



Host  Plus

**Dr. Businessman Or:
How I Learned to Stop Worrying and Love B2B**



45TH ANNIVERSARY SPECIAL EDITION

Peter Sellers **George C. Scott**

IN STANLEY KUBRICK'S

Dr. Strangelove

Or: How I Learned To Stop Worrying And Love The Bomb



Host  Plus 

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CEO

Digital Energy Technologies Ltd. group
of companies

- 10 years in hosting industry
- 10 years at Digital Energy Technologies
- 20 years with IT

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Host  Plus 

Our company

- aka Host1Plus
- 10 years in operation
- No venture capital
- Privately held
- Connected to premium Internet Transit providers and exchanges
- 40+ people team
- Offices in UK, US, Lithuania, South Africa and Chile



**How to find out what is missing?
What would Dr. Businessman do?**

Problems, problems, problems...

- No vision
- Didn't know who our clients were
- High employee turnover
- Too many products including 3rd parties
- Some products were a loss
- Decisions based on feelings
- Low price based marketing
- Traditional marketing strategy
- No client feedback (B2C)

80/20 Rule applied to business

80%

of income
generated by 10%
of customers

60%

of customers were
bringing 5% of
income

This is how you get started!

- Step out of your comfort zone
- Be honest with yourself
- No compromises
- Define your vision, mission and values
- Make decisions based on financial reports
- Filter your TOP50 clients by income (80/20 Rule)
- Focus on growth and profitability
- Eliminate unprofitable products and services
- Automate your processes

One year later...

- Visited most of our TOP50 clients
- Visited most of the partners
- Defined our least efficient products based on financial, time reports and eliminated them
- Determined our customer base
- Named our core services
- Built our vision, mission and strategy
- Built our roadmap
- Reduced employee turnover
- Focused on our top clients instead of traditional marketing s

Business Model Canvas

9 Building Blocks



Key Partners



Key Activities



Value Proposition



Customer Relationships



Customer Segments



Key Resources



Channels



Cost Structure



Revenue Streams

The results

- Removed around 10 products from our portfolio
- We cope with large amount of customers having the same team
- We provide better quality products and charge a higher price
- Doubled our sales from the existing customer base
- Officially launched all our products
- Built a 2 year-roadmap for our services to be even better
- Laser focused on our TOP100 clients

Take care of your business

- Visit your customers at least once a year
- Meet your business partners every 6 months
- Inform your customers about every new feature
- Plan and announce your roadmap
- Automate the world around you

What NOT to do in business

- Never be afraid of competition
- Don't compete on price
- Don't focus on building a big customer base
- Don't go to into compromise with yourself
- Don't be afraid to cooperate with others providing the same solutions
- Don't compete with the giants! Be flexible, because your clients trust them more - 100% proven!

Questions?



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Thank you Virtuozzo!

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Thank You!