

Happy 5th **spoton.net** Anniversary

# Welcome to the 2013 **Spoton.net** Conference



**spoton.net**

# Agenda

**8:30** Arrive - tea & coffee

**9:00** Introduction from Matt

**9:10** Finance Presentation with Jo

**9:30** Marketing Presentation with Amy

**9:50** Icebreaker: Retention

Spend 20 minutes brainstorming

Spend 20 minutes feeding back to other groups

**10:30** Break for refreshments

**10:50** Design Presentation with Kevin

**11:10** Domains Presentation with Ryan

**11:30** Development Presentation with Stephen  
(including marketing slide by Amy)

**12:15** Break for Lunch

**13:00** Motivational Talk with 4N Director

**14:00** Workshops

New Commerce (Stephen)

DotMailer and Salesforce (Adam)

Domains (Ryan)

General Q and A - (Jo, Matt and Amy)

**15:30** Break for Refreshments – Birthday Cake

**15:45** Ask the Panel Q&A (Have panel of 3 franchisees – Steve, Phil and Oliver)

**16:30** Awards

**17:00** Finish

# Growing Support

## Design team

Steve Vosper and Ann Oldroyd



## Development

Jonathan Kirby



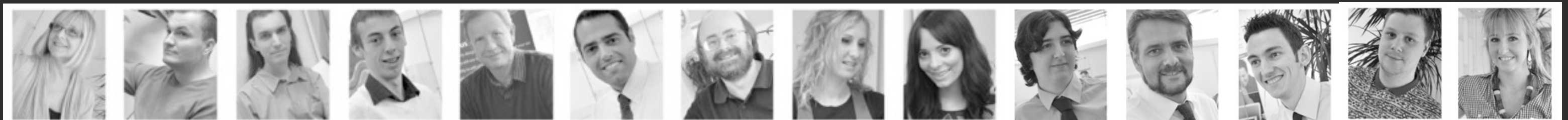
## Administration

Alex Potter and Ryan Prior



## Business Development

Amy Cross



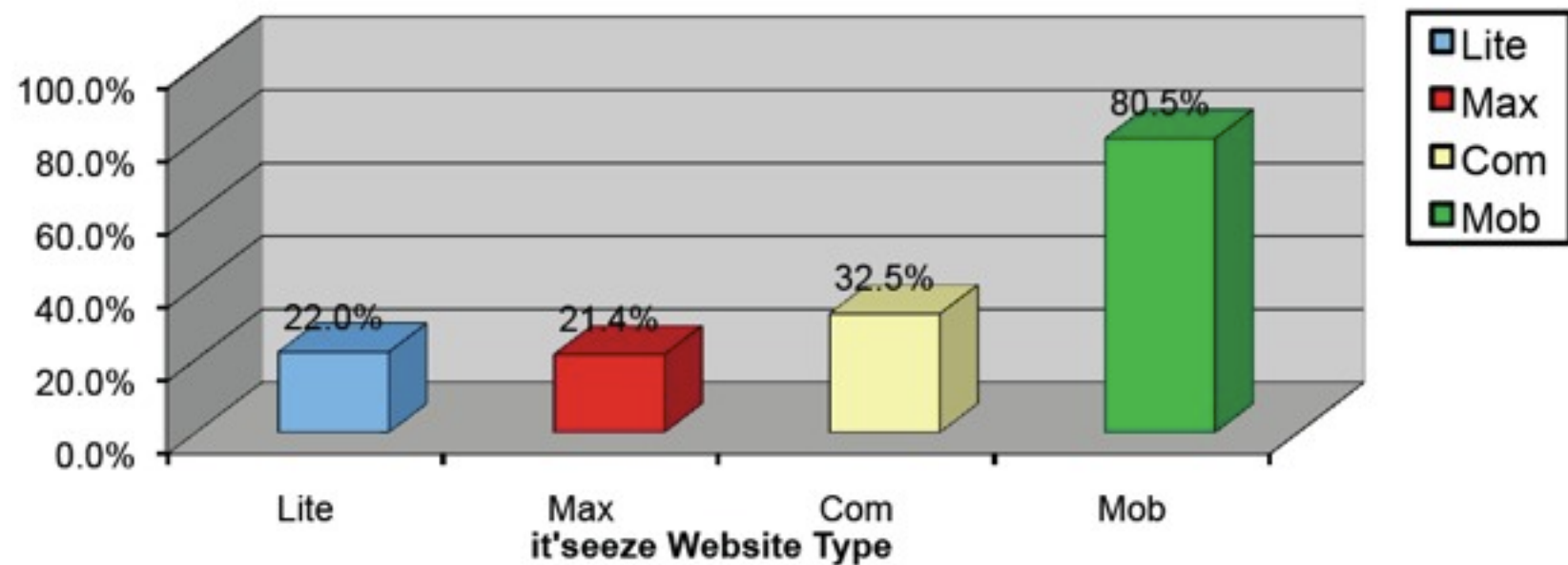


# Finance 2012/2013

# it'seeze Website Sales

Website sales for the period October 2012- September 2013, comparison with the previous year.

it'seeze Websites - Comparison of sales performance between 2 years  
(Oct 2011 to Sep 2012 and Oct 2012 to Sep 2013)



Website type	Performance %
Lite	22.0%
Max	21.4%
Com	32.5%
Mob	80.5%
Totals	26.6%

The Total Websites sales have recorded a **26.6% increase** year on year (Oct 2011 to Sep 2012 and Oct 2012 and Sep 2013)

Excellent performances for the '**Mobile websites**' and '**Commerce Websites**' sales with **80.5% and 32.5% increase**, respectively.

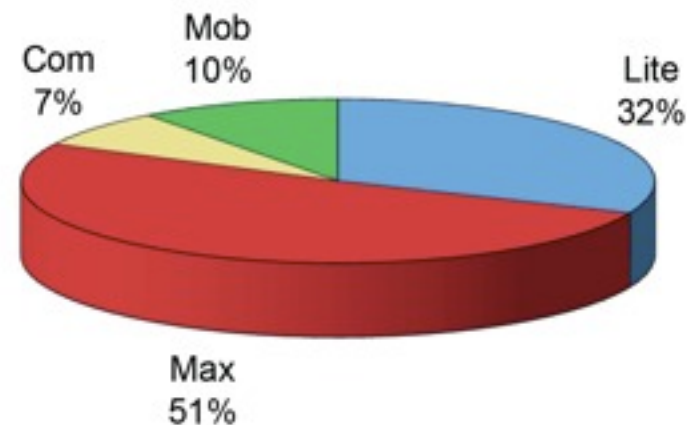
Solid performances too for '**Max Websites**' with **21.4% increase** and '**Lite Websites**' with **22% increase** on the previous year

# it'seeze Website Sales

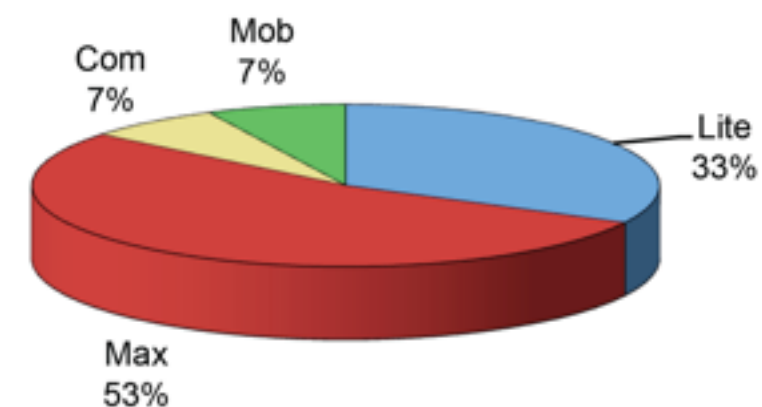
## it'seeze Websites sales - Websites types contribution to the Total Websites sales

We are looking at how each website type is contributing to the Total websites sales and comparing any changes from the previous year (Oct 2011 to Sep 2012) to the current one (Oct 2012 to Sep 2013).

it'seeze Websites Sales - Breakdown per website type  
- Oct 2012 to Sep 2013



it'seeze Websites Sales - Breakdown per website type  
- Oct 2011 to Sep 2012



As per the above charts, we can see that, for both periods, our biggest seller and most popular products the 'Max Websites' followed by the 'Lite Websites', despite a small loss of 1% and 2%, respectively.

The 'Mobile websites are gaining some grounds with 3% share increase of the Total websites sales.

# **it'seeze** Website Cancellations

**Website cancellations for the period October 2012- September 2013, comparison with the previous year.**

## **For period Oct 2012 to Sep 2013**

14.4% Cancellations against the total active websites as at the end of the same period

## **For period Oct 2011 to Sep 2012**

16.5% Cancellations against the total active websites as at the end of the same period

**Year on year, our cancellation rates have decreased by 2.1%**

## **Cancellation reasons**

Bad Debt

Ceased trading

Liquidated

Merged with another business

Transferred to another company

Cancelled prior to site creation

# it'seeze Admin System

## Changes during the last year

The ability to pay via cheque or BACS

Subscriptions payable in advance for 6 months to 5 years

Direct link to the DD sign up page after the initial payment

Invoices may be viewed and opened on the payment history page:

