



5 tips on why the right hosting provider can improve pitch success





How the right hosting provider can improve pitch success

Is your agency missing out on the big wins? Team Square share their knowledge on how confidence can gain your clients' trust, ensure your data remains secure and provide the platform for rock solid delivery.

Why does confidence matter to your clients? If they're responsible for the success of a multi-million pound digital project, getting it right means becoming the toast of the industry and gliding from one high-profile project to the next. If they get it wrong, they're out of a job.

These are the kind of pressures potential clients are under – so they need total confidence in your agency before they sign up. Your clients may not choose to delve into the specifics of your infrastructure solutions, co-location requirements or whether you decide on a managed or integrated cloud hosting provider. However, they will want to be certain you have the right framework to deliver consistently and on time, with the resources to meet their needs. Your agency needs to be able to focus on the creative, and winning those vital pitches, without worrying about the day-to-day pain of hosting.

Cloud security

The benefits of using cloud computing to manage IT infrastructure include better scalability, resiliency and efficiency. A Claranet report¹ shows that today 74% of UK businesses employ some form of cloud computing, increasing from just 54% in 2011. With this increase comes heightened focus on how secure cloud-based services are, with over 70% of cloud users citing data privacy and security as key concerns.

At Team Square, our experience working with digital agencies means we understand how important client confidentiality and security is in inspiring confidence. And we know that a significant part of that confidence comes from the hosting infrastructure behind it.

¹ Claranet Research Report: Adoption Trends in Cloud Computing 2011-2014



Team Square's 5 confidence-inspiring tips

We've put together the 5 key ways your hosting provider can inspire that crucial confidence.



They create bespoke solutions

An off-the-shelf effort won't impress anyone. Your provider needs to put together a bespoke hosting solution based on the client's needs. So your client can get on with the project knowing there's a fully documented system in place that's supported by SLAs tailored to your business. They'll also appreciate the fact that you - and your provider - went to the effort of doing it.

- Javed



They send in their experts

Real people turn up to the pitch if they're needed. That's the sign of a great provider. It also gives you a real advantage over other pitching agencies. You have an expert on hand to answer any questions - all they have is a bunch of promises! Once the pitch is won, can they seamlessly transition from flexible testing and development platforms to well controlled live environments?

- Simon



They know their stuff

Ask a provider who else they've worked with. They'll have a roster of similar clients. If they can show what they've achieved for other companies in your market, you can trust them to get this one right too. You need a team who can show you evidence of how they collaborate with clients' IT and marketing teams. It's all about their track record.

- Andrew



They're the right size

Does your hosting provider have their own data centre? Their own network? These things make a big difference to your clients and their production schedule. But, when problems happen, you don't want to become another ticket in a queue. You need a provider who has the scale to support you but with a personal touch.

- Alex



They take security seriously

How secure is your client's data? How secure is your data? The right provider has this locked down. You need to be sure they deliver top-notch data privacy and security, particularly when it comes to choosing the right cloud architecture and provider.

- Chetan



Ensure you're getting the most from your hosting provider

Team Square is part of Claranet, one of Europe's leading managed service providers. We have over 4,500 business customers, 16 offices across Europe and are positioned as a Leader in Gartner Magic Quadrant for Cloud-Enabled Managed Hosting, Europe 2014.

Make sure you inspire confidence the next time you pitch to a client - why not get Team Square working for you? We could make the difference between that vital pitch win and coming a close second.

Are you missing a trick?

Why not meet up with the Team Square experts for a chat? We can assess whether you're getting the most out of your hosting. And we'll tell you if there are any opportunities you're missing.

Book a meeting at www.teamsquare.co.uk, email us at TeamSquare@uk.clara.net or call us on **0333 222 3468**.

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