



Delta.BG:
From a Hosting Vendor
to a New-Age
Managed Service Provider



About Delta.BG

Delta.BG is a Bulgarian cloud and managed service provider that offers IT solutions to mid and large businesses in different industries. The company has more than 10 years of expertise in designing, building, and managing a new generation of cloud servers and infrastructure solutions. Their product portfolio includes Cloud VPS, Dedicated Servers, Colocation, custom cloud infrastructure solutions, and more. Delta.BG is a trusted technology partner for some of the biggest Bulgarian eCommerce companies.



The Challenge: Bulgarian Hosting Market Consolidation

In the past decade, the Bulgarian hosting market has gone through a consolidation phase. More than half of the market is owned by the biggest hosting provider in the country. At the same time, the market is really price sensitive. As a result, the competing companies experience difficulties in keeping up with the selling prices of the market monopolist which, in turn, leads to a lack of innovation development as they don't have sufficient budget.

Because of these market fluctuations, Delta.BG has decided to change their brand positioning and focus where they have the greatest expertise - building custom infrastructure solutions in the B2B segment and for large eCommerce business and enterprises.

The Solution



The logical step for Delta.BG in order to continue its growth and development was to reposition their brand into a Managed Service Provider. Once a traditional hosting vendor, the company has decided to start focusing on larger companies with bigger projects that have individual needs and require a tailored approach. It was a smooth transition as Delta.BG has more than 10 years of expertise in designing, building, and managing complicated infrastructure solutions for eCommerce companies. The company already had the reputation of a trusted technology provider, who can solve even the hardest infrastructure issue.

One of the first things, which Delta.BG needed to solve in their brand repositioning strategy was the redesign of the existing website. It had to reflect their new brand positioning, the changes of the services offered, and the new custom solutions, which the company designed. The entire messaging of their content needed an update in order to speak directly to the new decision-makers - large enterprises.



Repositioning: The Challenges

Before their brand repositioning, Delta.BG was a well-known traditional hosting vendor. By operating on the Bulgarian market for more than a decade, the company has built a loyal customer base that has recognized them as a high-quality hosting provider. One of the biggest challenges in the repositioning process was to change the customers' perception of the brand, and to craft a website which can showcase:

- Repositioning from a hosting provider to a Managed Service Provider.
- Proper market segmentation.
- Targeting the right customers.
- Updating the website's content in order to communicate the right messaging to the new target audience.
- Focusing on Delta.BG's strengths in building complex infrastructures that can offer a competitive edge to the enterprise market segment.

Why Delta.BG Trusted Brandanizer

Delta.BG needed a marketing partner that has the much-needed expertise and understanding of the IT industry. Someone that understands the customers and their needs, and knows how to reposition an IT brand in the right way to show its strengths and capabilities.



“Brandanizer was the trusted partner for Delta.BG. They have been involved in the entire process from start to finish - creating a thorough strategy about product presentation, generating ideas for product bundles, segmenting the market, writing complex IT content in a way that the customers will best understand it. We are very happy with our joint work and the results we achieved thanks to it.”

Dragomir Zhelev, CEO at Delta.BG



Key Outcomes

- Repositioning from a traditional hosting vendor to a Managed Service Provider.
- Keeping a competitive edge in a consolidated market.
- The website’s content was written to speak to the right customer audience in the best way possible.
- Considering that Delta.BG offers complex IT solutions, the technical information about each service is presented in a clear and concise manner for greater understanding and engaging customers to convert on the website.
- The website’s user journey has been updated, resulting in more customer requests and conversions.



About Brandanizer

Brandanizer is a Marketing-as-a-Service company, which creates top-notch marketing and sales strategies for your business and brand growth! We believe in the just-in-time marketing model, which is agile, sensitive to your demand and business needs and deliver measurable results! Our main goal is to help you achieve your goals and grow! Brandanizer provides a full set of services to accelerate your marketing and sales success. Our main priority is to create a personalized marketing strategy, which matches your needs and expectations. We fine-tune it and adapt our work according to all changes in the market, your business needs, and specific case.



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About Delta.Bg

Delta.BG is a Managed Service Provider specialized in the development and distribution of corporate hosting solutions and services for a wide spectrum of customers in Bulgaria and abroad. The company was established in 2009 as a provider of tailored solutions for corporate projects, which required complex computing power and custom-built infrastructure. The company's portfolio embraces complex projects from various industries including, but not limited to: Finance and Banking, Telecommunications and Media, IT and Software Development, Healthcare and Pharmaceuticals, Retail and Consumer Goods, as well as Manufacturing, Infrastructure and Logistics.



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