Customer Payments									
Rcpt no.	Date	Website	Invoice	Reference	Paid	Fee	Franchise	Comm	
45399	10 Oct 2013	W0900090	430	7VN53607LA975863G	£48.00	£1.35		£0.00	<a href="#">Email</a> <a href="#">View</a>
43665	10 Sep 2013	W0900090	430	5VV18615LE582271E	£48.00	£1.35		£0.00	<a href="#">Email</a> <a href="#">View</a>
41949	10 Aug 2013	W0900090	430	6394340358726513W	£48.00	£1.35		£0.00	<a href="#">Email</a> <a href="#">View</a>
40261	10 Jul 2013	W0900090	430	2V961468BP7775324	£48.00	£1.35		£0.00	<a href="#">Email</a> <a href="#">View</a>
38626	10 Jun 2013	W0900090	430	2R989522X39378834	£48.00	£1.35		£0.00	<a href="#">Email</a> <a href="#">View</a>
37058	10 May 2013	W0900090	430	29609303AG233741C	£48.00	£1.35		£0.00	<a href="#">Email</a> <a href="#">View</a>
35499	10 Apr 2013	W0900090	430	43603924AE991702U	£48.00	£1.35		£0.00	<a href="#">Email</a> <a href="#">View</a>
34001	10 Mar 2013	W0900090	430	21E57491EX038414M	£48.00	£1.35		£0.00	<a href="#">Email</a> <a href="#">View</a>
32497	10 Feb 2013	W0900090	430	2LA18113Y15178000	£48.00	£1.35		£0.00	<a href="#">Email</a> <a href="#">View</a>
31079	10 Jan 2013	W0900090	430	5V6250681N300550Y	£48.00	£1.35		£0.00	<a href="#">Email</a> <a href="#">View</a>
29712	10 Dec 2012	W0900090	430	6MG40122M85053321	£48.00	£1.35		£0.00	<a href="#">Email</a> <a href="#">View</a>
58115	10 Dec 2012	M0800080	430	6WG40122M85053321	£48.00	£1.35		£0.00	<a href="#">Email</a> <a href="#">View</a>
31018	10 Sep 2012	M0800080	430	2A8520881N300550Y	£48.00	£1.35		£0.00	<a href="#">Email</a> <a href="#">View</a>
35481	10 Sep 2012	M0800080	430	5TV18113Y15178000	£48.00	£1.35		£0.00	<a href="#">Email</a> <a href="#">View</a>

Notifications are emailed when a client pays for extra features or bespoke work

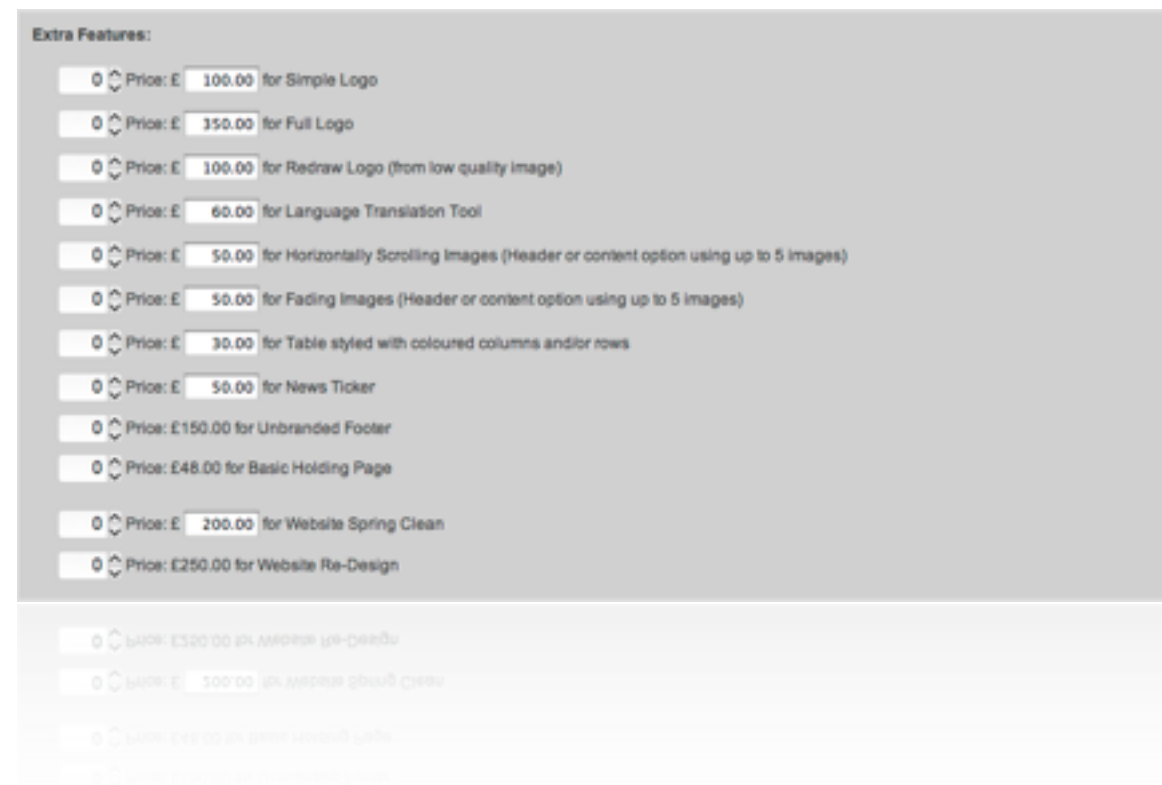
Reminders are emailed quarterly to follow up after a new sale

Direct Debit take up has risen ( 80% )

Payment failure rate on DD under 1.8%

The ability to enter more than 1 email address in the Account Details page

More standard extras have been added:



Extra Features:

- ☐ Price: £ 100.00 for Simple Logo
- ☐ Price: £ 350.00 for Full Logo
- ☐ Price: £ 100.00 for Redraw Logo (from low quality image)
- ☐ Price: £ 60.00 for Language Translation Tool
- ☐ Price: £ 50.00 for Horizontally Scrolling Images (Header or content option using up to 5 images)
- ☐ Price: £ 50.00 for Fading Images (Header or content option using up to 5 images)
- ☐ Price: £ 30.00 for Table styled with coloured columns and/or rows
- ☐ Price: £ 50.00 for News Ticker
- ☐ Price: £150.00 for Unbranded Footer
- ☐ Price: £48.00 for Basic Holding Page
- ☐ Price: £ 200.00 for Website Spring Clean
- ☐ Price: £250.00 for Website Re-Design

☐ Price: £320.00 for Website Re-Design

☐ Price: £ 300.00 for Website Spring Clean

☐ Price: £ 400.00 for Website Spring Clean

☐ Price: £ 500.00 for Website Spring Clean

# it'seeze Admin System

## Improvements to follow

Invoices will be issued monthly in advance for subscriptions, clearly noting the period covered and how the payment will be collected

The payment history page will clearly shown whether an invoice is paid or not

Receipts will be issued indicating which invoice it relates to

A new customer notes section for you to record important information.

Also the ability to read notes recorded by HO.

Integration of the quotation system (to make tracking easier)

Franchisees will be issued with the self billed invoices on receipt of payment

# **it'seeze** Admin System

## Tips to help us

Please use upper and lower case letters on the new account screen

Choose the correct business type.

Enter the Company Registration number

Look at the details on your monthly income reports

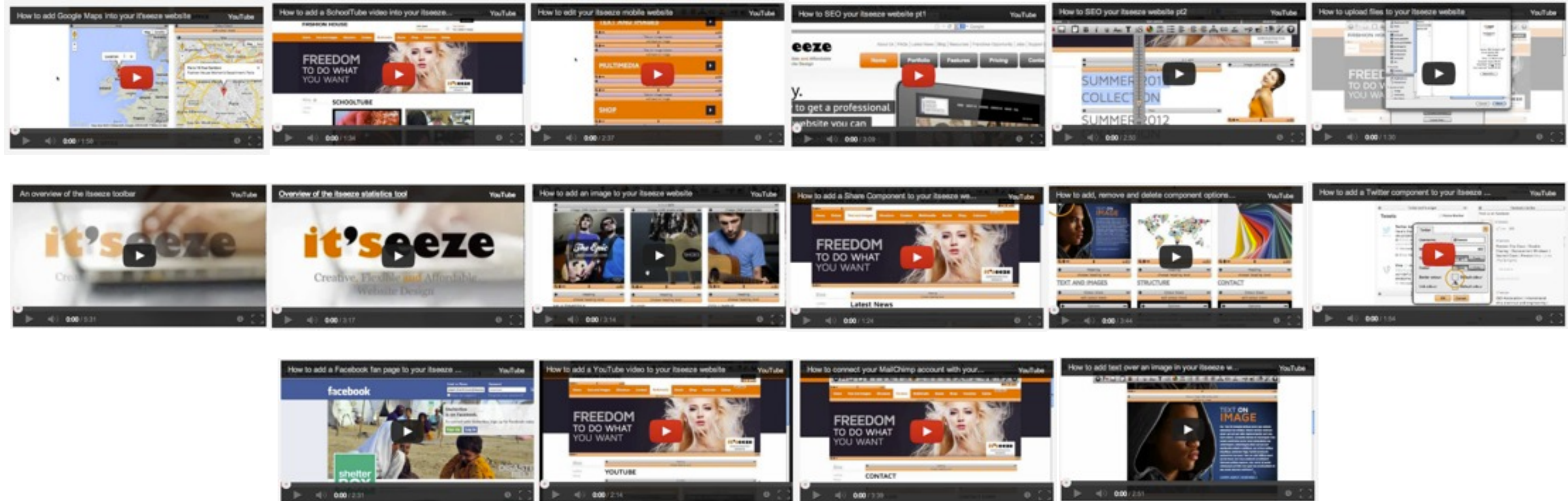


# Marketing 2014

# Looking back at 2013

# Looking back at 2013

## How to Videos



# Looking back at 2013



# Looking back at 2013



Emails from HO to database

# Looking back at 2013



Increased social media presence

# Looking back at 2013



## Competitor Reports

# Looking back at 2013



Weekly Email - marketing opp.



New for 2014 . . .

