

## Hosting provider gains additional revenue and new customers with Google Workspace Referral Programme

Computer Science graduate Betrand Yella started [IBEE Hosting](#) ten years ago. He now employs 25 people and provides hosting and IT services to more than 10,000 customers in India, the US and other countries. An early adopter of Google Workspace, Betrand is a great proponent of improving productivity and uptime, hesays “It’s also a perfect solution for a mobile workforce because it really helps teams communicate and collaborate across different locations.”

### A trusted solution

As a member of the Google Workspace Referral Programme, Betrand has helped many of his customers improve their business processes with Google Workspace, and he regularly receives glowing reviews from those he has signed up. “For most people, reliability is the big thing. [Google Workspace] is a trusted solution; there are never problems in terms of downtime. It’s also a secure platform for communications and sharing sensitive data,” he says. “Price is another factor. [Google Workspace] is more cost-effective than other solutions, and you get so many high-quality apps.”

### Part of our integrated offer

As well as enabling him to run his own business more effectively, Google Workspace has become an effective revenue stream for Betrand and helps him bring added value to his customers. The secret of his success is taking time to identify the most suitable prospects. “As a [Google Workspace] referrer, it’s important to focus on building your database of prospects by identifying companies who would benefit most from [Google Workspace],” he says. “We look at the requirements of different industries and sectors, and target the ones that match the strengths and benefits of [Google Workspace].”



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### About IBEE Hosting

- [ibeehosting.com](http://ibeehosting.com)
- Hyderabad, India
- Hosting and IT solutions for businesses