



# Webhost industry versus the MSP/Reseller market

A SpamExperts Presentation



# About SpamExperts

24/7 Managed SaaS Email Security



**HQ**

In Amsterdam



**11+**

Years in business



**60+**

Staff members



**100%**

Privately owned



# Carrier grade email security



## Incoming Filtering

Spam & virus protection  
Email Continuity / fallback MX



## Outgoing Filtering

Blacklist prevention  
Outbound email Continuity



## Email Archiving

Email backup & discovery  
Legal compliance



# Tailored to Service Providers



Deployed  
in the Cloud or on Premises

## SMTP

Universal implementation  
at SMTP level

Independent of existing  
infrastructure), with related 100%  
compatibility



(Bulk) domain based  
licenses



Own technology & data



Integrations, feature-rich,  
multi-level control &  
branding options



## Fast growing



2000+

service provider  
customers



80+

countries  
worldwide



70+

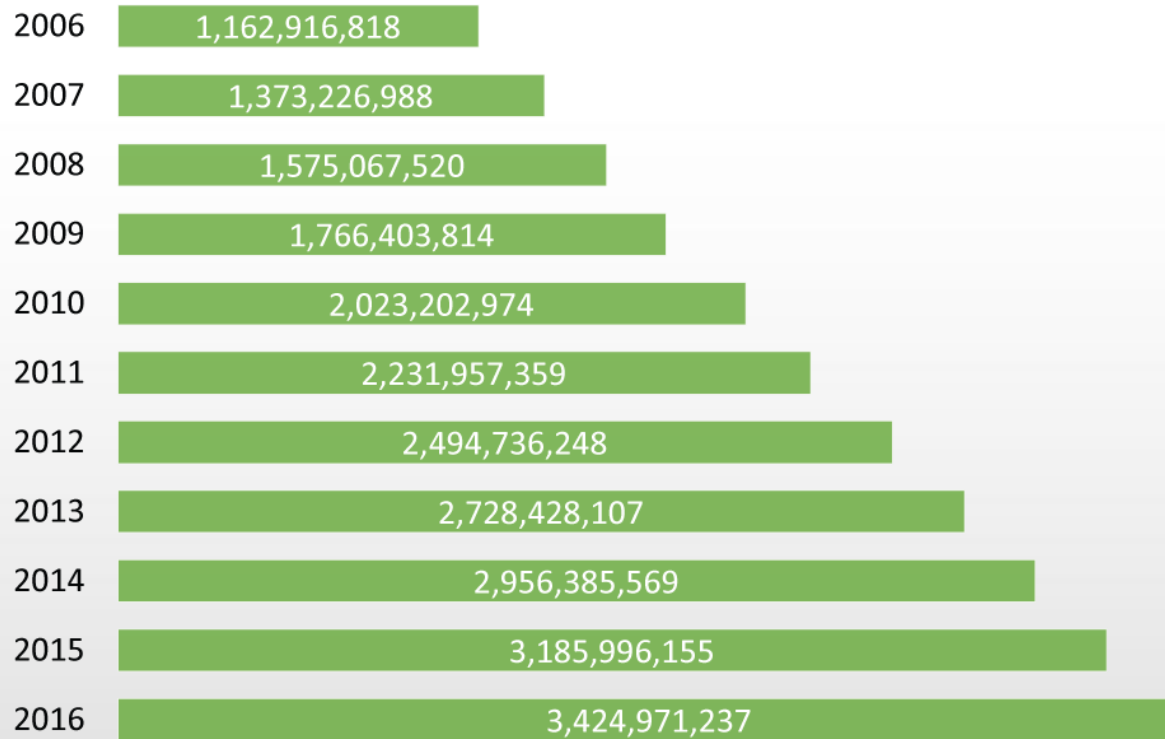
billion  
messages filtered



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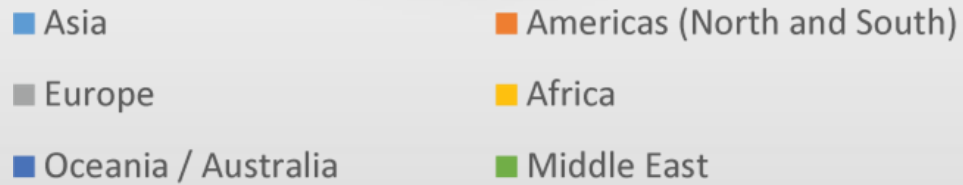
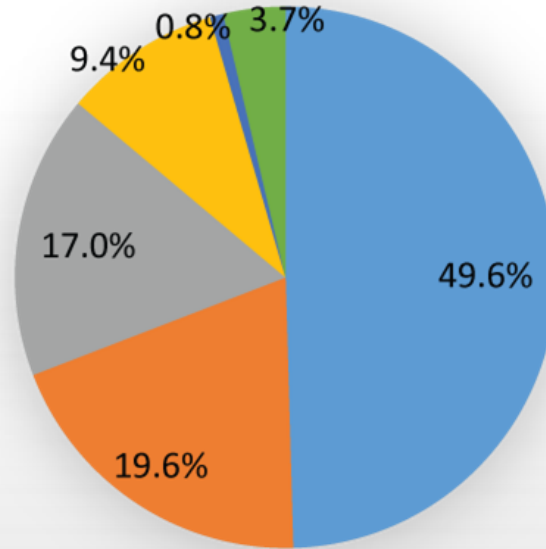
# Internet Users Growth



Source: [Internet Live Stats](#)

# Internet Users by Region 2016

June 2016

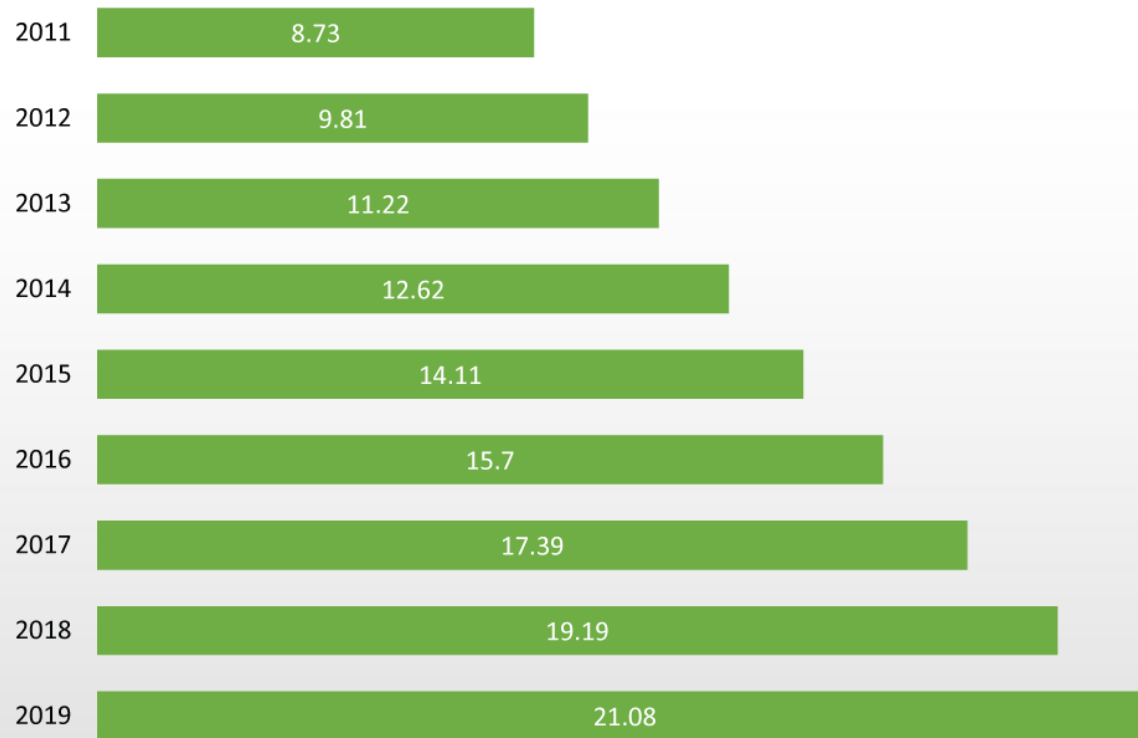


Source: [Internet World Stats](#)