# New Email Platform ... dotMailer<sup>®</sup>

Detailed and comprehensive and comparable statistics and reports – including who clicked through

'Watchdog' data checker ensures high bounce rate

Trusted reputation so can get through spam filters

Create triggered campaigns

Split test for subject titles

Personalised email blasts

"Hi @firstname@, I've recently begun selling websites  
in @town/county/whatever@"

Schedule emails to be sent

HO approve campaigns before they're sent – more scope to spot any errors

Selection of 'editable' email templates provided by Head Office on a frequent basis and as requested

**Who gets it:**  
All franchisees have  
their own account

**Why:** maximise  
email potential

**When:** November  
2013



# New CRM

## Migrate from Salesforce to Sugar CRM

### Why?

Underuse of current CRM

Lack of features and benefits

Poor level of support

Cannot integrate with Dotmailer

Sugar Benefit/Function	Currently with Salesforce
Archives with Outlook and Thunderbird	Only with Outlook
Preview of details when hovering	No
'Look up' facility – plug database gaps	No
Ability to convert 'Leads' into 'Contacts' with ease when contact is made.	No distinction between 'Lead' and 'Contact'
Dot Mailer integration – Inc. national campaigns. Full reports and reactions recorded in each contact page	No
Customisable reports – can schedule reruns to ensure up to date data	No
Activity reminders sent via email or pop-up	No
Quote management tool	No

**Who gets it:** All franchisees

**Why:** more beneficial, better features

**When:** January 2014



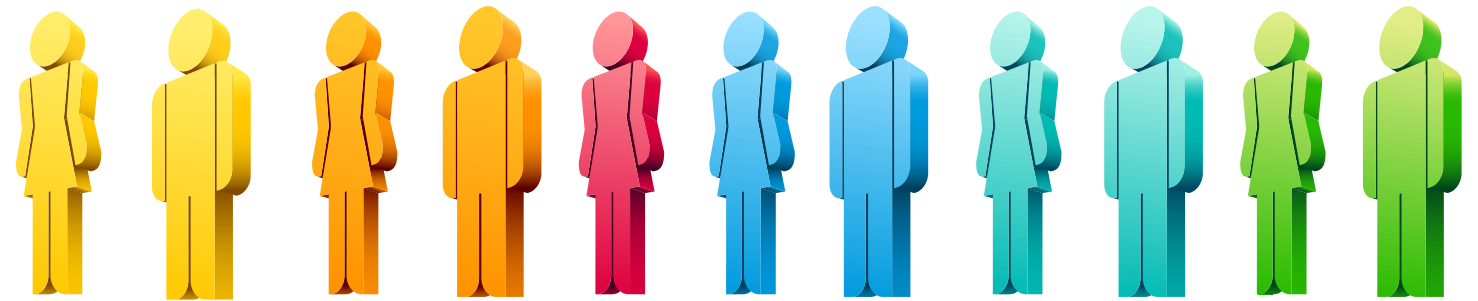
# New Database

Sourced new database of least 900 new SMEs per franchisee

No duplications with existing database

Up to date – all double opted in within past 8 weeks (90% accuracy)

Must not contact a single contact more than 3 times a month



## **Who gets it:**

All franchisees

**Why:** more accurate so more time and cost effective

**When:** December 2013

# Monthly Promotional Email from HO

## To All Prospects

Different focus and approach each month to target wider audience.

Visibility of send dates in advance

### **Who gets it:**

All Prospects

**Why:** Raise brand awareness and encourage conversions

**When:** Starting in January 2014

## To Existing Clients

Newsletter covering different sections

Visibility of send dates in advance

Every Qtr additional email sent:

'Why a monthly subscription

### **Who gets it:**

All existing clients

**Why:** Encourage higher retention by offering compelling reasons to stay with it'seeze

**When:** Starting in January 2014

# Promotional Videos

To support other marketing initiatives

Helps with SEO purposes

Better engagement rates than text

Useful tool for presentations at networking events

Showcase design and technical skills

Cover variety of promotional themes

Execute differently – attract different audiences



**Why:** More effective at engaging audiences than lengthy text.

**When:** Adhoc throughout 2014

# 'Celebrate' with Seasonal Campaigns

**Attract new customers:** Raise awareness of it'seeze at national level by creating something interactive that will encourage online 'sharing' and showcase our technical abilities.

**Retain existing customers:** Building brand engagement and affiliation through 'exclusive' features.

**Christmas 2013** – Santa's Office Website  
(Trial campaign)



**Why:** Innovative campaigns are often shared via social media so increase brand exposure

**When:** For significant seasonal events



# it'seeze Christmas Website



SCROLL DOWN TO READ SANTA'S POEM





can you find all 10 presents?



CLICK HERE TO TRY!



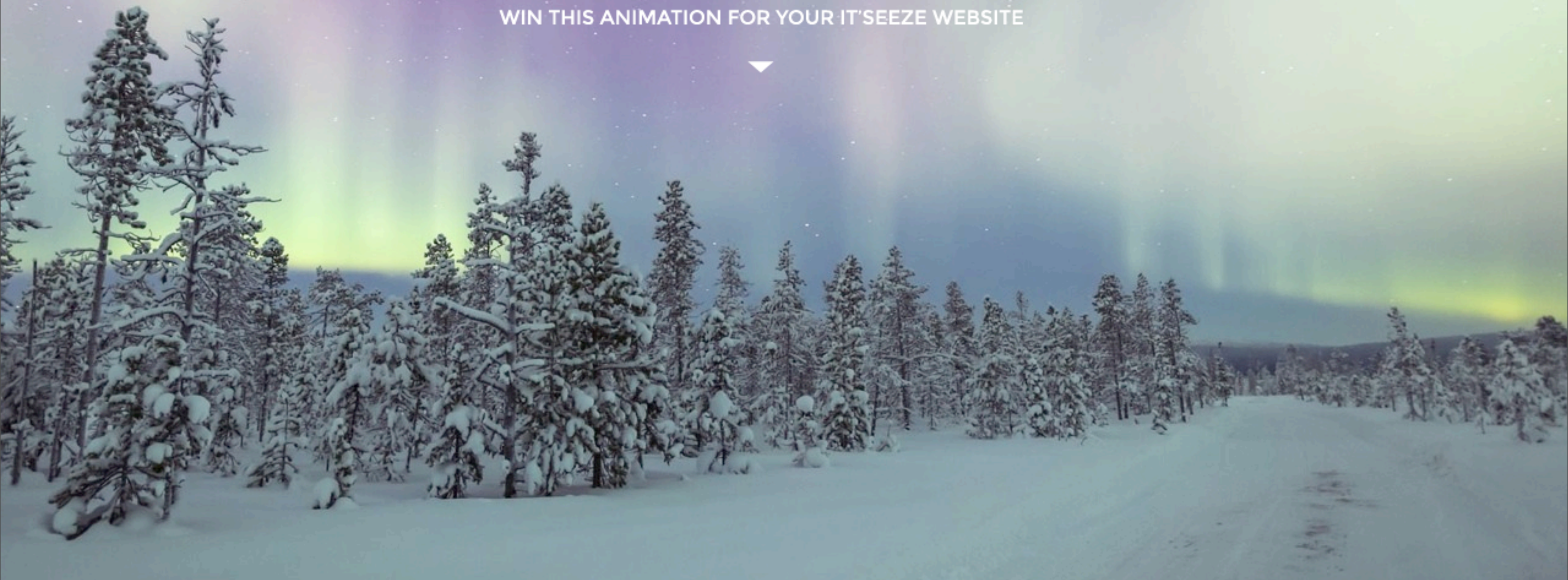


❄️ **WHAT'S WHITE AND FALLS?** ❄️

*type it below and see what happens*

**GO!**

WIN THIS ANIMATION FOR YOUR IT'SEEZE WEBSITE





# SANTA'S WISH LIST

## MAKING IT 'EEZE' FOR YOU TO MAKE A WISH

As you can probably imagine, the elves and I are working extremely hard to process all the wish lists in time for the big day!

To help us with this enormous task, the team at it'seeze websites have kindly offered to help grant a Christmas wish or two or three or....more.

So just in case your letter hasn't arrived yet or I haven't got round to reading your email, just tell me what you want for Christmas in 50 words or less and for at least one lucky person, your wish will be granted by it'seeze websites.

But be quick....it'seeze need to know your wish by midnight on 6th December in order to grant it in time for Christmas!

And remember only those on the 'nice' list can make a wish!

All the wishes granted by it'seeze will appear on this page of my website on 10th December.

### *Make Your Wish*



NAME

EMAIL

WISH

**GRANT MY WISH!**



**PULL THE CRACKER!**  
**JUST PULL THE CRACKER**



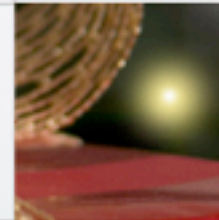


# IMAGE REVEAL



**GUESS AND WIN!**

**GO!**





# Retention

Big focus in 2014

Initial Lite site contracts due to come to an end.

We need you to help us to help you to help them

**ICE BREAKER TIME!**



# Icebreaker:

How can Head Office help you increase your retention rates?

In your groups brainstorm any ideas and choose the 'best' 5 to feedback to entire room.

