



HOSTING DAYS

Growing Your Hosting Business, Together.





HOSTING DAYS

Hosting Strategy and Partnering with Microsoft

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Objectives

- Understand the SPLA business model: advantages and disadvantages
- Networking: connect with right partner and right services, at the right time. Don't do it all yourself !

• **SPLA: it's easy !**

Hosting Day – November 11th 2009

- Parallels
- Grenke Leasing
- HP and Insight – SPLA Resellers
- Yianni Touliatos – Independent Consultant
- Central Europe On-Demand
- Hosters, Data Center Provider
- Microsoft HQ
- Microsoft RO

Client	Project Description
TDC Hosting	Hosted Dynamics CRM 3.0 for service providers implementation
Interworks	Hosted Office Communications Server 2007 R2 with DotNetPanel provisioning implementation
Telekom Srbija	Hosted Exchange 2007 and Office Communications Server 2007 R2 with Ensium Unify Provisioning Implementation.
Microsoft Partner Solutions Center	Designed, deployed, managed, and supported demonstration / trial environment Solutiondemo.net Hosted Messaging and Collaboration v3.5
Microsoft Partner Solutions Center	Implemented Hosted Exchange 2000 with Unified Communications (Interactive Intelligence Communitie) solution showcase.
GroupSpark	Consulted with Microsoft TAPclient on Hosted Dynamics CRM 4.0 implementation best practices
Microsoft	Provided consultation to implement.com software developers for CRM 3.0 Microsoft Provisioning System (MPS) Provider and Namespace development.
Microsoft	Implemented Connected Services Framework (CSF) for the Microsoft Partner Solutions Center solution showcase
Microsoft	Implemented Mobility demo environment for 3GSM Conference Windows Mobile 5, CRM Mobile, and Provisioning and Remote Wipe features.
ANS	HMC 4.0 Implementation
Tucan Hosting	HMC 4.0 Implementation and Migration
HostDime	HMC 4.0 with Automated Deployment Services implementation
LiquidWeb	HMC 4.0 with Automated Deployment Services implementation
InfoCrossing	HMC 4.5 Implementation
Microsoft Partner Solutions Center	Designed and implemented Microsoft Automated Deployment Services (ADS) solution for Microsoft Partner Solutions Center to allow for rapid multicast operating system and application deployment for partner engagements.
Holland America Cruise Lines	Implemented Windows 2000 and Exchange 2000 solution for network of cruise ships.
Getty Images	Designed and developed a web site and components build process that reduced build time from 1 day to less than 1 hour.
Nordstrom	Designed and Implemented a desk less worker call center solution.

Client	Project Description
Turk Telekom	HMC 3.5 Architecture
Utopia Systems	HMC 4.0 Architecture
LightEdge	HMC 4.5 Hosted Design
NETIA	HMC 4.5 Hosted Design
Telekom Poland	HMC 4.5 Hosted Design
Hellas Online (HOL)	Windows Based and HMC 4.0 Architecture
SIEBEN	Application Virtualization
Belgacom	Hosted Dynamics Architecture Design
Triara	HMC 4.0 Architecture
Microsoft	Hosted Dynamics Architecture Design
OTENET and ELTA – Hellenic Postal Service	HMC 4.0 Architecture Design
Real Consulting	Windows Based Hosting 4.5 workshop
ANS	HMC 4.0 Architecture Design workshop
AVNET	HMC 3.0 Architecture Design workshop
HostDime	HMC 4.0 Architecture Design workshop

CEOD se lanseaza in Romania

2009-09-18 COMUNIC@ȚII Mobile Furnizori

Central Europe On-Demand (CEOD) împreună cu Microsoft au anunțat pe 18 septembrie lansarea primului parteneriat pan-european cu o ofertă online pentru aplicații "software as a service" (SaaS), destinate firmelor mici și mijlocii din România. Acesta este primul serviciu de hosted mail, unified communication (inclusiv conferințe și video-conferințe) și de back-up oferit în toată Europa Centrală, care va ajuta companiile să reducă costurile, să simplifice procesul de decizie la nivel IT, să reducă costurile operaționale IT și să își asigure un mediu IT accesibil și securizat. Acest anunț urmează unei serii de anunțuri similare de anul acesta din Ungaria, Polonia și Cehia. În conformitate cu strategia



Microsoft

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SaaS is the future !

