

Changes to Website Builder, Web Hosting and Introduction of Custom Plans

In this document:

- Website Builder
 - The Next Steps
- Custom Plans
 - What are Custom Plans?
 - What you can Configure
 - Creating Plans
 - Important Details
 - Price Bands
 - Setting Prices - Post October
 - Impact on Resellers

Website Builder

The Next Steps

Existing Website Builder:

- Will be deprecated from the Control Panel on the **21st of September, 2010**
- All existing packages that expire after **21st September, 2010** will be auto-renewed (for free) till **31st December, 2011**

New Website Builder:

- Will be available from **21st September, 2010**
- Priced at just **\$4.99/month** (includes Web and Email Hosting)
- Specifications:
50 pages, configurable Disk Space and Email Accounts, Unlimited Bandwidth

Custom Plans for Web and Email Hosting and Website Builder

What are Custom Plans?

The introduction of Custom Plans will allow you to configure plans according to your Customer requirements.

We will provide you with the ability to configure certain parameters for the following products:

1. Web and Email Hosting
2. Email Hosting
3. Website Builder with Web and Email Hosting

What You Can Configure:

Linux Hosting	Windows Hosting	Website Builder	Email Hosting
✓ Disk Space	✓ Disk Space	✓ Disk Space	✓ No. of Email Accounts
✓ Data Transfer	✓ Data Transfer	✓ No. of pages	
✓ No. of Email Accounts	✓ No. of Email Accounts	✓ No. of Email Accounts	

Creating Plans

Let us take an example to explain this better:

- Product: Linux Web and Email Hosting
- Your Cost Price: \$2.89/month

Registrar John has created four plans for this Product:

Plan Name	Plan A	Plan B	Plan C	Plan D
John's Selling Price	\$4.49	\$6.49	\$7.99	\$8.99
Disk Space	5 GB	10 GB	26 GB	Unlimited
Data Transfer	50 GB	100 GB	450 GB	Unlimited
Email Accounts	50	100	567	Unlimited

- John's Customers can now choose any plan from Plan A – D and purchase any number of packages under each plan
- They will be charged the selling price mentioned; while we will still charge John only \$2.89 for every package

Important Details

- 1) This feature will be launched on the 21st of September, 2010
- 2) There is no limit on the number of plans that can be created
- 3) However, you can only display up to 4 plans on your SuperSite for each Product i.e. Web Hosting, Email Hosting and Website Builder. The plans to be displayed can be selected from the *Settings* tab in the SuperSite Admin Area
- 4) Two identical plans for the same product cannot be created
- 5) Hosting Slabs for Resellers will be deprecated with this launch

Price Bands

Price Bands:

- Mid-October we will introduce *differential pricing* based on the values you have specified in a plan
- Price bands will be introduced for the following Products:
 - Web and Email Hosting
 - Email Hosting
 - Website Builder with Web and Email Hosting

Setting Prices – Post October

Let us assume the *Linux Web and Email Hosting* Product will have two prices based on the amount of Disk Space and Data Transfer assigned to a plan, as described below:

Band 1:

Criteria	Range	Cost Price
Disk Space	Up to 20GB	\$1.49
Data Transfer	Up to 100GB	

Band 2:

Criteria	Range	Cost Price
Disk Space	20GB – Unlimited	\$2.89
Data Transfer	100GB – Unlimited	

Please Note: these prices and values are for demonstrative purposes only

The limits for each price band will be pre-defined and applicable at all levels of the Registrar Chain.

Setting Prices – Post October

Considering the bands previously mentioned, let's take a look at Registrar John's Cost Price for Linux Web and Email Hosting Plans:

Plan Name	Plan A	Plan B	Plan C	Plan D
Disk Space	1GB	10GB	100GB	Unlimited
Data Transfer	50GB	100GB	500GB	Unlimited
No. of Email Accounts	25	100	500	Unlimited
John's Cost Price	\$1.49	\$1.49	\$2.89	\$2.89

Please Note: These prices are for demonstrative purposes only

John's cost price for Plan A is \$1.49 as the *Disk Space* and *Data Transfer* values are within the limits of **Band 1**.

Whereas, John's cost price for Plan C is \$2.89 as the *Disk Space* and *Data Transfer* values are within the limits of **Band 2**.

Impact on Your Resellers

From the 21st of September:

- 1) Hosting Slabs for Resellers will be discontinued
- 2) Web Hosting, Email Hosting and Website Builder will have a common sign up option
- 3) You can then choose to individually not sell one or more Products to your Customers. However, your Resellers will be able to sell all Products
For instance: You can sign up for Web Hosting, Email Hosting and Website Builder and then choose to not sell Website Builder to your Customers. Your Resellers, however, can still choose to sell all three i.e. Web Hosting, Email Hosting and Website Builder to their Customers.
- 4) From the 21st of September, you will be able to set one price per Product for Resellers which will be applicable to all the plans they create

Impact on Your Resellers

October Onwards:

- The limits for each price band will be pre-defined and applicable at all levels of the Registrar Chain
- You will have to set prices *per band* for your Resellers
- You will not be able to modify the limits of each band
- More details on the specific pricing bands will be made available shortly

More Questions?

Contact NEO reseller support :

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