**You have 20 minutes . . . .Go**

# Design 2014



# Getting The Brief Right

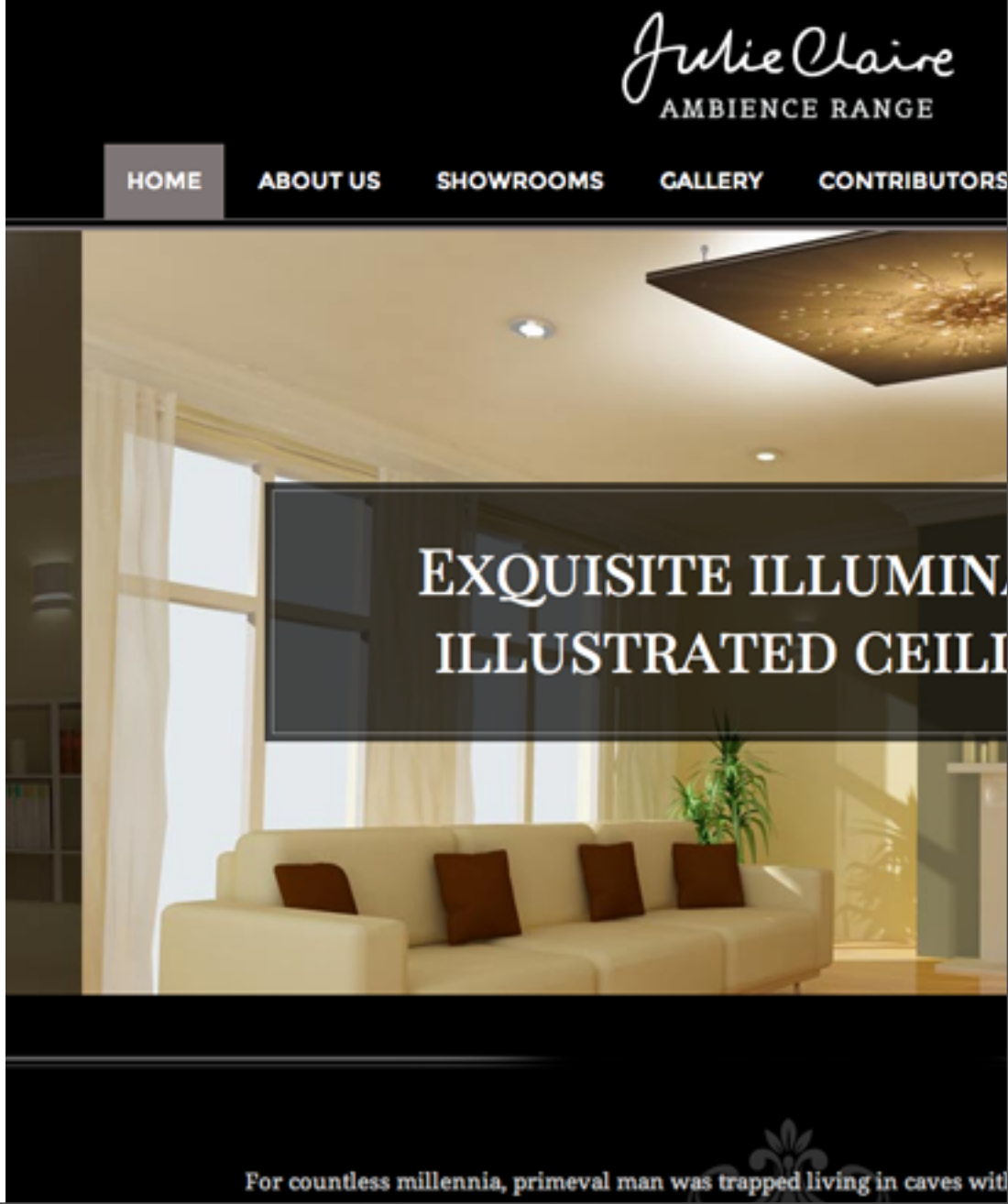
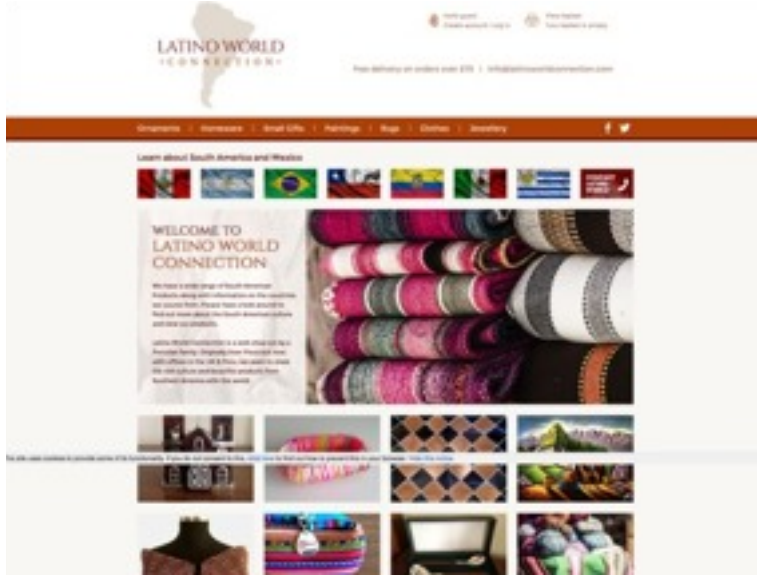
Important things to remember from last year

Why it's important to get it right

Making things easier for you

# A Great Improvement

With some fantastic, creative sites design throughout the year

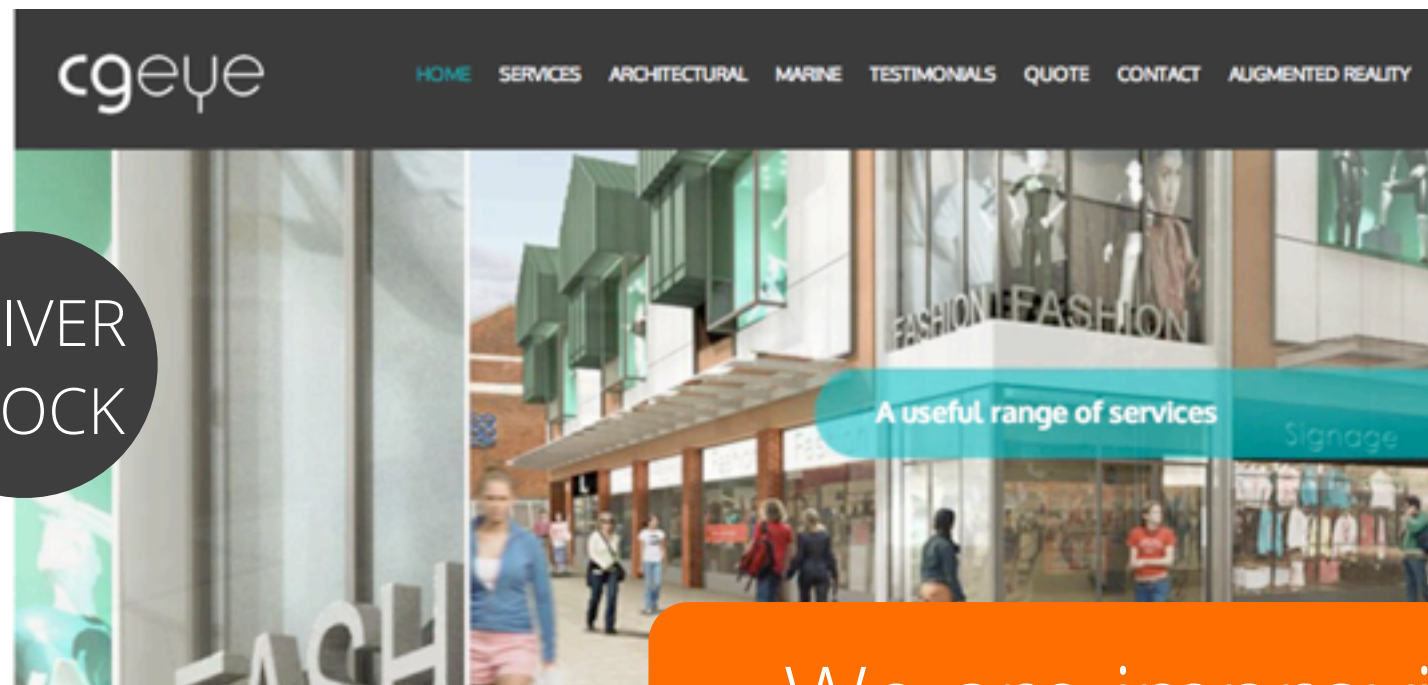




# Showing variation and flexibility

With the help of a good brief

OLIVER  
BROCK



SUZY  
PERRY

We are improving our portfolio daily

## SERVICES

Bringing together many years of experience in computer generated imagery, 3D animation, virtual tours, and architectural visualisation. We provide work of unrivalled quality and value for money with a level of service to match.

[LEARN MORE +](#)

## CLIENTS

We have an extensive list of some of the UK's most high profile house builders, architects, marketing agencies and housing associations.

[WHAT OUR CLIENTS SAY +](#)

attractive North Essex countryside. Our policy is to offer honest pricing and exceptional quality on all our work.

[CONTACT US +](#)

## ARCHITECTURAL

We provide work of unrivalled quality and value for money with a level of service to match.

[LEARN MORE +](#)



## FOR BRUNCH, LUNCH AND AFTERNOON TEA

We are an independent vintage inspired tea room with boutique, both full to the brim with vintage gems and treasures; from gorgeous dresses to re-worked furniture, home wear, crockery and chalk paint.

In our tea room, we have become famous for both our Cream Tea Towers and Afternoon Tea's, served daily alongside other traditional lunch dishes and fresh home made cakes. Relax, sit down in a comfy armchair with your favourite pot of tea and soak up the atmosphere!

With over fifteen different loose tea's to choose from, as well as freshly ground coffee, local juices, bubbly and our very own teapot cocktails...there's something for everyone

Alternatively, you can book one of our Vintage Tea Parties - treat your family or friends to a unique afternoon tea experience, like no other in Bristol.

We offer great packages for 11en parties, Birthdays, Weddings and



# Getting The Brief Right

Like anything. There's always room for improvement.

**We need a good start so - give us the basics.**





# Logo Quality and Image Quality



**Sharp as possible please**

**Offer our re-draw service**

*Customer can use this for printed materials after the redraw*

**Jpeg or other useable formats**



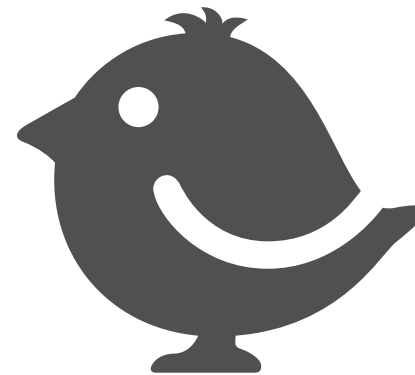
**Best Quality Possible**

**Suggest using our Image Bank**

# Basic Company Details



**Contact Numbers**



**Social Media Addresses**



**Email Address**

Incorrect details supplied could be disastrous!

Especially Email Addresses

# Site Colours

## Hex Codes (if possible)

Use the colour picker tool (Colorzilla)

## Examples of existing branding colours

If it's printed - pop it in the post!