# Shared Hosting Market Size Worldwide

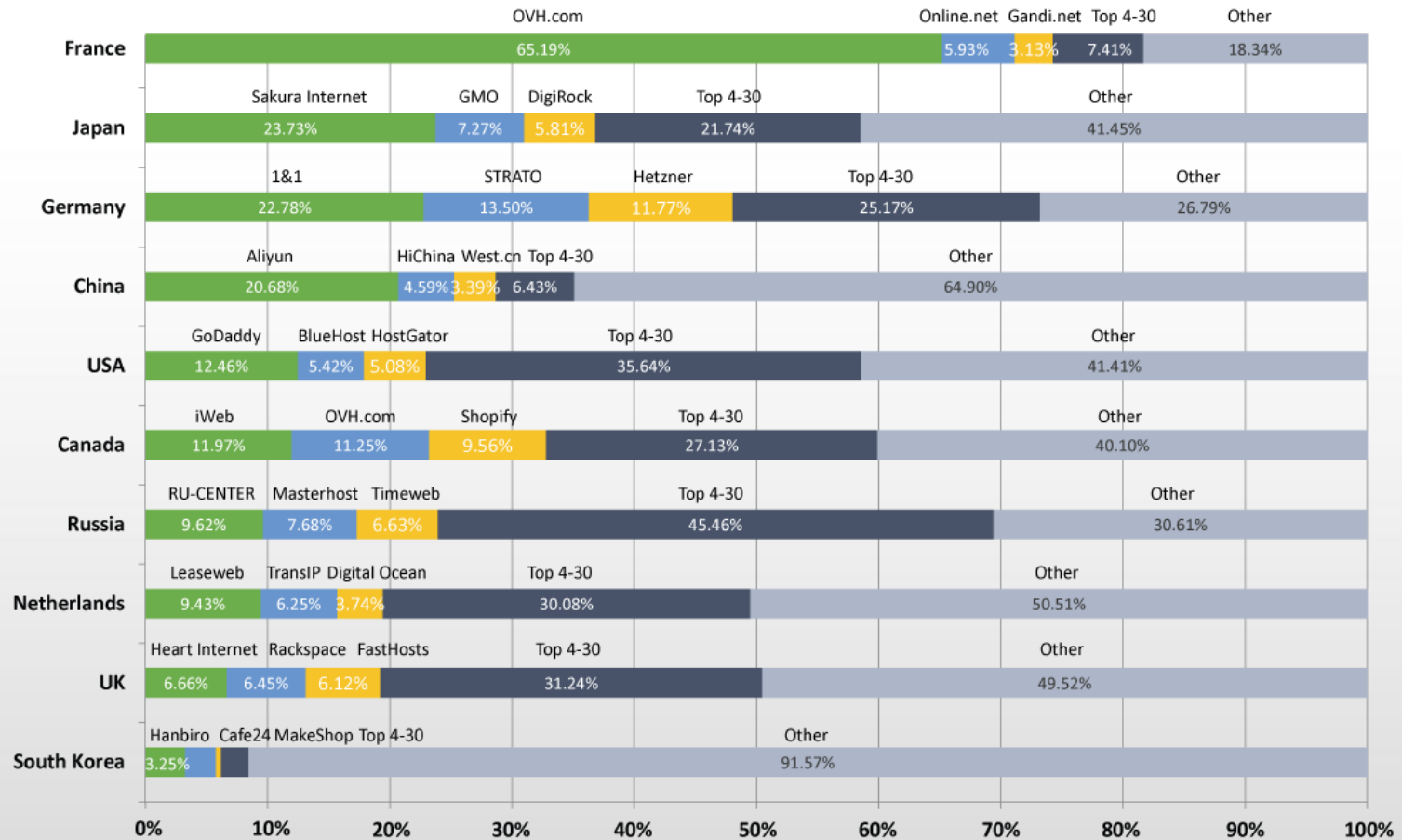
Billion US dollars



Source: Statista

