

UCV Host successfully tackle price and reliability



Customer:
UCVHOST

Key Facts:

- 10 year web-hosting company
- Ethical treatment
- Well-priced services

Challenge:

- Finding a new partner with stable technology
- Partnering with a feature-rich company

Solution:

- Streamlined domain name registration with Melbourne IT's reseller program
- A well priced registrar, who provides good service and stable technology

Results:

- Secure systems which don't collapse
- A convenient partner relationship

“There are many other registrars out there, but I've never found a better company on the combination of price, service and technology”

Rajat Khanna, Director, UCVHOST

UCVHOST has been providing web hosting services for over ten years on both Windows and Linux platforms. UCVHOST offers a competitive and affordable price coupled with excellent reliability and service.

The Search

UCVHOST takes its business seriously and needs to provide its customers with top-notch, reliable services. The company had been a reseller of domain names for a different registrar, but eight years ago began looking for a new company to partner with. It was critical that the new company provide outstanding services with stable technology, and would be ethical and fair in their treatment of their reseller partners.

The Convenient Option

Rajat Khanna, Director of UCVHOST, considered many different companies but only one rose to the top: Melbourne IT GPS.

Khanna explains, “We wanted a feature-rich company, one that would allow us to give a full experience to the user. We needed a company that would work easily with us and make our being a reseller convenient. That was our main concern.” At the time, finding a company that offered the lowest pricing wasn't their main objective.

“Originally, domain registration didn't need to be a profit-centre for us. But, luckily for us, when we decided to partner with Melbourne IT, we not only got a great company, we got a great price too.”

Melbourne IT's Reseller Application Programming Interface (API) was a big seller— it allowed UCVHOST to be efficient by streamlining the process of domain name registration.

The Three Ticks

For Khanna, there are three main criteria he needed in his domain registrar, “Price. Service. Technology. Those are what I look for — what company can provide me with the best service, the most stable and secure technology infra-structure, and at a price that's reasonable? If I find that, then I've found my provider. And with Melbourne IT, I have all three.”

Khanna is particularly pleased with Melbourne IT's back-end technology. “It works seamlessly,” he explains. “We never have downtime and their systems are secure. They have been so well - written and have been stable from the beginning. Their API is the best thing out there – better than what their competitors offer.”

Not one to rest on his laurels, Khanna explains that he continues to look at other registrars to ensure he still has the best partnership available.

“Every time I look, I can't find a better deal than Melbourne IT, there are many other registrars out there, but I've never found a better company on the combination of price, service and technology.”

CASE STUDY - Reseller Application Programming Interface



Another benefit about working with Melbourne IT is the first-rate customer service and ease of domain registration. “Applying for a domain name from other registrars can require a lot of back and forth and frustration,” Khanna says. “Melbourne IT simply has a better, more streamlined system. This is particularly important when registering ccTLDs.”

With the extra information the different countries require (like proof of citizenship, for example), what can be a complex and time-consuming process is made easy through Melbourne IT. The best thing according to Khanna? “No complaints from my customers!”

Some companies that are both registrars directly and have a reseller program end up competing directly with their own resellers for domains that are about to expire. Needless to say, this doesn’t sit well with the resellers. Khanna has found some companies will send a notice to a domain holder in the last three days before their registration expires, even if that domain is currently being handled by their own reseller.

“Obviously, this is a problem,” states Khanna. “But one that simply doesn’t happen with Melbourne IT. They respect their resellers and would never do that to them. We’ve considered becoming an ICANN registrar directly, but frankly, it’s so much easier to be a Melbourne IT reseller. We get all the benefits without the headaches,” concludes Khanna.

UCVHOST’s decision to stay with Melbourne IT GPS continues to pay off, both in their bottom line, and in their relationship with their own customers.

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