## First thing a client notices

Wrong branded colours





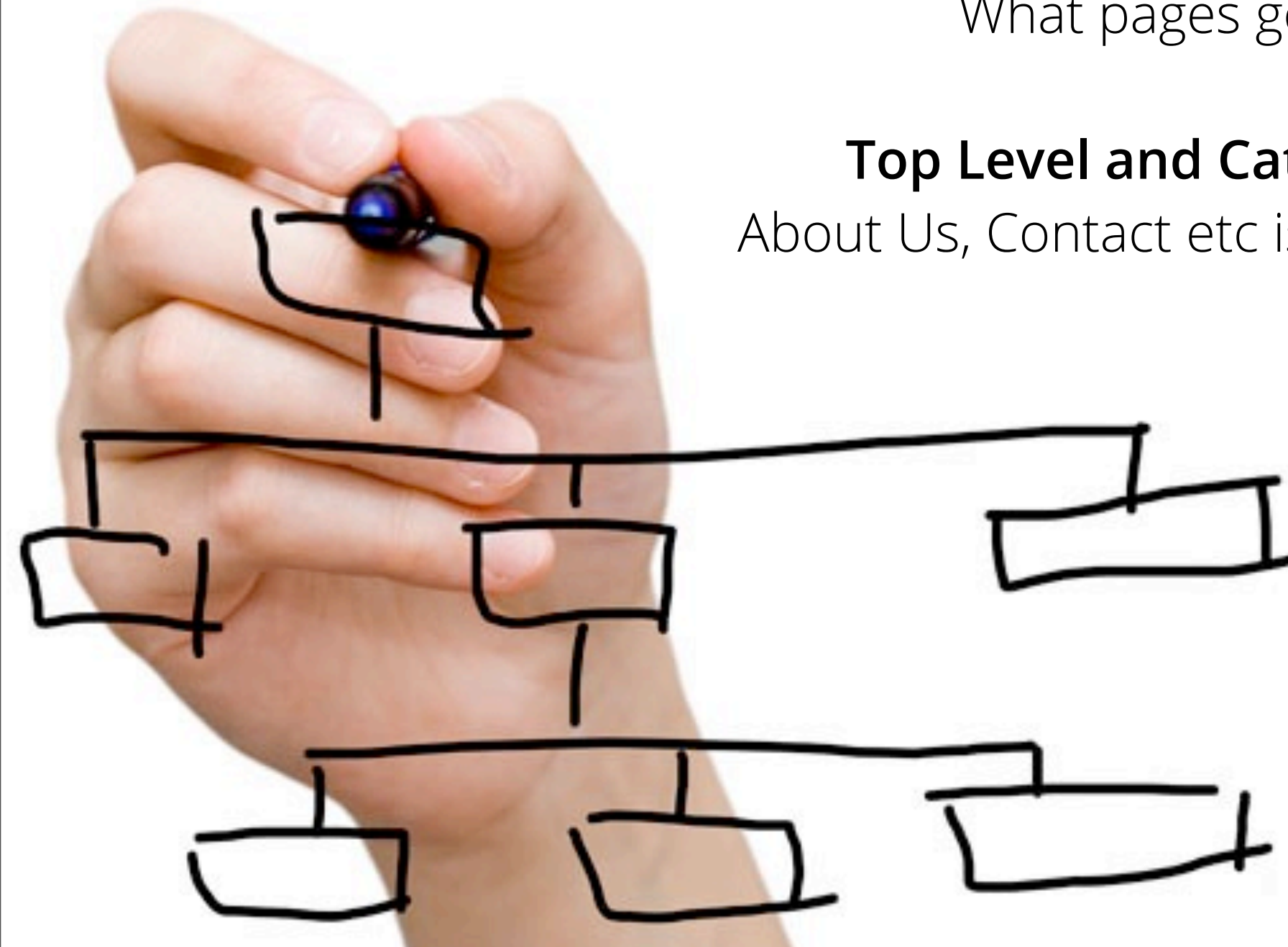
# Navigation

## Structure

What pages go where?

### Top Level and Category Pages

About Us, Contact etc is usually 'top level'



### TIP

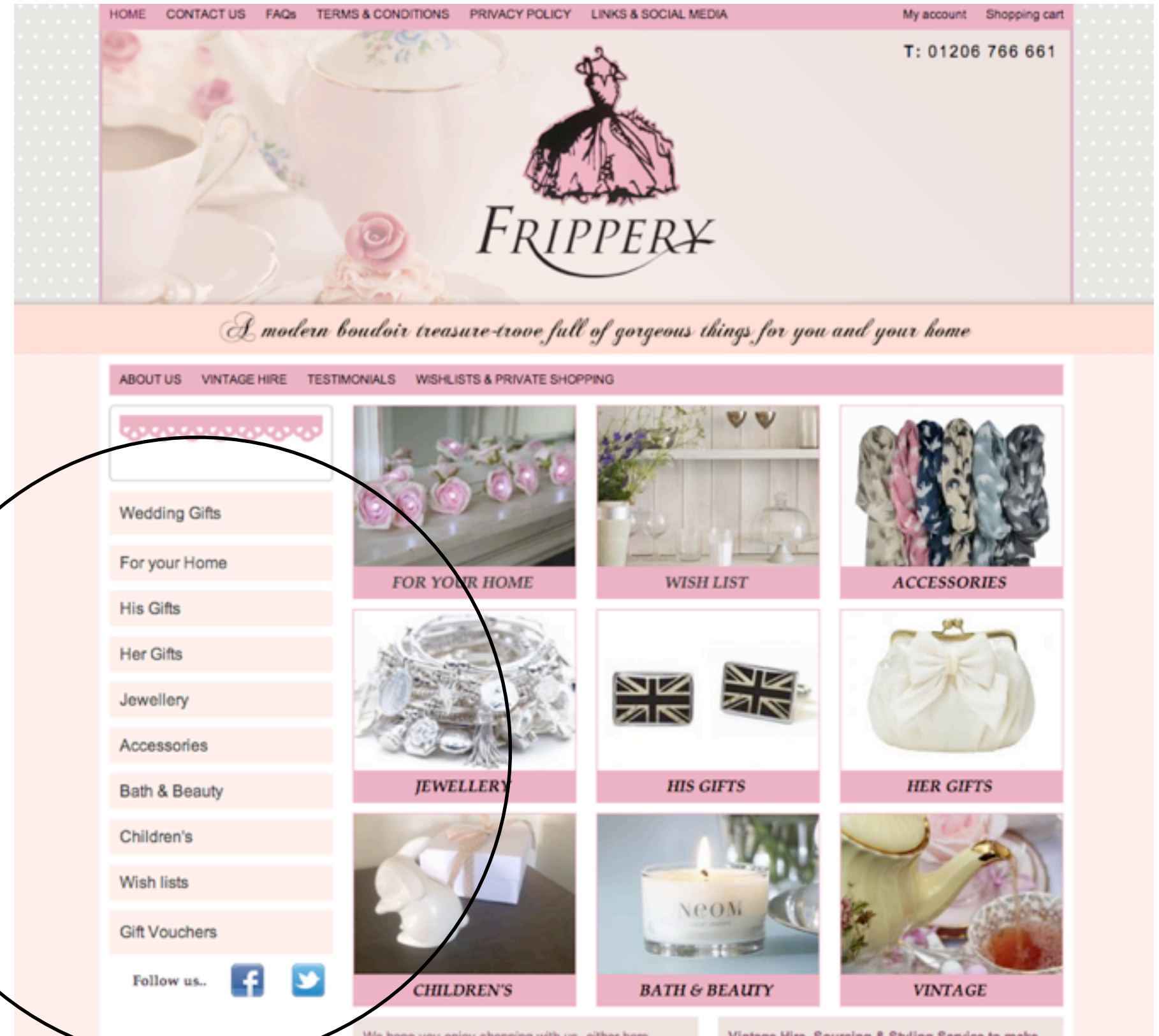
Think about how many pages might be added in the future

# Shop Navigation

Two types of navigation available

## Vertical Navigation

Much better for shops with multiple categories





# Shop Navigation

Two types of navigation available

## Horizontal Navigation

Can display drop down menu but limited on how many can fit

**TIP**

If your  
unsure -  
give us a  
call



# Tell us about the business

What does the business do?

Specific  
Services?

What is the key message?

Shout  
About  
What?

Competitors?

Who they  
are up  
against

Do they have an existing site?

Saves us  
searching

All questions you may ask in a sales  
situation anyway!

This all helps the  
designer create the  
best site they can.



# What to Avoid!

## **Images 'taken' from the web**

Or any images without permission

**Ask your client where they were sourced from**

**Most clients won't know the implications  
of using images without permission**

Be their advisor. No one wants to be sued!

## **Copied content from other sites**

Bad for SEO for a start!

**gettyimages** **shutterstock**



**TIP**  
If your  
unsure - let  
us check





# Example Sites!

The best indication of the 'style' of site a customer wants

Makes the starting point easier for the designer

These sites are not requested so we 'copy' them

**TIP**

Tell us why  
they like  
them!

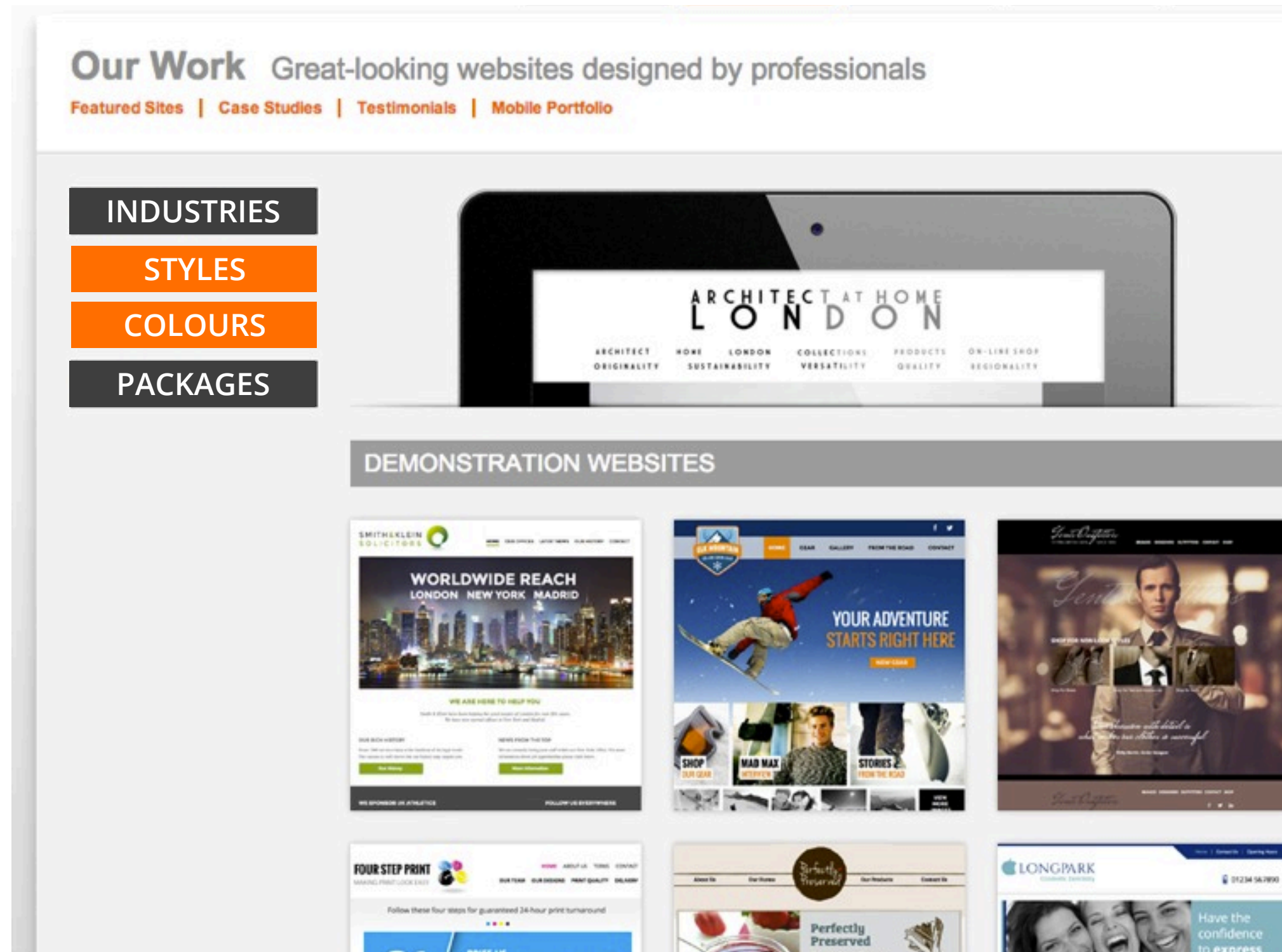


# Use The New Portfolio

Over 400 sites to choose from  
So you should find a style your customer likes

Don't just use the industry sector  
This may not always display the style of site your customer wants or prefers