# Webhosting Providers Market Share

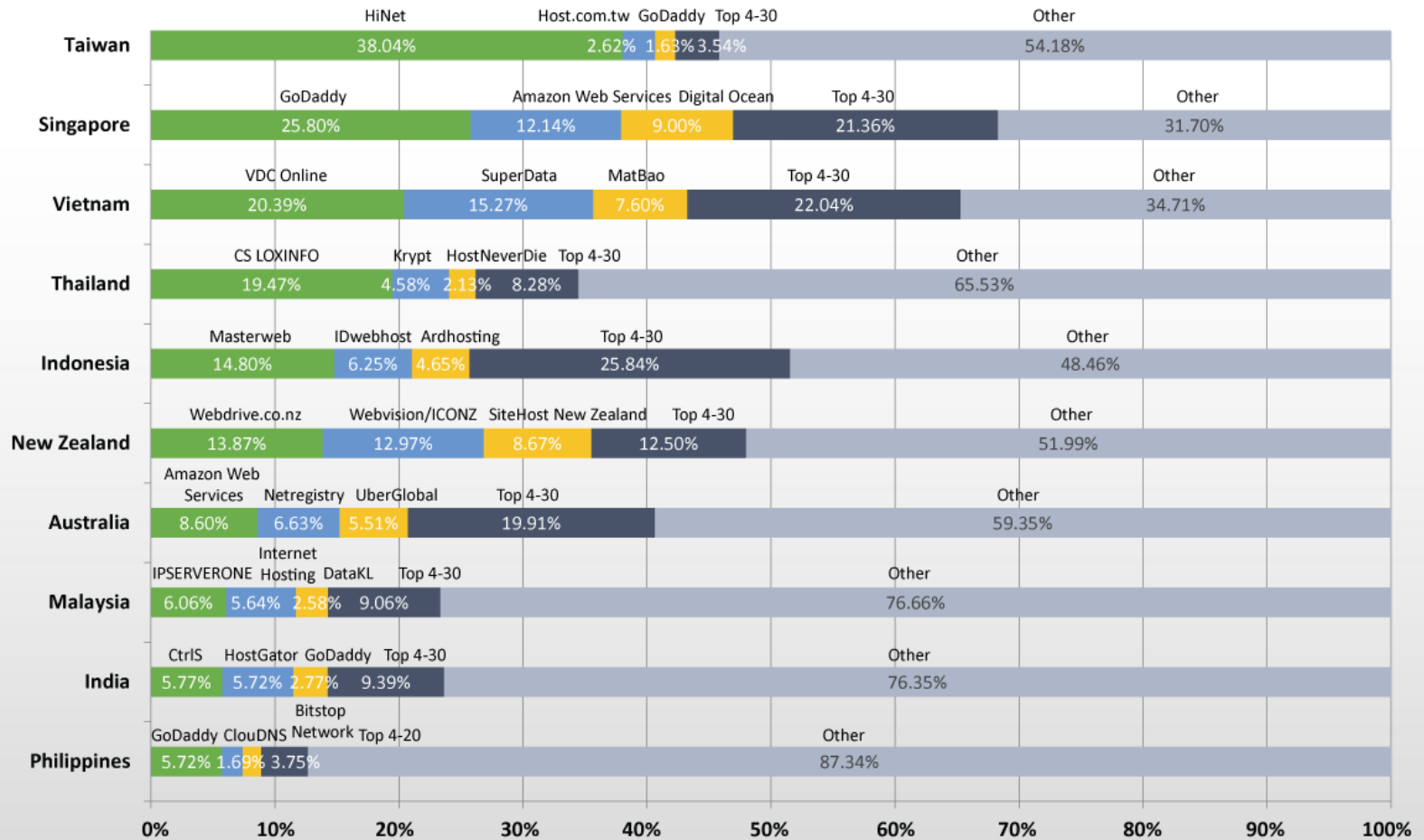
In Top 10 Hosting Countries Worldwide



Source: [HostAdvice Market Share](#)

