale-partners.html](http://www.hostway.com/partner-programs/wholesale-partners.html) to learn more, or contact us at 866-273-0585 or globalpartners@hostway.com.