Use the style and colour sections  
Shows a variation of styles and could pinpoint a style your customer is looking for





# A Few Portfolio Facts

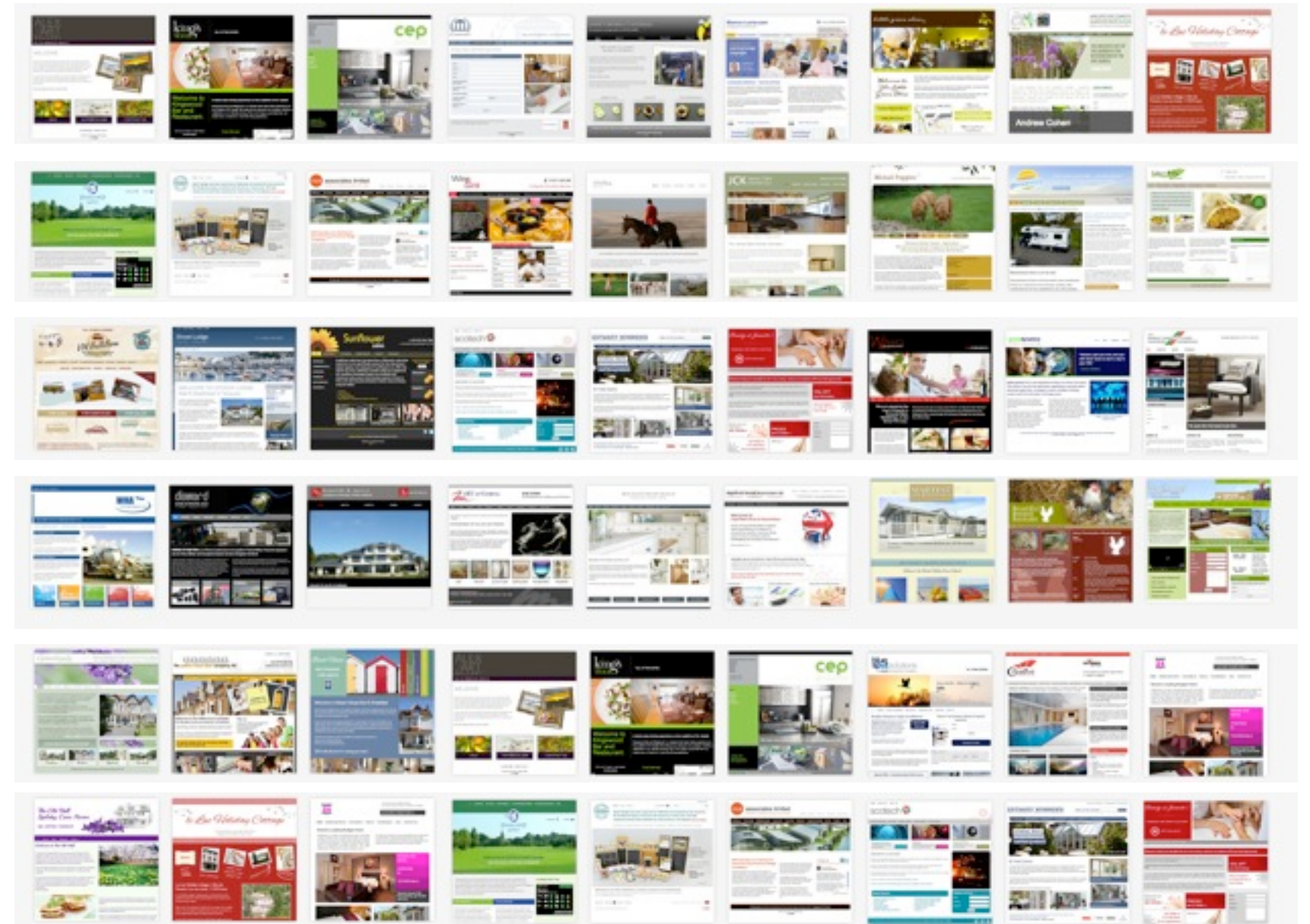
It includes over 1,300 images  
manually uploaded over 2 months

Split into 54 logical categories

It has taken over 270 hours  
studio time to complete

Each page now has it own unique  
address - so you can share with clients

It will be continually updated





Why it's important to get the brief right

I gave a brief lacking many of the key points to the designers...

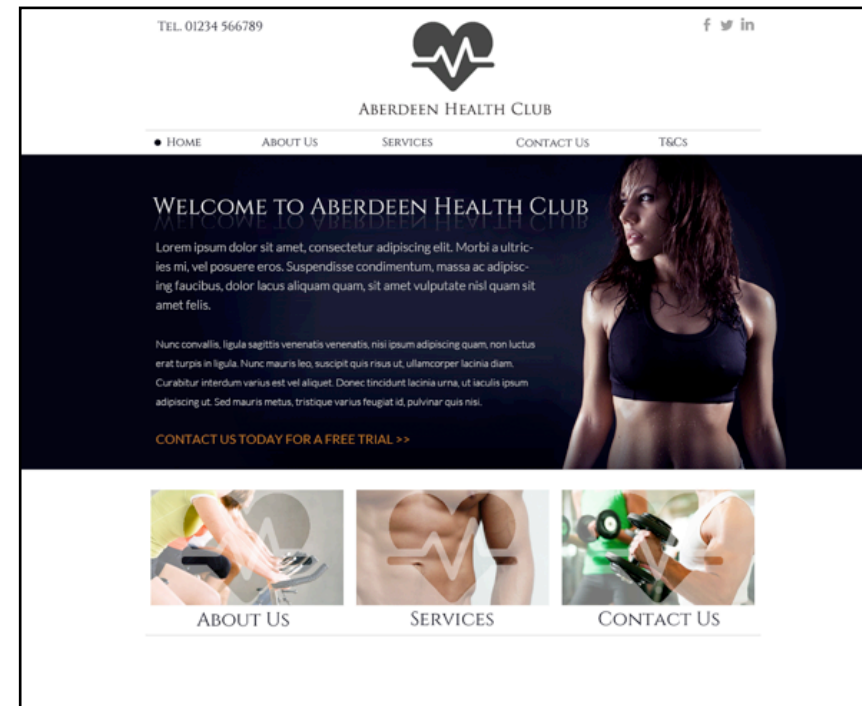
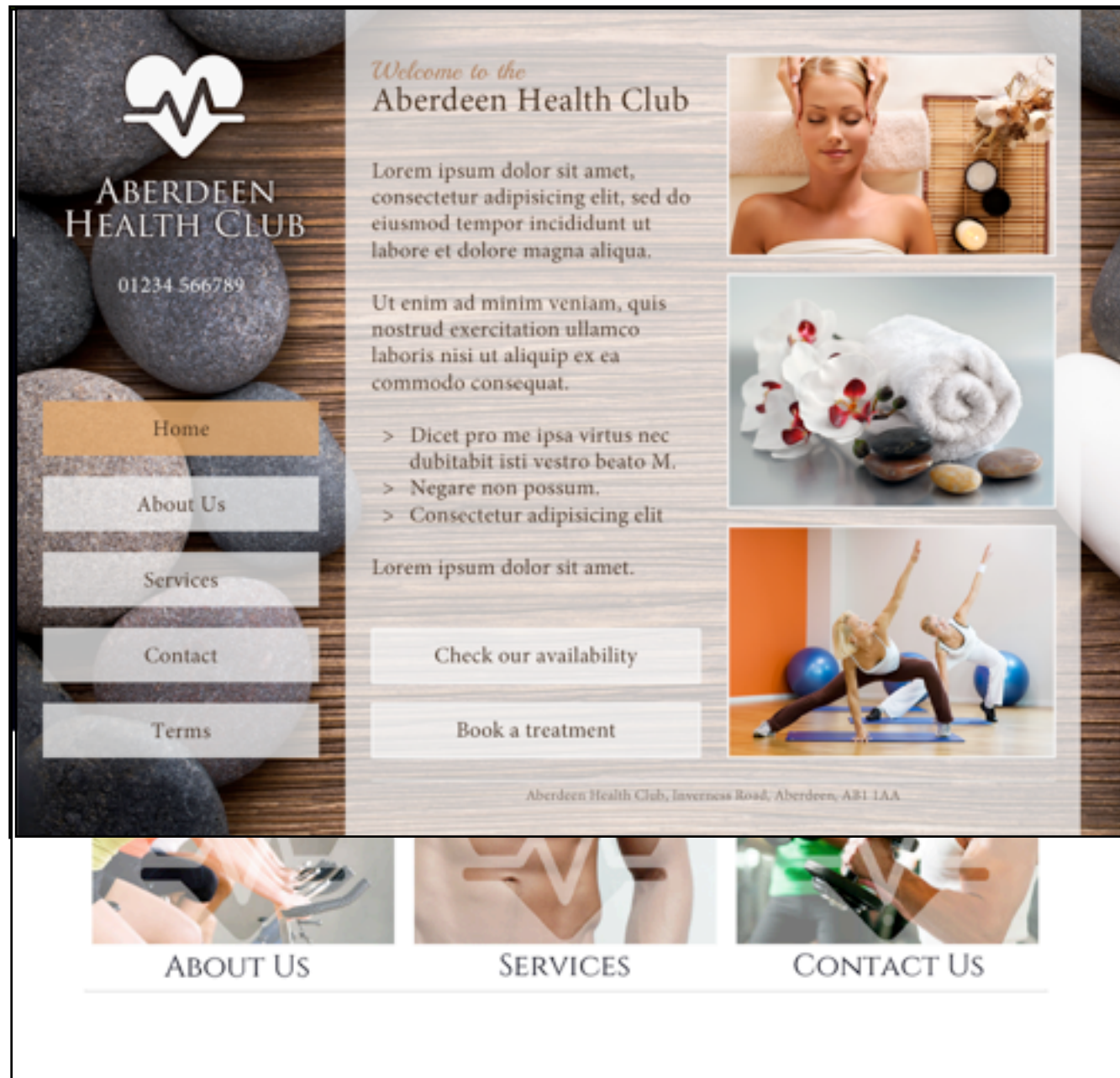
Sample Sites Were Given  
(But no reason why they were liked)

No Client Colour Preference

No information about the businesses services

No information about navigation preference

# Same brief - 4 different interpretations.



# This illustrates

It can be designed very well.

