

Fasthosts debuts innovative new reseller platform

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Fasthosts Internet Ltd, a leading UK web host, has launched a brand new reseller platform for its UK reseller partners. The solution offers a highly effective platform for structuring and performing a reseller hosting operation.

The Fasthosts Reseller hosting (<http://www.fasthosts.co.uk/resellers/>) package delivers access to a range of customisable web solutions including hosting, domains and email products at discounted reseller rates and features unlimited web space and bandwidth. Presently, new resellers will benefit from a 6 months free offer, allowing them to build their reseller business with no subscription costs. Fasthosts' new platform sets a new standard in enabling resellers to develop a profitable business in this growing sector.

Reseller web hosting (<http://www.fasthosts.co.uk/hosting/>) offers a highly profitable business opportunity for IT professionals and entrepreneurs. Resellers can combine re-branded white-label web solutions with their own services, such as web design, programming or IT advice, to create tailored services for niche markets. Users earn recurring profits on items they sell, can set their own price points and may charge for free elements such as unlimited web space, website traffic and email accounts.

Fasthosts' new reseller platform provides a market-leading level of usability, transparency and control for a reseller. It also offers a high degree of freedom as resellers can create a customised package for each end customer, design and create their own range of packages or simply resell Fasthosts' off-the-shelf packages. This flexibility means resellers can tailor their services closely to customers' needs and remain competitive.

Fasthosts' Reseller Control Panel (<http://www.fasthosts.co.uk/resellers/package/control-panel/>) has been re-engineered to reduce administration for resellers and improve efficiency. The custom branding tools enable resellers to customise their customers' control panels, webmail and SiteBuilders.

Stephen Holford, Chief Marketing Officer, Fasthosts Internet said "We are focused on making sure our resellers can grow a successful and profitable business, even in this tough economic climate. Our service enables them to not only create their own brand, but also create their own packages. The new platform itself is designed to satisfy the technical needs of a demanding hosting provider and also inspire the complete beginner".

Fasthosts' philosophy is designed to free resellers to achieve the best possible business model, with both Linux and MS web hosting, a comprehensive range of domain name registrations and award winning MS Exchange email packages for resale. Other reseller web hosting (<http://www.fasthosts.co.uk/resellers/package/web-hosting/>) providers can place limits on web space per end customer and levy expensive charges for bandwidth used. Fasthosts removes these risks with its unlimited web space and bandwidth. While resellers are free to make whatever charges they wish, Fasthosts' resellers will never face their users being cut-off or unexpected charges from their provider.

In recent months, Fasthosts has promoted reseller hosting as a low risk and profitable way to develop an IT related enterprise. Recent research conducted by the company showed that 80 per cent of companies that begin to resell web hosting in addition to their regular products or services earn a profit from the practice within 1 year. By offering web solutions, many can bolster their revenues and prolong client relationships.

Holford added, "As a reseller hosting specialist, Fasthosts aims to deliver its resellers unrivalled support and innovation in equal measures".

About Fasthosts

Fasthosts is the UK's leading web hosting company. Based in the UK and operating 24x7 from their dedicated UK data centres, Fasthosts keeps over 1 million domains running smoothly and ensures over 6 million emails are delivered safely each day. All Fasthosts services can be self-managed through the award winning Fasthosts web-based control panel that provides customers with unparalleled online control, enabling them to manage hosted services including domain registrations, shared web hosting, business-class email, dedicated servers, software-as-a-service, internet merchant accounts and unlimited broadband. Fasthosts' highly successful reseller channel has recently been rated Number 1 for reseller hosting by industry portal Web Host Directory.

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