

# Do you worry about your eCommerce website?

Let it go. We are here for you.



hosting • managed services • maintenance • client management

## four nines hosting™

### eCommerce delivered.

You care about your revenue, you care about your customers, you care about your reputation. You could be frustrated by your external hosting service or burdened with internal costs and low performance. Either way, it's time to give the worry to someone else.

Guidance has been managing eCommerce websites for clients since 1995. It's not easy. We just make it look that way. We take care of:

99.99%



#### Guaranteed uptime

- Transitioning
- Proactive monitoring
- Tier 1 location
- Dedicated HP hardware



#### Lightning-fast response time

- Real people on call 24x7x365
- Response to monitoring alerts
- Proactive issue resolution at every level



#### Dependability

- Reliable eCommerce, every day
- Support for peak times/holidays



#### Workability

- Analysis
- Recommendations
- Partnership



#### Worry-free service

- Proactive communication
- Experienced staff dedicated to your site

### about guidance

Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance's systems facilitate over \$500 million in online sales every year. For over 15 years, we have earned a name for being:

- Experts in eCommerce
- Passionate about your business results
- Attentive to strategy *and* detail
- Dedicated and personal with our service

For more information about our services, contact Guidance Business Development at (310) 754-4000 or visit us at [www.guidance.com](http://www.guidance.com).

### hosting by the numbers

Did you know that one in every three online shoppers experiences some kind of frustration when shopping online? This could add up to millions of lost dollars, in current and future transactions.

#### Common Hosting Problems as Expressed by Online Shoppers, Holiday Season 2008\*

Abandoned a slow website - **34%**

Website crashed/froze - **21%**

Could not complete purchase - **19%**

Site was temporarily down - **16%**

Purchase didn't go through - **10%**

\*Based on percentage of respondents who expressed frustration with their online shopping. Source: Guidance survey (with Synovate), December 2008.

Guidance's Four Nine Hosting™ services are specially designed to help online retailers by:

- Supporting sites experiencing up to 500% growth in transactional volume.
- Securing maximum conversion rates.
- Delivering 99.99% uptime.
- Accelerating average page load times by up to 300%.
- Recommending and implementing best eCommerce practices



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# Want hosting you can rely on?

Round the clock support from Guidance.



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		Co-location	Managed Services	Four Nines Hosting™
premium services	<b>Strategic Consulting</b>			
	<b>Application Management</b>			
	<b>Application Platform</b>			
managed services	<b>Operating Systems</b>			
	<b>Server Hardware &amp; Management</b>			
	<b>Networking</b>			
	<b>Data Center</b>			