

Tiers



Business Hosting – Best of both worlds.
All the power of a server, without any technical pain.

	Launch	Enhance	Grow	Expand
Ideal for	Multiple complex websites or growing business sites	High-traffic WordPress, Joomla, CMS, and more	Magento or advanced eCommerce sites	Mission-critical, resource-heavy sites
Not for	WordPress with resource intensive plugins	Advanced eCommerce like Magento or WooCommerce	Sites with heavy databases	Multiple sites that have traffic spikes
Optimize for (sites)	15–25	25–35	35–50	50–70
Traffic variations (monthly estimated visits)	150k	300k	500k	750k
Disk space (normal HD; not SSD)	60 GB	90 GB	120 GB	150 GB
Migration limits*1	40.96 GB	71.68 GB	102 GB	133 GB
RAM	2 GB	4 GB	6 GB	8 GB
CPU (Core processor)	1	2	3	4
Bandwidth	Unmetered	Unmetered	Unmetered	Unmetered
MySQL connection limits	400	600	600	800
Database & file count limit	Unrestricted	Unrestricted	Unrestricted	Unrestricted
Integrated SSL*2	✓	✓	✓	✓

Notes:

- *1 Migration limits: Migration limits are the available disk space for customer content after the pre-installed approx 20GB system space comprised of the operating system, cPanel install, and additional overhead for maintenance operations (e.g. Patching).
- *2 Integrated SSL: This is an SSL certificate issued by us. The SSL is installed on the primary domain name, is integrated for only one website, and is free for the life of the Business Hosting account.

Qualifying

Language and Country Restrictions

Business Hosting is available to sell in all countries and languages.

What types of websites can I host on Business Hosting?

- eCommerce stores (Magento, WooCommerce, PrestaShop, osCommerce, ZenCart)
- Discussion Forums
- Business and Service Listing websites
- High definition images websites – Typically those who want to upload a portfolio of clients' projects
- Community websites
- Auction websites
- Heavy video websites
- Heavy documents (typically PDF, DOCX, Excel sheets)
- Social media applications

How is Business Hosting different from Shared and VPS?

	Shared Hosting	Business Hosting	VPS
Web applications you can host	Basic websites and less resource-intensive web applications	eCommerce, high traffic and data intensive (videos or heavy files) web applications	Flexible, customizable, and resource (CDP/RAM) intensive web applications
Your needs	Startups who see for basic online presence and have limited dynamic elements.	You need an isolated experience (dedicated resources) and a user-friendly cPanel experience at the same time.	You need more control and power over the server to customize server resources as you grow.
Level of technical skills	Basic skills to build and manage your own website.	Basic skills to build and manage your own website.	Server admin capabilities – more for tech savvy customers who are comfortable with command line programming, Linux, default WHM/cPanel.
Traffic – Number of visitors	Low to moderate	Moderate to high	High or unpredictable traffic growth
Bandwidth	Shared and limited bandwidth	Dedicated and unlimited bandwidth	Dedicated and unlimited bandwidth
RAM	Shared	Dedicated	Dedicated
CPU cores	Shared	Dedicated	Dedicated
Control panel user experience	Easy-to-use cPanel experience	Easy-to-use cPanel experience	Default WHM/cPanel user experience
Technical specifications			
Root access	No	No	Yes
Dedicated IP	No	Only 1: Can't add more as you don't have root access	3 with Managed VPS and can add more

	Shared Hosting	Business Hosting	VPS
Ability to configure the server to fit your needs	No	No	Yes
Inode limitations	50k – 250k	Unmetered – Based on new OpenStack platform	~ 9M
Snapshots	No	No	Yes
Mail relay	500/hr	500/hr	5,000/day – with the ability to add more
cPanel specifications			
Build	Custom	Custom	Raw
User-friendliness	User-friendly (requires basic technical skills)	User-friendly (requires basic technical skills)	Tech skills required (command-line programming required)
Number of cPanel accounts	1	1	Unlimited
App library	Installatron (faster app installation)	Installatron (faster app installation)	Softaculous
Support	Yes	Yes	No

| Consulting

Create a sense of urgency:

- Everyone wants their site to go viral, but if you're on shared hosting, it might not be the best experience. A spike in traffic could not only cause downtime to your website, but could also affect the other sites hosted on the shared server. If you're seeing an increase in traffic or you're considering new marketing methods (TV commercials, billboards, etc), I would recommend you move to Business Hosting.
- Googlebots crawl websites daily, looking for updates to better your search listings, but if your website is down and a bot is sent to crawl during the outage, your SEO ranking will be impacted. Business Hosting will give you more resources than shared hosting, allowing for more traffic and consistent performance.

