

Acens aims to grow its website building operation with BaseKit

INDUSTRY

Web hosting and cloud

THE CHALLENGE

Find the right website building partner to allow Acens to grow and expand its business in Spain and Latin America.

THE SOLUTION

Telefónica subsidiary Acens turns to BaseKit to develop and grow its hosting and professional IT services business across Spain and Latin America.

BENEFITS

- Professional and easy website building
- Attracts new business
- Hosting and added services attract new revenue
- Platform for growth and expansion
- Underpinned by first class support

CUSTOMER PROFILE

Acens is a Spanish company and part of the Telefónica group. It provides a raft of services to small and medium-sized enterprises ranging from access to cloud technologies to a wide range of web hosting and email services.

It was founded in 1997 and acquired by Telefónica in 2011. In 2014 its turnover was €34 million and it employs approximately 250 people across Spain. Acens sells its services under its own brands, as well as through Telefónica's Telecomm Companies in white label offerings.

Growing Markets

A typical Acens' customer is a small to medium sized enterprise with up to 100 employees who are keen to outsource some of their IT functions, whether it be email, software-as-a-service, or web-hosting.

While its main clients are in Spain there is also a sizeable Latin America market it is keen to tap into. The company is investing considerable marketing muscle in both regions and is adopting a number of strategies including bundles and discounts to leverage new business in what is a fiercely competitive market. Its aim is to gain volume.

Enormous Potential

Daniel Ribaya, Head of Marketing, Acens, said:

“ Providing website building services is an important part of our offering. At the moment, it only represents a small part of our business but it is showing enormous growth potential.

Not only is there a growing need for this type of service but it also provides a platform for us to offer other services such as Do it for me website building services and Marketing tools.

We have aggressive plans to grow the website building part of the business in the coming years in order to reach a greater market share.”

Important Decisions

This is why the decision to review its partnership with BaseKit was considered extremely important. A lot hinged on ensuring Acens made the correct choice.

Daniel Ribaya clarified: “When we first partnered with BaseKit about three years ago it provided us with a lot of leverage into the market. It allowed us to grow at the same speed as other companies who have their own website software and enabled us to offer the same range of services.

When Acens decided to push its website business to another level, they considered a number of website building companies including some large businesses that had surfaced outside of Europe, yet chose BaseKit for their functionality and expertise.

Daniel Ribaya explained:

“ BaseKit’s website editor is very easy to use and the templates are extremely professional, in fact, they don’t look like website templates at all. Their support is also second to none and available when we need them.

Business Benefits

EASY AND UNIQUE WEBSITE BUILDING

BaseKit is targeted at the small business owner dovetailing with Acens’ target market. Templates can be pre-populated with the user’s data such as company name, logo, social media links and so on. As a result, users can simply add in their final touches, confident in the knowledge that they will have a professional and slick looking website.

PROFESSIONAL APPEARANCE ATTRACTS NEW BUSINESS

BaseKit provides a truly professional web building experience that is easy to use and allows Acens to offer other relevant services to their customers. “This is a very strong feature and more and more small Spanish and Latin American businesses understand the need for a professional online presence, as a result we’re expecting significant growth in the next five years.” added Daniel Ribaya.

HOSTING AND ADDED SERVICES TO GROW REVENUE

An increase in website building services also means an increase in Acens hosted services and related offerings such as email management and domain registration. “Thanks to BaseKit we are now saying to potential customers ‘we provide everything you need to be online fast and easily, so you can get on with your business.’” added Daniel Ribaya.

BUILDING OUT MARKETING STRATEGY

The partnership with BaseKit allows Acens to develop its future marketing strategy and build out its plans to gain increased market volume and offer fully rounded offerings for customers in Spain and Latin America. “We have the technical ability to develop a load-balancing web-hosting platforms that can scale with high-availability to meet our growth targets. The BaseKit platform is enabling us to stretch and grow and is actually providing a foundation to expand the business,” said Daniel Ribaya.

FIRST CLASS SUPPORT

As Acens sets out on its growth plans in Spain and Latin America, support is essential to allow it to successfully expand and to use the web-building platform as a means to grow its hosting and additional services. As a long standing partnership offering, BaseKit’s go to market expertise were a key element in selecting a website building solution with support from an extremely knowledgeable team.