Ensim Case Study - Cyber Titan Network

Executive Summary

Profile:

- Cyber Titan Network (www.cybertitan.com)
- Fewer than ten employees
- Core business is Web hosting
- Expansion plans include E-commerce, Messaging, and Collaboration

Challenges:

- Low customer capture rate
- Maintenance and administrative costs associated with Web hosting business
- Limited service offerings

Ensim Solution:

- Centralized hosting operations and management platform with Ensim ServerXchange™
- Ensim instantServer™ technology to host multiple customers on a single server while guaranteeing minimum service levels for each customer
- Bridged offering between shared and dedicated Web hosting to target mid-market customers with Virtual Dedicated Hosting plans

Business Results:

- Increased revenue with expanded service offerings
- Differentiation with virtual hosting based on guaranteed minimum service levels
- Completely utilized server resources
- Increased revenue and profit per square foot of rack space

Case Study Purpose

This case study illustrates how Cyber Titan, a hosting provider with Network Operation Centers (NOCs) located in Maryland and California, is in a position to increase its customer capture rate by offering hosting services at price points that appeal to mid-market customers, while favorably impacting Cyber Titan's bottom line.

Customer Profile

Cyber Titan, headquartered in La Jolla, California, was founded in early 1999. Before working with Ensim, Cyber Titan offered shared Web hosting and dedicated Web hosting services to Web designers, hosting resellers, and small and medium-businesses.
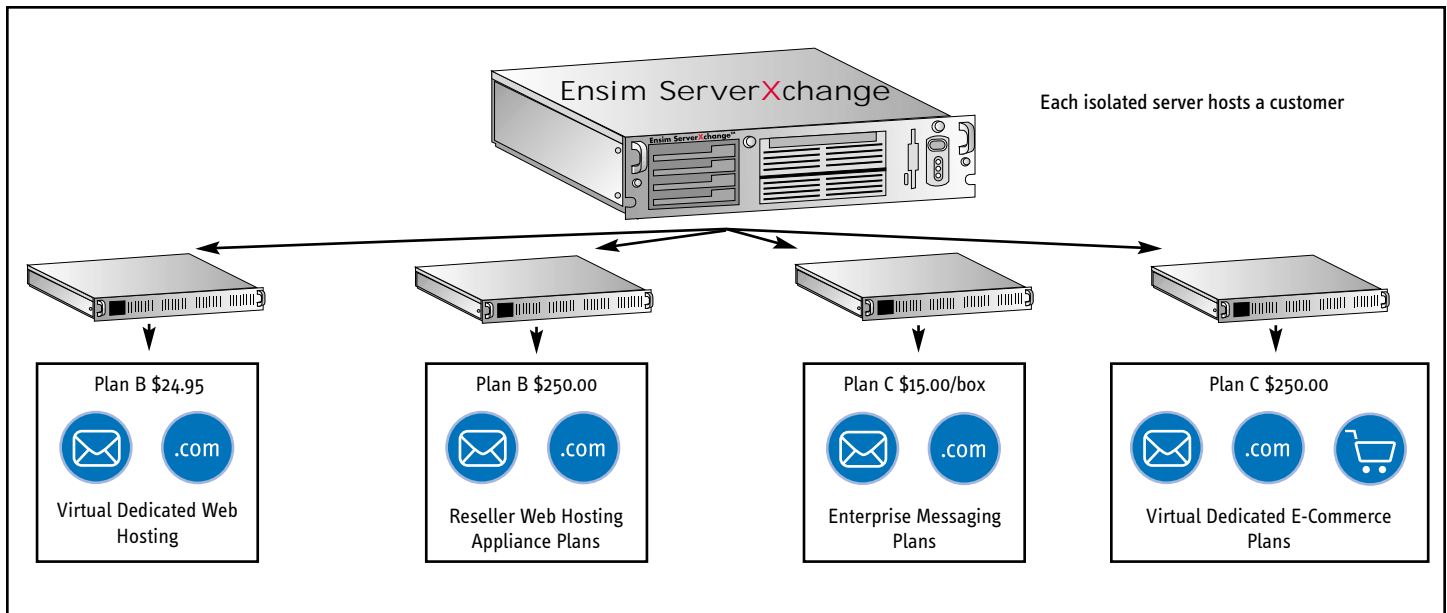
Major Challenges

Overcoming a few obstacles, such as **low customer capture rate and high maintenance and administrative costs associated with Web hosting business,** will ensure that Cyber Titan continues to achieve exponential growth. While Cyber Titan was very successful at getting potential customers to visit its Web site, visitors were not rapidly purchasing hosting services. In addition, Cyber Titan was losing existing shared Web hosting customers and embarked on a mission to better understand the needs of its existing and potential customers. Feedback suggested that Cyber Titan's shared and dedicated Web hosting services were too limited, and that demand for hosting plans that offered the benefits of dedicated hosting, including privacy, security, reliability, and performance at an affordable price, was high. However, Cyber Titan did not have the hosting operation and management tools to profitably meet customer these requirements.

