

Domello first to conquer Sweden and then the rest of the world with Resello cloud business automation

The multi-tier reseller system with fully integrated products and brandable storefront was just the right choice for Domello

Business and Partner Summary

Domello, three geeks that have the wish to work with resellers in the domain and hosting industry. All things domain related, excellent support, human contact and great prices are the principles that drive the founders. Domello likes a no-nonsense approach, nicely expressed in their job titles 'Business Guy' and 'Technology Guy'.

Business Challenge

In 2014 Domello was looking for the right system to support their business plan. They wanted a domain reseller system that not only provides easy registration and management of domains, but also great upsell and cross sell functionalities. The system should support multiple levels of resellers, a storefront and fully integrated products. And in line with their statement 'We love our customers, we really do!' the company also needed a good way to handle tickets and support. They knew their wish list was quite comprehensive and many systems that were evaluated did not meet their high standards.

Solution

After a long search for the best solution it was a great relief for Domello to get in touch with Resello. The high-level of business automation that is a key value of Resello turned out to be a perfect match for all their wishes.

The multi-tier platform for reselling domains, hosting and cloud based products includes a brandable storefront, back office management, customer control panels and support system. Next to best priced domains and hosting, Resello offers pre-installed freemium products like Slimsite website builder and Open-Xchange email and collaboration solutions.

Domello gave a lot of attention to creating a fantastic shop and website and appreciated the ease of the Resello Content Management System to do this job. During this process they had close interaction with the Resello Support desk to receive fast responses to any design and implementation questions.

Being a startup, the Resello wholesale pricing provides the essential margin for the company and its resellers. Domello is very active in the domain name industry and therefore it is a real benefit that Resello is linked to the most advanced domain name platform in the world: Realtime Register. After becoming ICANN accredited they can even use Realtime Register to manage their own domains and the highly skilled staff of Realtime Register is ready to help them with the accreditation process.



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benefits

- ✓ Efficient communication and support
- ✓ Extensive domain management tools
- ✓ Multi-tier reseller capabilities
- ✓ Fully customizable website and shop
- ✓ Fully integrated products
- ✓ Advanced customer management, support and financial management

"We created this company with our customers in mind. All things domain related, excellent support, human contact and great prices are the principles that drive us. By using Resello our resellers get access to a super easy control panel where they can handle all their domains, hosting and emails. The support we received from our Resello accountmanager was excellent. The answers we receive are always prompt and complete."



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