# Webhosting Providers Market Share

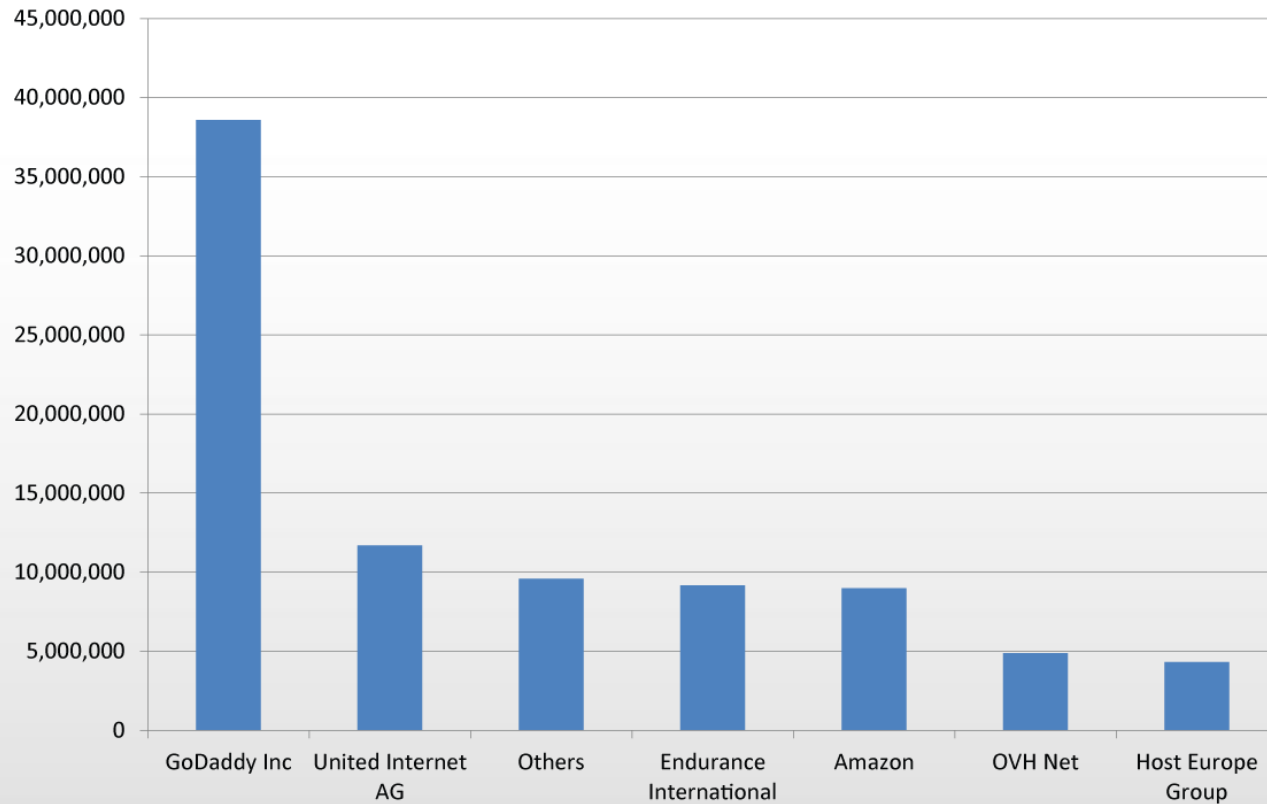
In Asia-Pacific



Source: [HostAdvice Market Share](#)