Press Releases

CURRENT | [VIEW ALL](#)

Gartner says Worldwide SaaS Revenue to Grow 22 Percent in 2009

STAMFORD, Conn., May 7, 2009 —

The market for software as a service (SaaS) is forecast to reach \$8 billion in 2009, a 21.9 percent increase from 2008 revenue of \$6.6 billion, according to Gartner, Inc. The market will show consistent growth through 2013 when worldwide SaaS revenue will total \$16 billion for the enterprise application markets.

June 2009, IDC

Romania - Web Hosting Spending (US \$M) by Service Type, 2008-2013							
Services	2008	2009	2010	2011	2012	2013	
Basic Managed	0.95	1.02	1.07	1.14	1.09	1.04	
Growth		7.5%	4.3%	7.0%	-4.3%	-5.2%	
Complex Managed	5.84	5.91	6.05	6.65	7.62	8.52	
Growth		1.1%	2.3%	10.0%	14.5%	11.9%	
Colocation	2.62	2.63	2.64	2.93	3.23	3.43	
Growth		0.4%	0.5%	10.7%	10.2%	6.3%	
Total	9.42	9.56	9.76	10.72	11.93	12.99	
Growth		2%	2%	10%	11%	9%	

SPLA in Romania



Microsoft

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SPLA: Names and Actions

- Started FY09 with 6 SPLA partners, we have now 19, 7 new in the last 4 months
- First three Microsoft Certified partners with Hosting Competency



- Hosted Exchange and Sharepoint offerings



LIVEHOSTING



- Hosted Exchange, Sharepoint and CRM



- Hosted Exchange, Sharepoint, OCS and CRM – white label and resell



SPLA: Names and Actions

- 2 Case Studies on Hosted Messaging Platform

THR Group

Studiu de caz: Adoptare Exchange Server în regim **SaaS**



"Consider că am făcut o foarte bună alegere prin implementarea Microsoft Exchange în modelul «software ca serviciu». Externalizarea totală a infrastructurii de colaborare și e-mail ne asigură o autonomie foarte bună și ne permite să ne canalizăm eforturile către principalul scop al companiei noastre: formarea profesională în domeniul hospitality. La capitolul costuri, consider că modelul «software ca serviciu» este imbatabil. Este evitată investiția inițială, iar costurile lunare cu abonamentul sunt mai mici cu peste 30% decât în cazul licențierii clasice" - RĂZVAN E. PÎRJOL, CEO & DIRECTOR GENERAL, THR GROUP

RADIOCOM - Societatea Națională de Radiocomunicații

Studiu de caz: Exchange Server în sistem SaaS, Software as a Service



Central Europe On-Demand

Cu o cheltuială minimă, RADIOCOM obține mobilitatea maximă a comunicării, prin serviciile de mesagerie externalizată bazate pe Exchange Server 2007

"Folosim acest serviciu de 30 de zile și suntem foarte mulțumiți; nu am avut nici o problemă legată de funcționalitatea sistemului, iar soluția își îndeplinește scopul pentru care am ales-o. Prin toate câștigurile pe care le aduce soluția, activitatea RADIOCOM obține un plus de eficiență" - MARIUS POPENȚIU, PREȘEDINTE DIRECTOR GENERAL LA RADIOCOM

SPLA: Names and Actions

- BizSpark and WebsiteSpark
- Hosting partners: Elvsoft and Hostway

Microsoft WebsiteSpark™



- VPS Campaign in April-June, VPS trial for 2 months
- Dotdesign, GlobeHosting, Yoursoftway, Elvsoft, Livehosting and Simpliq (on-line campaigns, MS events, MS RO portals, newsletters) 70 trials
- microsoft.ro/web



Microsoft
.ro / Web

Căutare în Microsoft.ro  

start tehnologii hosting parteneriat evenimente resurse știri blog contact

Noutăți pentru hosteri

Lansare WebsiteSpark în România

Pe 24 septembrie, am anunțat [WebsiteSpark](#), program dedicat agențiilor Web cu până la 10 angajați.