Triggers

What are the triggers that indicate the customer might be a good fit for Business Hosting?

- Site is too slow
- Site traffic is growing
- Business has been making consistent changes / improvements to the site
- Site is really important to their business / their site performance is critical
- eCommerce is an important part of their business / using Magento
- Site has many videos / photos / large files
 - Realtor / Photographer / Lawyer...more likely to have photos, videos, or large files

- Larger, well-established business that is re-doing their website

Targeting existing cPanel and VPS customers

▼ Existing cPanel Hosting customers

Objective: Target customers who:

- Hit or close to the allocated resource limits in shared hosting.
- Violated resource limits on shared hosting.
- About to renew their Deluxe or Ultimate hosting (**1 to 2 months** left for renewal)
 - Economy hosting is also acceptable, but first look at their usage to see if upgrading to Deluxe or Ultimate hosting would be a better fit.

Key message to get across:

- More power and performance capabilities
- Dedicated resources – Ram/CPU/Bandwidth
- Similar cPanel experience
- Similar customer support experience
- Zero downtime, no DNS changes, and no work on their end to migrate.

Identify

Ask the customer what feedback they have about their hosting. Is it meeting their standards?

Inform

Let the customer know that we value their feedback and review their usage analysis. feedback and I'd like to walk you through the usage analysis:

- Storage % usage
- Bandwidth % usage
- RAM % usage
- CPU % usage

Influence

Due to the kind of success you are having with your rapidly growing website, I recommend you to move to Business Hosting, which is a reliable hosting solution for your high traffic website.

Benefits

- Dedicated resources – CPU, RAM so that you get the required power and performance capabilities.
- Up to 3x faster than shared hosting
- Up to 4x more processing power than shared hosting
- Up to 16x more memory than shared hosting
- No server administration, WHM, or command line programming skills required
- Similar to cPanel experience you get now
- FREE SSL with all plans

▼ Existing VPS customers

Objective: Target customers who:

- Don't have server administration skills

- Not familiar with command line programming
- Not comfortable with WHM

Key message to get across:

- Similar power and performance of VPS with easy-to-use cPanel
- No server administration skills required
- No complexity of server management
- Save your time – don't deal with learning server administration

Identify

Ask the customer what feedback they have about their VPS.

- How has your experience been managing your VPS?
- Do you or your team find it too complex to manage?
- How has the learning curve been for the team?
- Is your team comfortable with Linux and command line programming?
- Is your team well versed with WHM skills?

Inform

Let the customer know that we value their feedback and review their usage analysis. feedback and I'd like to walk you through the usage analysis:

- Storage % usage
- Bandwidth % usage
- RAM % usage
- CPU % usage

Influence

We've been getting feedback from some customers that they're not comfortable with WHM/command line programming or managing the complexity of server management. If this is something that you agree with, I want to let you know that we have created a new offer called Business Hosting which give you similar power and performance capabilities as a VPS, but managed through an easy-to-use control panel (cPanel-based).

Benefits

- Similar power to VPS
- Easy-to-use cPanel experience
- Dedicated resources – CPU, RAM so that you get the required power and performance capabilities.
- No server administration, WHM, or command line programming skills required
- FREE SSL with all plans

▼ Value Prop statements

- **User-friendly cPanel** interface similar to that Shared Hosting
- **Dedicated resources** e.g. CPU, RAM to handle high traffic websites, Ecommerce, CMS like Magento, WooCommerce
- Seamless **one-click upgrade** shared hosting to Business Hosting: zero downtime, no DNS change

Personalization

▼ eCommerce

- ★ Have you ever thought about expanding your business by selling your clothing/art/services online?
- ★ Which eCommerce CMS do you use?