# Top Hosters by Domain

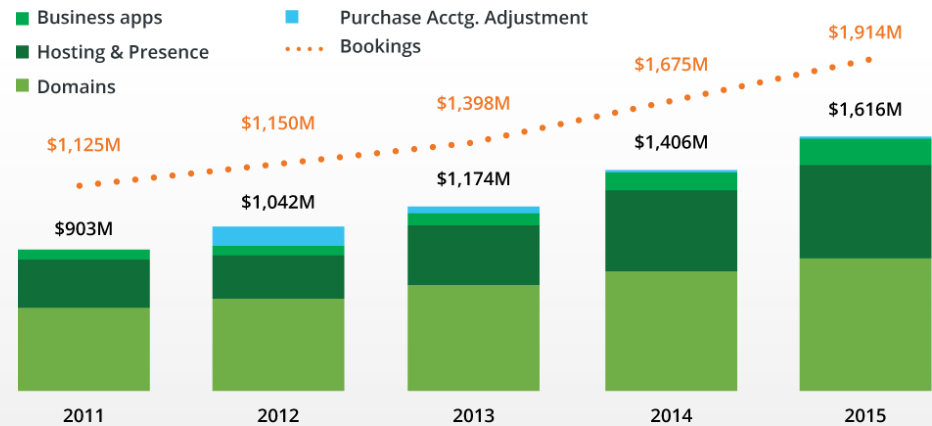
September 2016



Source: Netcraft Company Analysis Report

# GoDaddy

- Multiple acquisitions
- Partnerships (e.g. Microsoft Office 365)
- R&D
- S&M spend
- Multiple services
- Support activation
- Upsells
- 13.8 million customers (end of Dec 2015)
- 63 million domain names under management



Sources: [GoDaddy Annual Report 2015](#), [GoDaddy Website](#), [Crunchbase](#), [Wikipedia](#)

# Endurance International Group

- Multiple acquisitions
- Over 150 products and services
- Uses Resellers
- Upsells
- 12.2 million domains
- 4.7 million subscribers

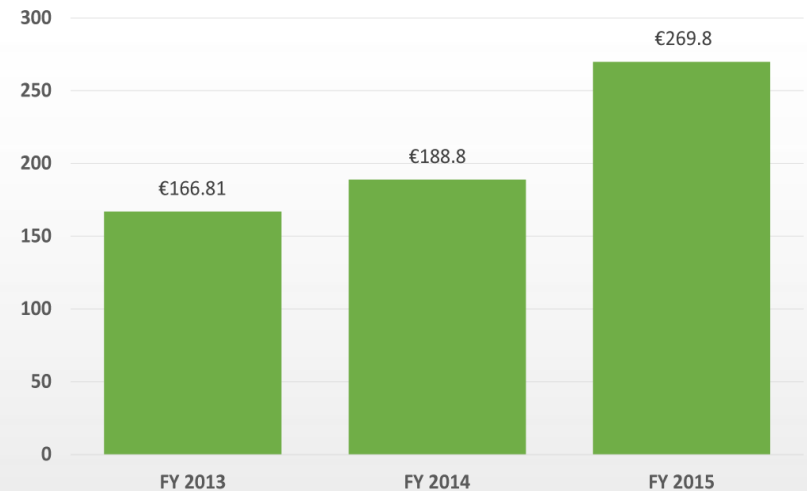
Adjusted Revenues (MM)



Sources: [2015 Endurance Annual Report](#), [Research as a Hobby](#)

# Host Europe Group

- Accelerated growth through acquisitions
- Collective businesses growth
- Decline in organic growth
- Shift from a traditional hosting model to newer deployment models
- Process and sales channels
- Customer support
- Focus to develop and launch new products
- 7 million domain names registered
- 1.6 million direct customers



Source: [Host Europe Group Annual Report 2015](#), [Host Europe Group Website](#), [Host Europe Group Annual Report 2014](#)