Ce primesc agențiile?

Pe lângă unelte de design și de dezvoltare, acces la **Windows Web Server** și **SQL Server Web** pentru producție. Nu se percepe taxă de participare, la exit (sau la finalul programului - după 3 ani) se achită o taxă de 100 USD.

Parteneriat pentru hosting

Parteneri certificați Microsoft cu competența de Hosting

- **Elvsoft** – Microsoft Certified Partner
- **TOP HoReCa** – Microsoft Gold Certified Partner

Noutățile acestei luni

We can help you grow!

- On-line documentation
 - Hosting Deployment Accelerator
<http://www.microsoft.com/hosting/accelerate/demo.mspx>
 - Dynamic Data Center
<http://www.microsoft.com/hosting/dynamicdatacenter/Home.html>
 - Hosting University
<http://www.hosting-university.com/>
- Marketing campaigns
- Ready to use campaigns: Hosted Exchange (campaigns for verticals, telesales, direct mailing)
- SPLA licensing support
- Technical training
- You ask – we deliver !



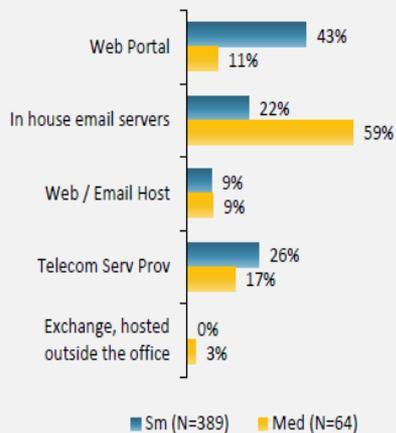
Next Steps

- Evaluate SPLA as a new business model !
- Partner with the right partner
- Full Outsourcing Services is key: on customer premise scenarios, desktop outsourcing/rental
- Grow with Microsoft !

	Number of Businesses in Romania 2008	Percent Potential to Adopt HMC within 2 years	Companies "Best Candidates"	Estimated Mailboxes Per Company	Total MAPI Mailboxes Opportunity
Micro					
< 10 Employees	624602	10%	62,400	3	187,000
Small					
10- 50 Employees	51906	21%	10,900	15	163,000
Medium					
50-250 Employees	11206	11%	1230	50	61,000
Total	~ 687,784		~ 74,500		~ 412,000

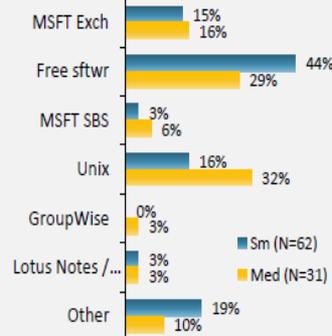
Current email solution

Base: All respondents



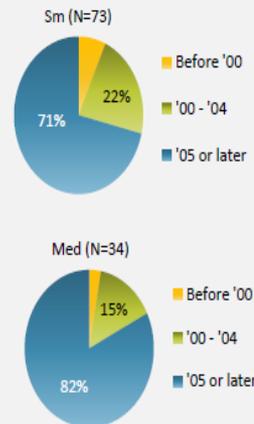
Email server software in use For those with in-house server

Base: Using in-house email servers
Excludes Don't Know



Year email server was purchased

Base: Using in-house email servers





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Your potential. Our passion.™

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