The Ensim Solution

With Ensim's ServerXchange, Cyber Titan had the technology to instantly expand its services offerings and specifically, to offer Web hosting plans that bridged the gap between shared and dedicated Web hosting. Ensim's patent-pending multi-tenancy technology allows Cyber Titan to host multiple customers and plans on a single server, while guaranteeing minimum service levels. For example, Cyber Titan immediately expanded its offerings to include Virtual Dedicated Web hosting and Reseller Web hosting, and it has plans to expand into Messaging and E-Commerce. For each type of plan, Cyber Titan can create a variety of offerings, ranging from low to high-end, based on resources allocated. Customers receive their own isolated servers with guaranteed minimum amounts of CPU time, memory, disk space, and bandwidth.

Since there are multiple levels of isolation between each customer's hosted environments, when traffic on one customer's site goes up, other customers will not be affected. The four levels of isolation are:

- Functional - Each customer runs separate instances of the applications
- Performance - Each customer is guaranteed a minimum amount of server resources
- Fault - A fault or spike on one customer's isolated server does not impact the operations of any other customer
- Address - Each customer has a separate IP address, MAC address, and its own TCPI and root password.

Ensim ServerXchange

Ensim ServerXchange™

Each isolated server hosts a customer

Plan B $24.95	Plan B $250.00	Plan C $15.00/box	Plan C $250.00
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Virtual Dedicated Web Hosting	Reseller Web Hosting Appliance Plans	Enterprise Messaging Plans	Virtual Dedicated E-Commerce Plans

Using Ensim ServerXchange as its hosting management and operations platform, Cyber Titan has successfully offered customers dedicated server performance below dedicated server prices, allowing Cyber Titan to capture more market share.

Customer Benefits

Cyber Titan has immediately addressed its greatest challenges with a bridged offering between shared and dedicated Web hosting, which improved its customer capture rate and reduced customer turnover. Additionally, Cyber Titan has realized several other benefits and tangible business results from using Ensim ServerXchange, including:

· Increased revenue with expanded service offerings
· Differentiation with virtual hosting based on guaranteed minimum service levels
· Completely utilized server resources
· Increased revenue and profit per square foot of rack space

The Web Hosting Industry

The Web hosting industry is projected to be a $20 billion dollar market by 2003, according to industry analysts at IDC. Hosting providers are challenged to overcome obstacles at every phase of the hosting lifecycle in order to successfully convert this market opportunity into a highly scalable and profitable hosting operation. Examples of the lifecycle challenges include:

1) Setup - quickly provision "sticky" services and applications which promote customer loyalty and give them a reason to remain with their current hosting provider
2) Operations - provide high quality, reliable, and differentiated offerings
3) Management - efficiently manage their hosting infrastructure while giving customers adequate control of their own environment
4) Growth - seamlessly expand their offerings to meet customer growth requirements.

Today, setup, operations, management, and growth of hosting operations are often labor intensive and lengthy processes for hosting providers. Believing that Ensim helps hosting providers overcome these challenges to gain a sustainable competitive advantage, industry analyst John Madden at Summit Strategies in Boston said, *"Customers are recognizing that ServerXchange can deliver competitive advantages, such as shorter time-to-revenue, better server utilization, maximized real estate, better quality-of-service, and the ability to rapidly add new services. Ensim's solutions, with their focus on high-density hosting environments, are meriting serious consideration from service providers that want to gain an edge."*

About Ensim

Ensim Corporation has created a new category of Internet infrastructure products and solutions to address the rapidly changing needs of hosting providers. ServerXchange, Ensim's flagship product, is the industry's first comprehensive hosting operations platform designed to enable hosting providers, including ISPs, ASPs, and data center operators, to rapidly grow and efficiently operate large-scale, web and e-commerce hosting businesses. ServerXchange gives hosting providers a unified view into their hosting environment, a mechanism for rapidly adding new and differentiated service plans, and a comprehensive portfolio of automation and customer self-administration tools. Headquartered in Sunnyvale, California, Ensim Corporation is a pre-IPO company funded by leading Venture Capital firms such as New Enterprise Associates and Worldview Technology Partners. For more information about Ensim Corporation, please visit www.ensim.com or call 1-877-693-6746.

About Cyber Titan Network

Cyber Titan Network delivers a full spectrum of affordable premium and reliable web hosting plans and services for web designers, resellers and businesses. With eight out of 10 new customers based on referrals, Cyber Titan Network places a high priority on customer satisfaction and security. Cyber Titan Network stands at the forefront of providing clients fast, reliable and secure communications for mission-critical Internet operations. For more information about Cyber Titan Network, please visit www.CyberTitan.com or call Cyber Titan Network at 1-877-902-6396.

Conclusion

Cyber Titan is on the path to achieving record-breaking top line and bottom line growth, and ServerXchange has been a driving force in this success. *"Ensim offers tremendous flexibility and value. Cyber Titan Network required a flexible, hosting infrastructure solution that could support, scale, and offer highly customizable plans to meet the varying and unique needs of our rapidly growing base of customers and resellers. Not only did Ensim's ServerXchange meet this requirement, but they also delivered outstanding customer support that exceeded our expectations."*