But it's open to interpretation.

And can go an number of ways.

And it might not be what the clients wants.

Making things easier for you

# **Writing a brief is not easy!**

Time Consuming

Remembering what to include

The stress of getting it right

So we are going to try and make it easier for you...



The new admin  
briefing form

# Website Briefing Form

Basic Details



Colour Schemes



Example Sites



Upload Files (Business Artwork)



Footer Specifics

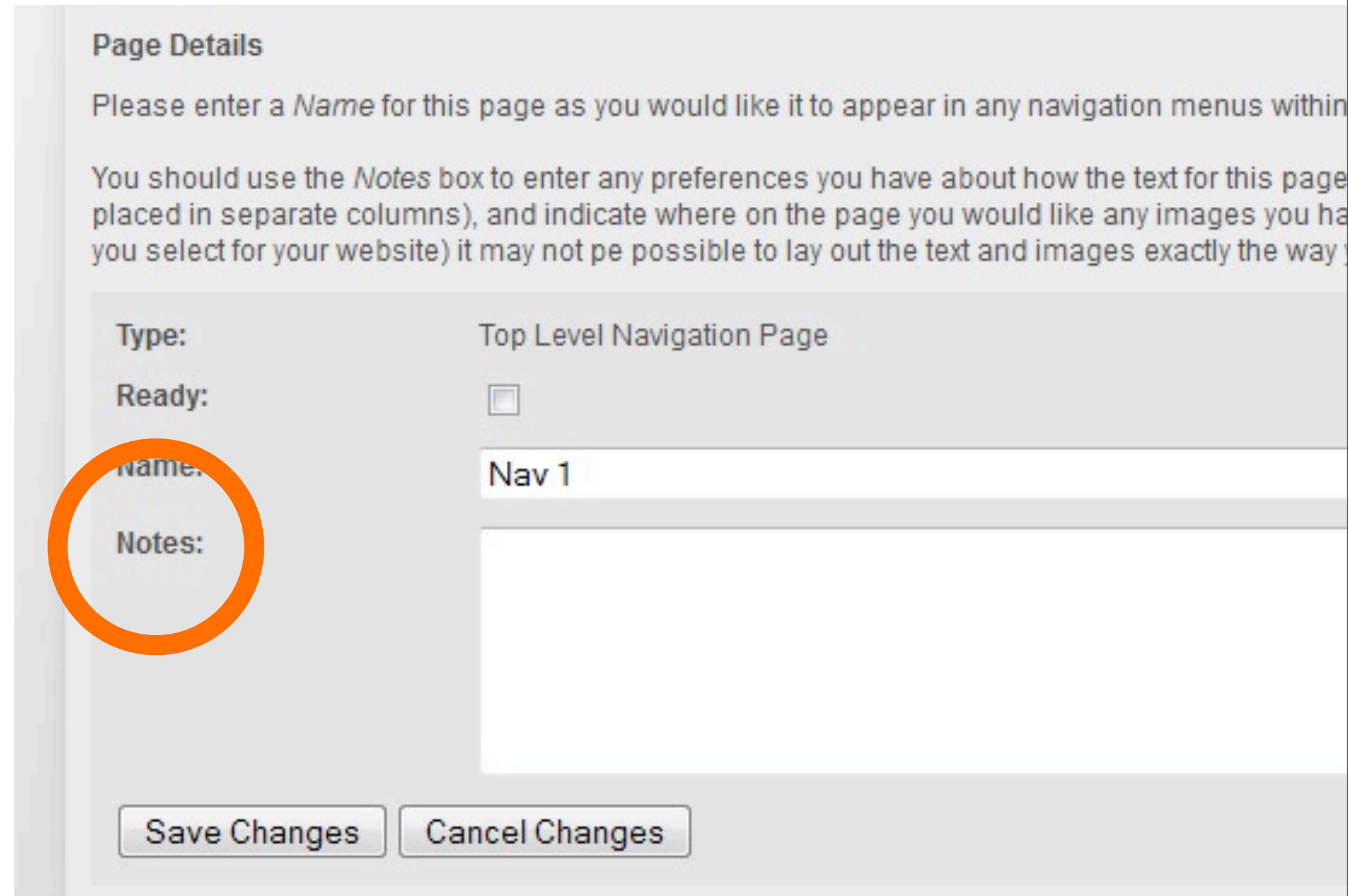


Header Specifics



# The New Briefing Form Will...

Replace using the **'Notes'** section on the home page



**Page Details**

Please enter a *Name* for this page as you would like it to appear in any navigation menus within

You should use the *Notes* box to enter any preferences you have about how the text for this page (placed in separate columns), and indicate where on the page you would like any images you have selected for your website) it may not be possible to lay out the text and images exactly the way you

<b>Type:</b>	Top Level Navigation Page
<b>Ready:</b>	<input type="checkbox"/>
<b>Name:</b>	Nav 1
<b>Notes:</b>	

# The New Briefing Form Will...

Be Categorised in a logical way

The image shows a mobile application interface for a 'Website Briefing Form'. The title 'Website Briefing Form' is at the top in a bold, dark font. Below the title is a vertical list of ten orange buttons, each containing a category name in white text. The categories are: 'Basic Details', 'Colour Schemes', 'Example Sites', 'Upload Files (Business Artwork)', 'Footer Specifics', 'Header Specifics', 'Site-wide Items', 'Social Media Links', 'Navigation', and 'Extra Notes'. At the bottom of the list is a grey button with the word 'Done' in black text. The entire interface is set against a light grey background.

Website Briefing Form

- Basic Details
- Colour Schemes
- Example Sites
- Upload Files (Business Artwork)
- Footer Specifics
- Header Specifics
- Site-wide Items
- Social Media Links
- Navigation
- Extra Notes

Done



# The New Briefing Form Will...

Prompt you to include the important information we need

The image shows a 'Website Briefing Form' interface. At the top is a grey header with the title 'Website Briefing Form'. Below this is an orange bar labeled 'Basic Details'. Underneath are two white input boxes. The first box is labeled 'Contact Details' with the subtext 'Tel, Email etc' and is circled in orange. The second box is labeled 'About the business' with the subtext 'Brief overview and USP's' and is also circled in orange. Below these are six dark grey buttons, each with a white downward arrow, representing expandable sections: 'Colour Schemes', 'Example Sites', 'Upload Files (Business Artwork)', 'Footer Specifics', 'Header Specifics', and 'Site-wide Items'.

## Website Briefing Form

**Basic Details**

**Contact Details**  
*Tel, Email etc*

**About the business**  
*Brief overview and USP's*

Colour Schemes

Example Sites

Upload Files (Business Artwork)

Footer Specifics

Header Specifics

Site-wide Items

# The New Briefing Form Will...

Be in **sections** to make it easier to complete

## Website Briefing Form

Basic Details

Colour Schemes

Example Sites

Likes	<input type="text" value="www.julieclaire.co.uk/"/>
Reason	<input type="text" value="Navigation, sophisticated, large images on home page"/>
Dislikes	<input type="text" value="www.jamilin.com/"/>
Reason	<input type="text" value="Background colour, too many colors on page, navigation"/>

Upload Files (Business Artwork)

Footer Specifics

Header Specifics

Site-wide Items

# The New Briefing Form Will...

Include useful hint guides as to what to include

*Include any other links that should be included in the site and if specific placement on site is required*

## Website Briefing Form

Basic Details

Colour Schemes

Example Sites

Social Media Links

Facebook

Twitter

YouTube

LinkedIn

Others

?