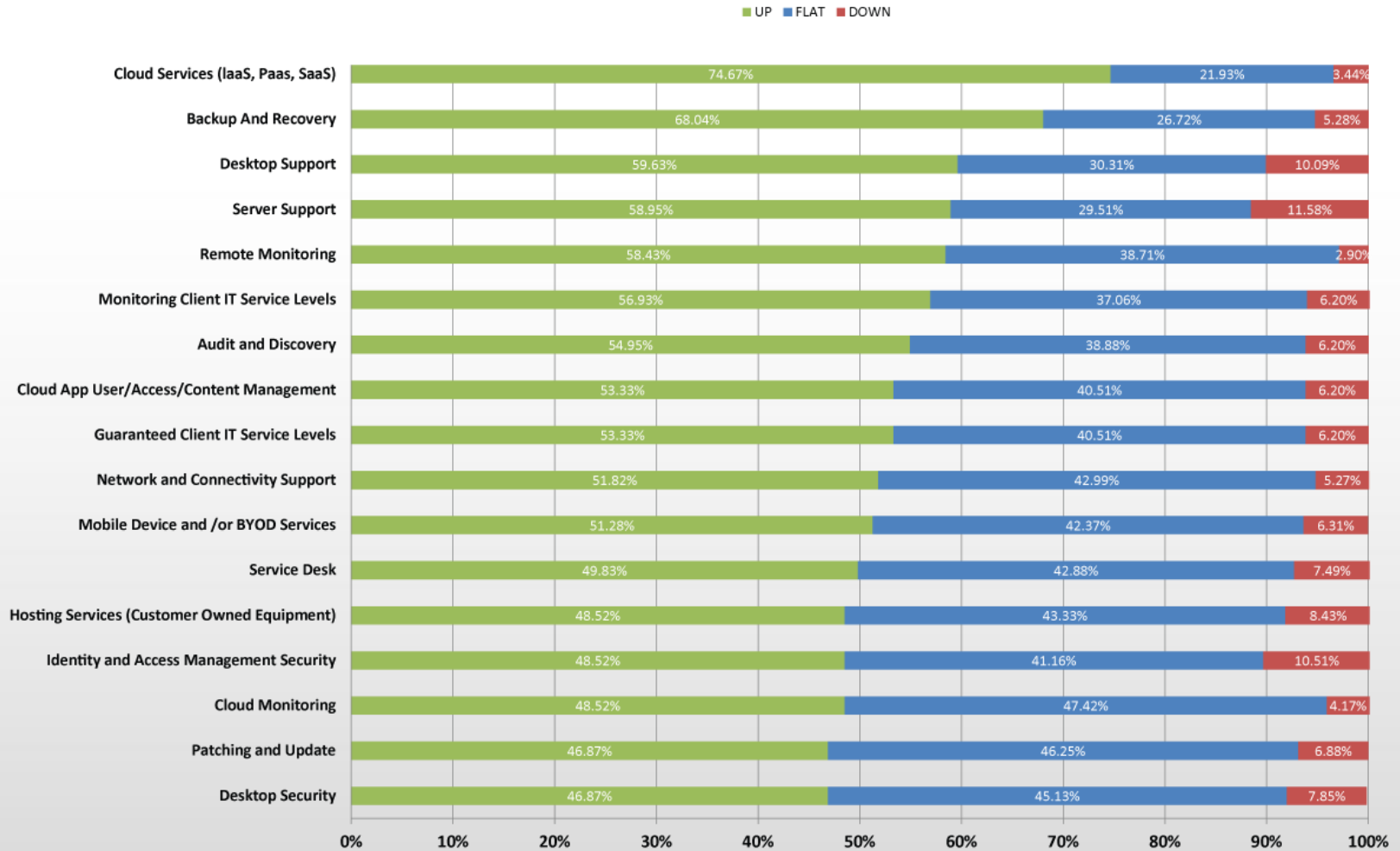
# What do successful companies have in common

- Growth by acquisitions
- Turned from being pure infrastructure vendors to go-to-market sales machines
- Multiple product offerings
- Built a relationship with the client that stimulates growth & upsells



# MSP Services 2016

Service revenues for the past 12 months versus the previous 12 months



Data source: [MSP Mentor: Kaseya 2016 MSP Global Pricing Survey](#)



## A few references



TSUKAERU.NET





# Awards





# Get in touch

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