If they already have an online store:

- ★ How many active/ passive users do you presently have?
- ★ How many new registrations do you get daily?
- ★ What is the average number of orders you get daily?
- ★ How often do you upload new products?
- ★ How many images for each product do you upload?
- ★ How many visitors/month do you presently have?
- ★ How many visitors/month do you expect in next 6 months or 1 year?
- ★ Do you experience any latency issues on your website presently?
- ★ What is your present hosting specs?

Recommendation:

Grow plan or more.

▼ Photography

Events photographer, portfolio, artist

- ★ Do you wish to have a portfolio on your website that your clients could see?
- ★ How do new clients find out about you?
- ★ What is the size of each photo?
- ★ Will you be posting videos as well?
- ★ What other heavy data would go here?
- ★ How often will you be posting photos?

Recommendation:

If the customer has heavy size files (HD photos), Expand plan or more.

▼ Legal Counsels

- ★ Do you wish to have documents on your website that your clients or associates could see?
- ★ Do you presently have heavy files or legal documents in form of Pdfs, docx uploaded on your website?
- ★ What is the size of each document?
- ★ How often will you be posting these documents?

Recommendation:

Enhance plan or Grow plan.

▼ Heavy Video website

- ★ How many active/passive users are presently there on your website?
- ★ How many new registrations do you get either on daily or monthly basis?
- ★ How many videos do you presently have on your website?
- ★ What is length of the video that you usually post?
- ★ How often do you post those videos?
- ★ What is the size of each video?
- ★ Is this a high definition video?
- ★ How many visitors/month do you presently have on your website?
- ★ How many visitors/month do you anticipate in next 6 to 12 months?

Recommendation:

Expand plan or more.

▼ Social Media / Discussion Forum

- ★ How many active/passive users are presently there on your website?
- ★ How many new registrations do you get either on daily or monthly basis?
- ★ How many concurrent users engage at one single point?
- ★ How often do they engage on your platform?
- ★ Do users usually upload heavy images or videos on your platform?
- ★ How often are there new feature updates on your platform?
- ★ How many active users do you anticipate in next 6 to 12 months?

Recommendation:

Expand plan or more.

▼ Realtor

- ★ How many active/passive users are presently there on your website?
- ★ How many new registrations do you get either on daily or monthly basis?
- ★ How many new properties get listed on daily/monthly basis?
- ★ How many concurrent users engage at one single point?
- ★ How often do they engage on your platform?
- ★ How many leads do you generate on daily/monthly basis?
- ★ Do users or you upload heavy images or videos on your platform?
- ★ How often are there new feature updates on your platform?
- ★ How many active users do you anticipate in next 6 to 12 months?

Recommendation:

Grow plan or more.

▼ Business Listing / Service Listing

- ★ How many active/passive users are presently there on your website?
- ★ How many new registrations do you get either on daily or monthly basis?
- ★ How many new properties get listed on daily/monthly basis?

- ★ How many leads do you generate on daily/monthly basis?
- ★ How many concurrent users engage at one single point?
- ★ How often do they engage on your platform?
- ★ Do users or you upload heavy images or videos on your platform?
- ★ How often are there new feature updates on your platform?
- ★ How many active users do you anticipate in next 6 to 12 months?

Recommendation:

Enhance plan or more.

| Benefits

Top 4 benefits

- **Extremely fast:** Dedicated resources, up to 32 GB RAM. It all adds up to faster page load times than shared hosting.
- **Easy to use:** No technical skills required here. We've built our control panel for regular people who just happen to need ridiculously powerful hosting.
- **SSL included:** An integrated SSL on primary domain means one less expense.
- **More freedom:** Less limitations over shared for file count, database size, entry processes and I/O.
- **More power:** More power and resources to run more sites and more resource intensive websites.

High performance

With Business Hosting, you get the power of VPS with **dedicated RAM and CPU** that contributes to the performance of your website.

Not technical? Not a problem.

