

## Research Reveals IT Professionals' Web Hosting Priorities

*Peer 1 Hosting Study Finds IT Professionals' Views on Low Cost Hosting Offers*

**Vancouver, British Columbia – October 29, 2014** – Independent research commissioned by [Peer 1 Hosting](#) has found that IT professionals are conflicted when it comes to price cuts from web hosting companies.

Almost 20% of UK and U.S. respondents said they think the price war is, *“Great. It offers better value.”* 15% of U.S. respondents said that price cuts are very attractive, mirrored in the UK with 13%. Conversely, 60% of UK and 50% of U.S. respondents said that it was *“not to be trusted,” “confusing,”* or *“annoying.”*

The study, which canvassed the opinions of 250 UK and 300 U.S. based IT decision makers, was commissioned by Peer 1 as part of the company's ongoing commitment to providing uncompromising Web hosting service to businesses.

When asked, *“How likely is it that a price cut from another hosting provider would cause you to change hosting provider?”*, 23% of respondents from both the U.S. and the UK stated that it was *“highly”* or *“somewhat”* likely. 43% of respondents from both regions said it would be *“extremely unlikely”* or *“unlikely”* that a price cut would lead them to make a change.

As part of the research, Peer 1 wanted to understand the extent to which price is a factor when considering which web-hosting provider to use.

The study reveals:

- 80% would not compromise on security even if it meant lower prices
- Over half would not compromise on speed even if it meant lower prices
- Over 90% would not compromise on customer service, even if it meant lower prices

Across both the UK and the U.S., when asked to rank the most important factors in choosing a hosting provider, both security and customer service came out on top.

*“The Web hosting industry is evolving and so are the expectations of those whose role it is to select the right partner for their business,”* said Sheila Bouman, executive vice president & managing director at Peer 1. *“As a global Web hosting provider, it is vital that we understand and deliver what customers want and need to support their business goals. It is clear that, while there is a role for Web hosting delivered at a low cost, there are also areas and services that IT professionals are not prepared to compromise on.”*

*“In the age of heightened cyber threats, the boom in eCommerce and also the storing and dissemination of data by thousands of organizations, the role of hosting in many businesses has never been more important,”* added Toby Owen, VP product at Peer 1. *“While cheaper hosting has an appeal for some who are motivated by price, the research shows that speed, service and security are top priority for IT decision makers who are not willing to compromise on their Web hosting business.”*

### About the research

Peer 1 Hosting commissioned The Register to canvas the opinions of 250 UK and 300 U.S. based IT professionals in July 2014. The survey was conducted online.

**About Peer 1 Hosting**

Peer 1 Hosting, a wholly-owned subsidiary of Cogeco Cable Inc. (TSX: CCA), is a global web infrastructure and cloud company where dreamers, innovators, and disruptors go to harness the untapped power of the Internet, to change the world for the better. Peer 1 makes this a reality with every interaction, using innovative technology to deliver an exceptionally responsive, reliable and secure hosting experience. The Peer 1 commitment "where every interaction matters," represents the company's dedication to powering human potential online, through its personal interactions and connections with customers, partners, people, resources, and technology.

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