Header Specifics

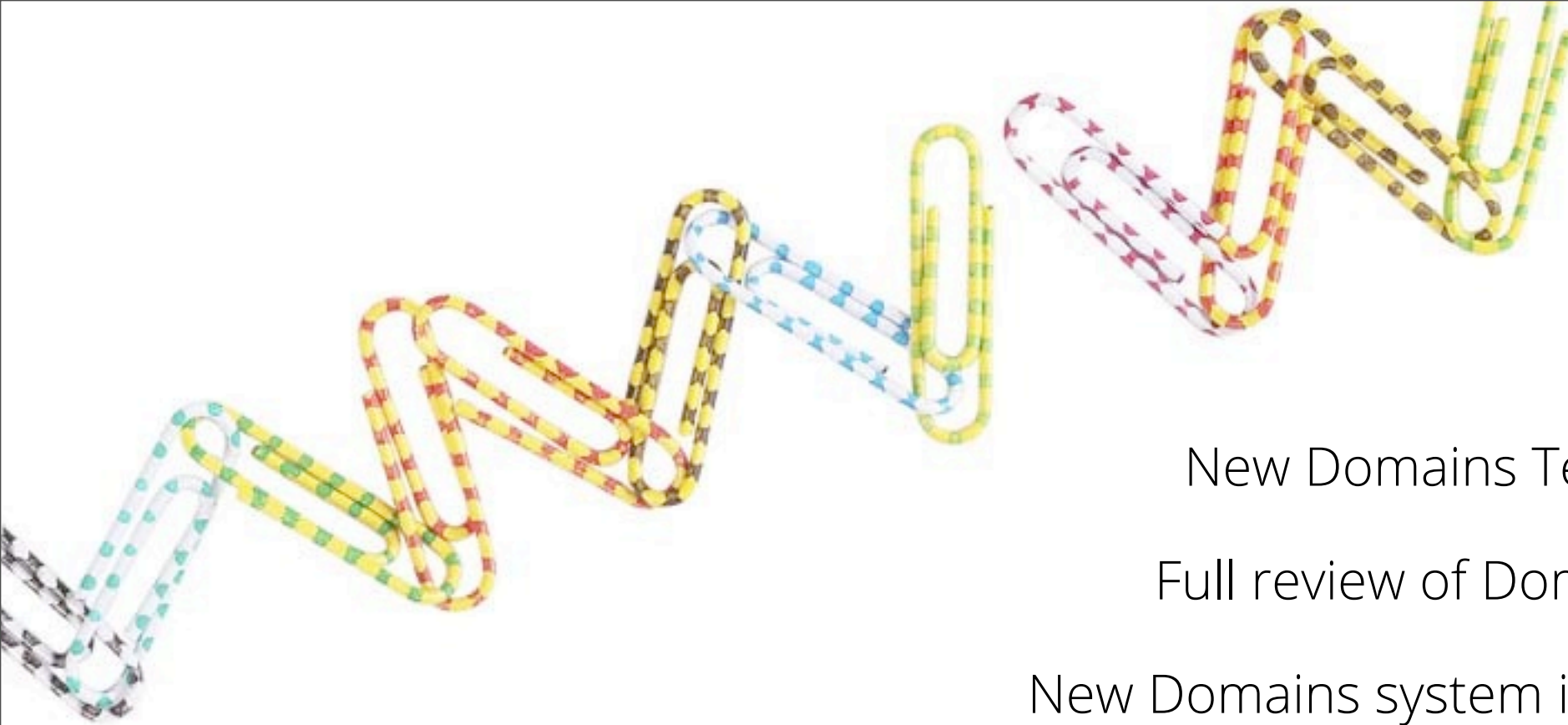
Site-wide Items



We hope this makes things easier for you.  
We know it will makes things easier for us!

Will be sending this to you in December  
Feedback needed and will be implemented in January

# Domains 2013 Update



New Domains Team

Full review of Domains

New Domains system introduced





# New Domains System Advantages

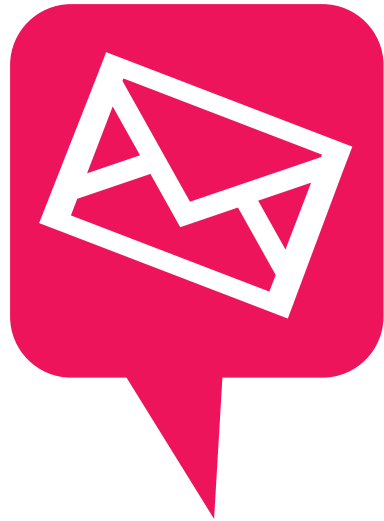
You and your customers have 24/7 access to domain information.

You can check on progress of transfers and go Lives.

Automated to detect updates to the domain during the transfer.

magicalgnomes.co.uk		
Service Details	Transfer Info	Registration
	Whois	DNS
		History
	Current provider	Status
Registration	it'seeze	Completed Transfer on 12th Mar 2013
DNS	it'seeze	Completed Transfer on 12th Mar 2013
Email	it'seeze	Completed Transfer on 12th Mar 2013
Website	it'seeze (Live Website)	Completed Go Live on 12th Mar 2013
Website	it'seeze (Live Website)	Completed Go Live on 12th Mar 2013
Email	it'seeze	Completed Transfer on 12th Mar 2013
DNS	it'seeze	Completed Transfer on 12th Mar 2013

# Going Forward



## **IMAP email implementation for new customers**

Allows syncing emails between multiple devices  
All emails stored on the server rather than device

## **Introduction of email help video guides**

Video guides for email setup on devices





# Help Guide Video Premier





Mac Mail





# Development





“Aaah...”



YouTube video

?

Video address:

Search for a video

Display settings:

☒ Show video title

☐ Play automatically

☐ Play automatically and loop

OK

Cancel



Discover

Upload

Search

**The Best Videos from Students and Teachers Everywhere**



INDUSTRIES ▶

STYLES ▶

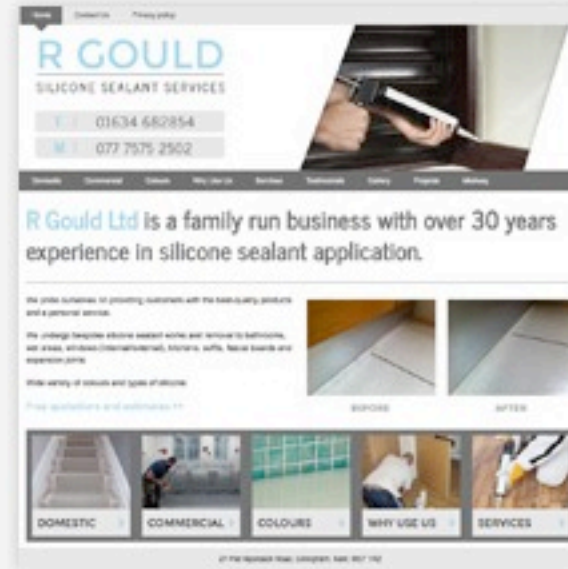
COLOURS ▼




PACKAGES ▶

# BLUE

BLUE





Map Satellite

Head east on Lloyd St towards Southmill St

Turn right onto Southmill St

Take the 1st right onto Jackson's Row

Turn left onto Deansgate/A56

Turn left onto Whitworth St W/B6469

Turn right onto Albion St/A5103

Continue to follow A5103

Go through 1 roundabout

Merge onto M56 via the slip road to M6/Chester /Warrington/M'cr Airport/Wythenshawe /Birmingham

At junction 7, take the A556/A56 exit to B'ham/M6 /Northwich/Lymm

At the roundabout, take the 1st exit onto Chester Rd/A556

At the roundabout, take the 1st exit onto the M6 slip road to Birmingham

Merge onto M6

Map Data Terms of Use Report a map error

directions from manchester





Collapse menu

Dashboard

Orders 174

Customers 20

Reports

Products 40

Discounts

Configuration

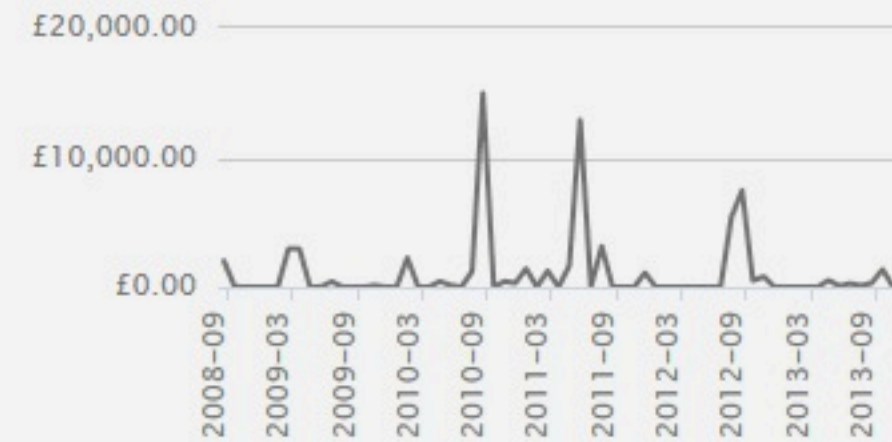
## Total sales

Period	Total	Daily
All time	£66,784.16	£35.54
Year to date	£2,678.95	£8.50
Month to date	£0.00	£0.00
Today	£0.00	£0.00

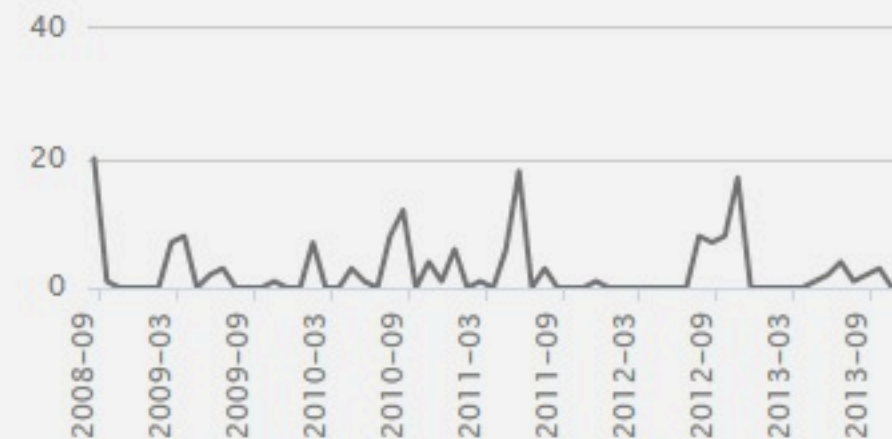
## Recent orders

Order	Date and time	Value
1128	2013-10-15 10:49:20	£1,272.58
1127	2013-10-15 10:36:02	£44.99
1126	2013-10-14 16:03:54	£44.99
1125	2013-09-04 14:52:05	£44.99
1124	2013-09-04 14:40:11	£263.84

## Sales history



## Orders history





# New Commerce Site - January

## **Email blast**

To all prospects

To all Lite and Max customers – upgrade Incentive

**How to videos** to support new features

## **Promotional video**

**Social media posts, including  
blog and latest news**

## **Promotional guide supplied to all franchisees**

Who to target

What are the key features to promote

How to overcome objections

Other useful information?



# Infrastructure

Generalised ↔ Specialised



# Specialised solutions are:

better suited to needs

more efficient

more expensive



# The bad news:

Costs may exceed benefits

Benefits are hard to assess

So everything sucks

# The good news:

Obsessive perfectionism

Competition in a changing environment

Benefits scale faster than costs

# Shared hosting

Cheap

Low maintenance

Limited control

# Dedicated hosting

Expensive

High maintenance

Complete control



General purpose hosting:

Linux

Apache

MySQL

PHP

# Node.js

Cloud – a nebulous concept

# Cloud storage

## S3 and StorageQloud



# Cloud servers and virtualisation

A generalised solution

# ByteMark's BigV

## Virtual servers done right

IMAP  
DNS

# The future