



One-Stop-Shop

The future of Hosting Business?

## Microbusinesses

Enterprise category	Persons employed	Turnover or	Balance sheet total
Medium	< 250	≤ € 50 m	≤ € 43 m
Small	< 50	≤ € 10 m	≤ € 10 m
Micro	< 10	≤ € 2 m	≤ € 2 m

- Companies that employ less than 10 employees
- Make less than €2 million per year
- There are over 100 million of them worldwide and over 2 million in Germany
- 95 % of US Businesses and ~80% of EU Businesses are in this market-size

## Who is serving this target group?

<p><b>Website:</b>          Hosting          Companies,          Website Builders,          Agencies, Web          Professionals</p>	<p><b>Software:</b>          Lokal IT          Companies,          IT Stores          Cash&amp;Carry          Stores</p>	<p><b>Advertising:</b>          Local Newspaper,          Yellow Pages,          Agencies</p>	<p><b>Loans, Insurance:</b>          Banks          Insurance          Companies</p>
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>> Local Companies prefer to buy local if it is possible

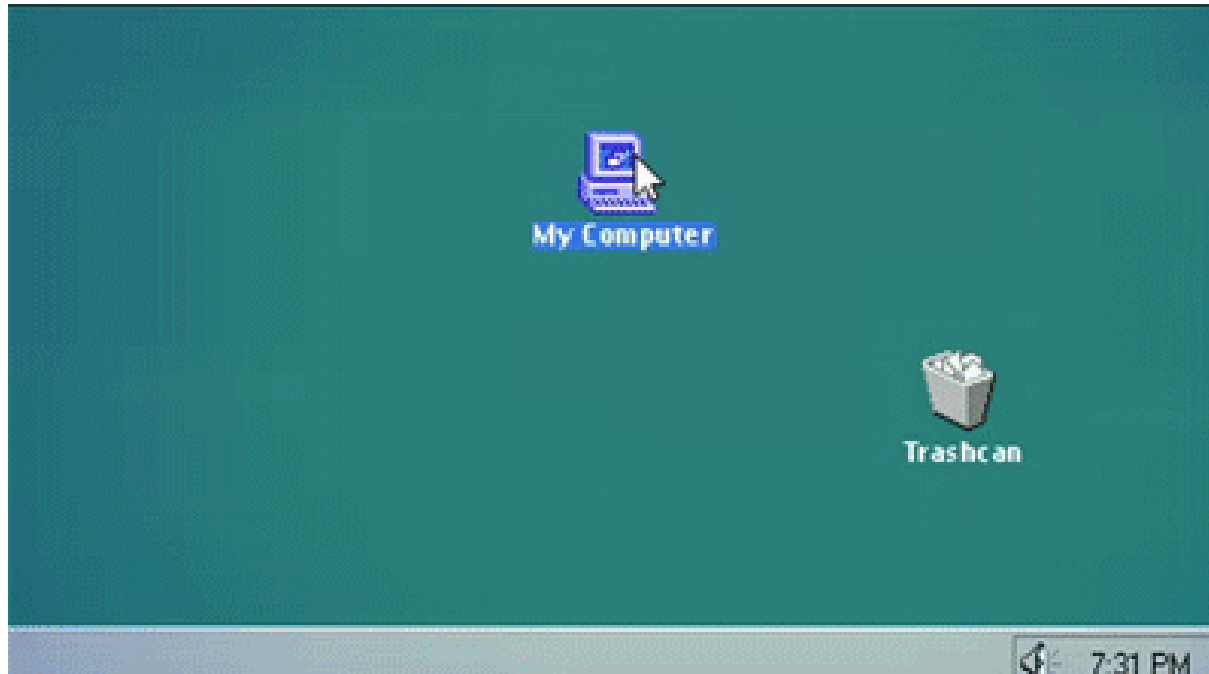
## Microbusinesses need help

The digital world is complex and complicated

- How do I build a website?
- Which accounting software is right?
- Does it work with my website?
- How do I deal with online reviews?



## Status Quo



## Status Quo

- Multiple softwares from different distributors
- Too many logins
- Separate supports for each one
- Time consuming

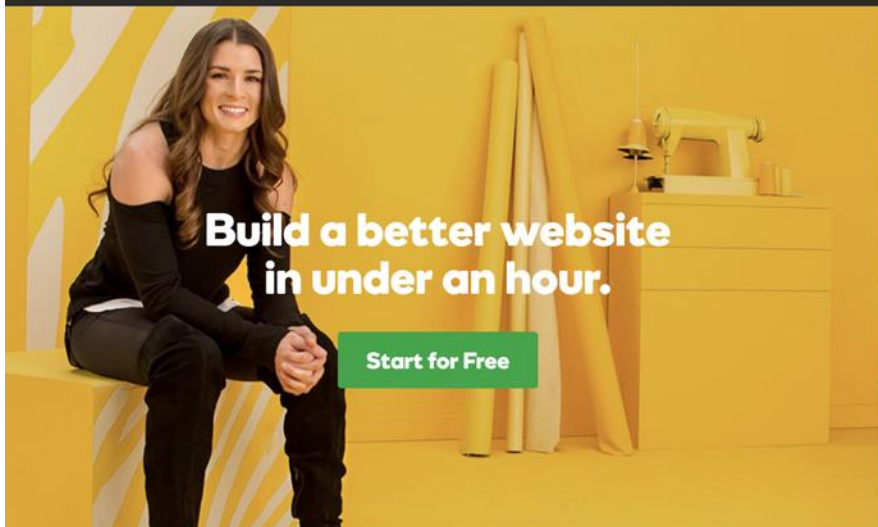


# The One-Stop-Shop

Why this is the right approach

- Microbusinesses want to have **one** trusted partner.
- One central login for all their business applications
- Better integrations between the apps and the possibility of data exchange between the tools.

