

Strategy: Internet provider netcup to open up new business in Europe

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Karlsruhe – The Internet provider netcup (www.netcup.de) is to open up new business markets in Europe. netcup CEO Felix Preuß announced this week, “We are ready to meet the challenges of internationalisation. With the outstanding quality of our hardware, the high server availability of 99.6% and a rapid, multilingual support team, we have the potential to establish ourselves on the international market.”

The SME laid the foundations for internationalisation of the netcup brand during the third quarter of this year. Following the creation of a direct network connection to renowned DSL and wireless service providers in Europe in August, September saw the expansion of the European network with its own point of presence in Frankfurt.

While more and more German webhosters are being bought by international groups and moved abroad along with their servers, netcup GmbH, with its range of server and web hosting services, is continuing to make the Made in Germany seal of approval the focus of its growth strategy. “With servers based in Nuremberg, we can provide future businesses and individuals throughout Europe with data protection as well as environmental and security standards that comply with German law”, explains Felix Preuß. He also sees additional opportunities resulting from using this growth strategy: “Not only do we benefit from the high level of data protection that we have here in Germany, the consistent legislation of German case law is also causing many foreign companies and consumers to choose service providers and business partners based in Germany.

As part of the internationalisation process, netcup will provide its customers with an English-language website in addition to the German one. “This allows us to provide more people with convenient access to our products and, above all, to ensure the transparency of our portfolio”, says Preuß. Internal administration panels have been available in English for a long time now.

netcup’s KVM-based root servers excel thanks to their high-quality branded hardware, multiple redundant internet uplinks and an uninterruptible power supply. At the recent HOSTtest vote, netcup was well positioned as the “Best Webhoster” in the “vServer” category. “We are ready for a new era as a European webhoster from Germany”, says Felix Preuß.

You can find further information at: www.netcup.eu

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