

## Launching a Portfolio of New Web Hosting Services

### Business drivers

This case study will be of interest to telcos, ISPs and service providers that need to:

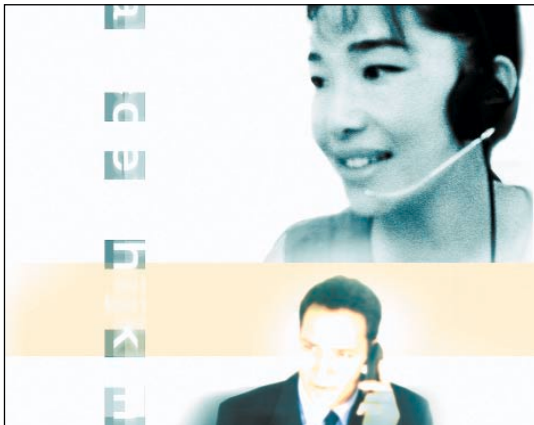
- ▶ Launch new Internet based services within very short timescales

### Client

Director of IP Applications and E-Commerce of a major UK based global telco.

### Client situation

To support the company's strategy of becoming a provider of world class Internet services, it was necessary to provide capability for fast entry into the European web hosting market.



As a latecomer to the European web hosting market, significant sales opportunities were being lost because the telco didn't have high strength or large scale of web hosting capability within the UK.

Obstacles in the development of new web hosting services were:

- ▶ Lack of internal technical web hosting expertise
- ▶ Lack of web hosting product management expertise

The client wanted an Internet solutions data centre, offering a portfolio of web hosting services, to be fully operational with the entire infrastructure and supporting systems in place within six months.

### What we provided

A systems integration and software development company was appointed to take responsibility for the technical development of the data centre, applications, business and operational support systems.

A senior consultant then worked with the clients' product management team and the systems integrator's technical team assisting with the product management and development of four web hosting services.

### Project outcome

The Internet solutions centre based in the UK was operational within 6 months. The centre had over 130,000 square foot of dedicated web hosting space with a fully functioning integrated platform of support systems offering a suite of web hosting services that were defined, to a large part, by the Snell Consultancy team.

(A client testimonial letter is available on request).