- No server administration skills needed
- Simple and easy-to-use control panel – pre-configured cPanel
- Shorter learning curve
- No WHM or command programming line skills required

One-click upgrade – simplified migration

(For existing Business Hosting or cPanel Shared Hosting customers)

Growing and scaling your resources is now easier with a one-click upgrade process. You don't have to go through the cumbersome migration process as your website grows in the future.

Moving from cPanel Shared Hosting to Business Hosting is easy. It's just a one-click upgrade process. There won't be any downtime during migration, you don't have to uninstall and reinstall all the files again, and you don't even have to update the DNS.

(If your customer is using a hosting platform that is not cPanel, they'll have to migrate the content themselves.)

| Overcoming Objections

- ✓ The price is higher than shared hosting.

Added benefits: More growth demands more security and performance. The more your website grows, the more you'll need built-in security, dedicated resources, more RAM and CPU power, and you won't have to worry about bad neighbor effects (If a website that's hosted on the same environment as your site goes viral, it can affect your site's performance).

- ✓ Support

You will get the similar premium level support as Shared Hosting and there are no management levels here as you have in VPS.

- ✓ I don't have WHM or command line programming skills.

With Business Hosting you get the power of VPS with the easy to use cPanel. You don't really need to deal with server management complexities and you will be really comfortable with our pre-configured cPanel which is specifically designed to provide best-in-class user experience for non-tech customers.

| General questions

- ✓ What is Business Hosting?

If your website is growing, it's only a matter of time before you'll need more power than shared hosting can provide. Business Hosting delivers the same power and performance as a Virtual Private Server (VPS) without the pain of server administration. You get all the RAM, CPU and bandwidth you need without having to hire an IT pro to manage your server.

- ✓ Can I upgrade seamlessly from cPanel Shared Hosting to Business Hosting?

Yes. As your website grows at a fast pace, we recommend moving to Business Hosting to give you dedicated resources which help keep your website running smooth. This is just a one-click upgrade process if you already have cPanel shared hosting.

- There won't be any downtime during the migration.
- You don't have to uninstall and reinstall all the files again.
- Also, you don't have to update the DNS!

-
- ✓ What if I outgrow my Business Hosting plan...can I upgrade between Business Hosting plans?

Yes. The process is seamless and you get the freedom to scale to any plan you want without any downtime while moving to the next plan. You can also go to a VPS if needed. The 'Import Site' option in the server dashboard can be used to import cPanel and Business Hosting accounts.

- ✓ What level of support do I get with Business Hosting?

You get the similar support you are used to with Shared Hosting. You get 24/7/365 support from our customer care group.

- ✓ Can I host multiple websites/domains on Business Hosting...and if so is there a limit?

Yes, you can host unlimited domains on Business Hosting. You can also host an unlimited number of websites on Business Hosting.

- ✓ Which default email service do I get?

cPanel default email. You can create multiple email ids on this default email service for free.

- ✓ I'm using email within my shared cPanel hosting. Will I lose my mail if I migrate to Business Hosting?

Nope. Those will be transferred over as well as long as you are using cPanel default email.

- ✓ Does this migration from shared to Business Hosting move over all of the cPanel emails and their contents as well?

Yes it does, but there are use cases in this:

- If a customer uses cPanel default email in shared and they continue to use the same in Business Hosting, the content would be moved automatically.
-

- ✓ What relay servers does Business Hosting's system use: Shared Hosting or the same as our VPS/Dedicated Servers?

Same relay servers as Shared Hosting.

- ✓ What version of PHP and MYSQL do I get?

- PHP 7.1 and 7.0
- MySQL 5.6 to support Magento, WooCommerce and several CMS use cases

✓ Can I change the PHP versions?

Yes you can change it through cPanel.

✓ Can I add multiple dedicated IP addresses?

No. Adding multiple IP addresses would require access to WHM, which they don't get with Business Hosting because this product is made for simplicity.

✓ What are the inode limitations on each Business Hosting plan?

All plans are unmetered

✓ Does the operating system take up disk space?

Yes

✓ Do we have plans to do Windows Business Hosting?

No

✓ Is the IP shared or dedicated?

There's one dedicated IP per account which can be shared between all sites on that account. There is not an option to add more IP addresses.

✓ Can you downgrade?

Yes. This is handled by an automatic migration on the back-end.