▶ Danica's not standing still. See her new moves in our latest commercial.



Build a better website  
in under an hour.

Start for Free



Find your perfect  
domain name.

Find Your Domain





My Sites

Features

Explore

Subscriptions ▾

Templates

Support

App Market

Search Apps

Categories ▾

# Wix App Market

Grow Your Business With Powerful Web Apps



Wix Forum

Everything you need to build your online community

Free

★★★★★ (729)

👤 412,747



Wix Pro Gallery

Showcase your photos in the best quality online.

Free

★★★★★ (592)

👤 1,389,100



Site Booster

Get found on search engines & boost traffic

Free / Premium

★★★★★ (297)

👤 1,262,291



123 Form Builder

Smart forms that get results and ease your life!

Free / Premium

★★★★★ (3338)

👤 2,321,924

METRO GASTRO Baden-Baden (Markt wechseln ▾)      Öffnungszeiten : Mo - Fr: 07:00 - 19:00, Sa: 07:00 - 15:00,...      Kontakt : 07221-5062-0

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[Startseite](#) > [Service](#) > [Digitale Lösungen](#) > [Gastronomie Homepage](#)

## Gastro-Homepage in 10 Minuten. Gratis.

**MEINE DIGITALE LÖSUNG  
FÜR MEHR UMSATZ?**

**DIE GRATIS-WEBSITE DER METRO.**  
OHNE VORKENNTNISSE IN 10 MINUTEN ERSTELLT.



# FLYERALARM

GATE

Login →

Facebook Werbung

Gefunden werden ▾

Agentursuche

Ticket-System

World of ▾



## IHR PORTAL FÜR REICHWEITE

Nutzen Sie die wichtigsten Online & Offline Kanäle kombiniert im besten Mix.

Mehr erfahren

Privatkunden

**Firmenkunden**

Mitgliedschaft

Wir für Sie

So beraten wir

**Zahlungsverkehr**

Geldanlage

Finanzierung

Vorsorge & Versicherung

Gründung & Nachfolge

Agrar

Ziele & Wünsche



**Buchhaltung für  
Kleinunternehmen/Selbständige**

Digital und automatisiert – so läuft  
Buchhaltung mit sevDesk ab.

[Jetzt kostenlos testen >](#)

[> Firmenkunden](#) [> Zahlungsverkehr](#) [> Service](#) [> Buchhaltungssoftware sevDesk](#) 

Überblick

Wovon profitieren Sie?

**Buchhaltungssoftware sevDesk: Buchhaltung für Kleinunternehmen /  
Selbständige**



➔ Login



**SELLWERK**  
myBusinessOptimizer

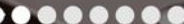


Das neue Universalwerkzeug für Ihr Unternehmen



Kostenlos registrieren

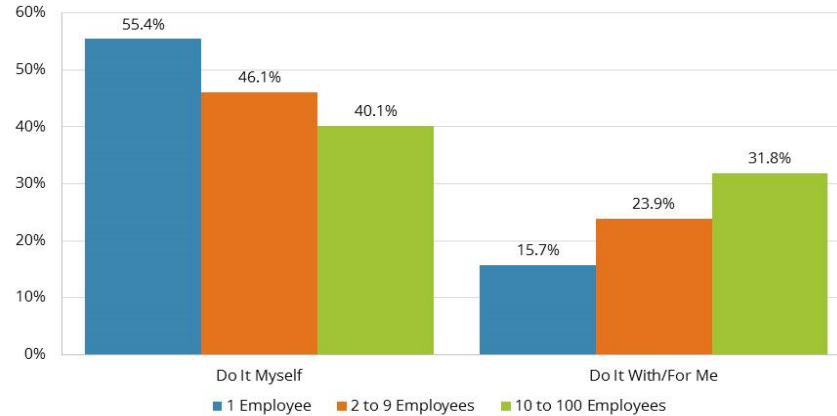
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# What Microbusinesses want

LOCAL COMMERCE MONITOR, WAVE 20 (Q3/2016)  
**Preferred Model for Digital Advertising**



Source: BIA/Kelsey Local Commerce Monitor™ (LCM) Wave 20, Q3/2016 (and prior waves, if relevant). Methodology: Online panels.  
 Q509A Which model do you prefer for your digital advertising?  
 Sample Size = 1,000

## How to engage the customers

With an integrated platform the customer has to use this eco-system on a daily basis

Offering them new services and giving them the information on which really matters for their business in one place

Not only the big player can do it





## What are the needed solutions?

### **Success**

Online Marketing

Newsletter

CRM

### **Functionality**

Accounting

Office

Professional Mail

### **Security**

Backup

Website Security

SS1 Certified

## The future is near, GET READY!

- Sell the cloud based tools users will need
- Website builders will be free
- Let rankingCoach be the one to handle their online marketing

 rankingCoach

BE SUCCESSFUL ONLINE