

Dear [insert first name]

Welcome to the April 2007 issue of Hetzner's Newsletter.

Our newsletter is available to everyone; subscribers need not be customers of Hetzner.

Should you wish to read back issues of our newsletter, simply visit the following link: <http://newsletters.hetzner.co.za>.


In This Issue


Hetzner's Network Notifications board keeps customers alert
 Keep abreast of planned maintenance as well as potential network difficulties via our Network Notifications board.

Customer Spotlight: MyADSL, SA's largest broadband community
 Hetzner's pricing, wide range of service offerings and great customer support appealed to MyADSL. However, it was Hetzner's ability to accommodate their growth that has made the difference.

Traffic Management: How does Hetzner measure traffic and how can you keep track of usage?
 At Hetzner, all traffic gets logged and billed. Make use of konsoleH's traffic reporting tools to assist you in monitoring your traffic consumption while keeping over-usage costs down.

Hetzner's contribution towards BEE
 We are delighted to announce that this year we have achieved a higher BEE Rating.

Save this month with Hetzner's special offers
 We're offering incredible savings on our Root Server in April. You can save R895 (free setup) if you signup this month. We're also offering free setup on our Basic Web hosting plan.

Hetzner's Network Notifications board keeps customers alert

Hetzner's Network Notifications board is a valuable tool that enables our customers to quickly ascertain whether or not we are experiencing any network difficulties. All network-related issues as well as planned maintenance, that are essential for the effective running of our network, are posted on the Network Notifications board first and are available 24/7.

All customers are subscribed to receive critical notices via email; this assures that you will receive information on important issues as soon as a notice is posted. Should you not wish to receive these emailed notifications, it is possible to unsubscribe via your konsoleH control panel.

We only display the most recent notices on the board. Hetzner customers can use their konsoleH login details to view an archive of all previous notices.

Whenever you experience a network-related issue, visit our Network Notifications board at <http://notices.hetzner.co.za> for the latest information.

Customer Spotlight


Rudolph Muller, owner and founder of South Africa's largest broadband community, benefits from Hetzner's reliable web hosting service to support their continuous growth.

About MyADSL
 Mybroadband.co.za, also known as MyADSL (<http://myadsl.co.za>), is a website serving the local broadband community with news, a very active discussion forum, blogs, photoposts, product reviews and a wiki. It has a rapidly growing, loyal following and has become known as the broadband industry watchdog. With its knowledgeable online community, it often engages in issues that need to be addressed by government and businesses in the broadband arena.

The Challenge
 Rudolph approached Hetzner as they had a need for greater scalability and serviceability. MyADSL is a large, resource intensive site with an ever-increasing visitor base. It required a custom dedicated hardware solution, 24/7 support and cost-effective, high-quality bandwidth. For this reason, Rudolph notes that, "Hetzner was a logical choice and has serviced the site's growing needs successfully".

The Solution
 MyADSL signed up for Hetzner's hosting services in 2005. It started with a single High Volume Fully Managed Dedicated server (<http://www.hetzner.co.za/index.php?id=361>). MyADSL's website rapidly increased in popularity. To ensure sufficient computing power and redundancy, a multiple server cluster was configured to serve the site's online community.

The MyADSL website is spread across two servers in a round robin fashion. A third server is dedicated to hosting the database. It is this server that is also used to upload all site content, which is automatically replicated to the other servers every five minutes. Reliability and robustness is further enhanced by replicating the master database to a separate server.

MyADSL currently uses over 10 times more bandwidth compared to two years ago (refer to January statistics).

Web Statistics for January 2007

- Unique Visitors: 242,630
- Unique IP Addresses: 363,167
- Page Views: 1,854,325
- Bandwidth Usage: 234 GB



"Hetzner's professional service has allowed us to successfully manage the increase in traffic without the customary growing pains. Their great customer service and knowledgeable staff make them a logical choice for our hosting requirements."

Rudolph Muller,
 Owner and founder of MyADSL

How does Hetzner measure traffic and how can you keep track of usage?

All account plans come with a predetermined traffic quota. We monitor all accounts and bill R0.19 for each MB of traffic that exceeds the monthly quota on a South African server (R0.09/MB on dedicated server packages) and R1.50 for each GB that exceeds the monthly quota on a German server.

All traffic consumption is logged and billed. However, we are only able to itemise traffic which can be directly attributed to a specific domain. Traffic that is highlighted on your konsoleH traffic tool falls into one of the following categories:

- **WWW Traffic (also known as 'http' or 'website' traffic):** Traffic generated during the transfer of web pages to the viewers of your website
- **SMTP Traffic:** Traffic generated during transfer of emails to the server
- **POP3 Traffic:** Traffic generated during transfer of emails from the server to your email account(s)
- **FTP Traffic:** Traffic generated during the transfer of files to your FTP account

Making effective use of konsoleH's traffic reporting tools will assist you in monitoring your traffic consumption while keeping over-usage costs down. You also have the ability to setup a notification system which acts as a forewarning of over-usage. Should you either reach or exceed the default threshold, konsoleH will send a notification email to your inbox. You have the option to adjust your threshold as well as the frequency of these notifications.

Note: The Traffic Usage tool in konsoleH gives a detailed breakdown of WWW, SMTP, POP3 and FTP traffic. You can also find more detailed website statistics by using programs such as AWStats and Report Magic, which are also available within konsoleH under 'Statistics & Reports' (these programs only report WWW traffic).

Visit our Support Centre at http://supportcentre.hetzner.co.za/index.php?action=sub_faqs&id=46 for more information on keeping track of your traffic usage.

Hetzner's contribution towards BEE

Hetzner has implemented the DTI's Broad Based BEE Balanced Scorecard, employing the services of an independent BEE Rating agency to evaluate the progress made thus far while assisting us to put measurable targets in place for the future.

As at February 2007, Hetzner has attained the following status:

BEE BROAD BASED SCORECARD:

CORE COMPONENTS	WEIGHTING	HETZNER'S SCORE
Employment Equity	25.00	18.33
Skills Development	25.00	25.00
Preferential Procurement	25.00	22.50
Socio-economic Development	25.00	25.00
TOTAL BEE SCORE	100.00	90.83

Our management team is working to ensure that continued progress is made in establishing a workforce that is reflective of the demographic profile of the Western Cape in South Africa.

Hetzner Root Server savings: No setup fee and reduced monthly fee!

If you signup for Hetzner's Root Server in April, you won't be charged a setup fee - a saving of R895! We have taken it a step further and reduced our monthly fee by 20%.

At only R895 per month, the Root Server is ideal for customers who would like to retain full control of the software. Hetzner will provide its standardised hardware platform together with an operating system of your choice. Hetzner will also handle all the monitoring, with 24/7 emergency support.

The Root Server includes:

- 5 GB monthly traffic
- R0.09/MB additional traffic
- Dedicated IP address(es)
- 99.9% network uptime
- Server monitored 24/7/365
- Free firewall
- Month-to-month contracts

Look out for more Root Server specials in the next few months.

No setup fee on the Basic Web hosting plan:

The Basic hosting plan is Hetzner's most popular plan, offering exceptional value for money. This month we're offering even more value! If you signup for the Basic plan in April, you will save R199 on the setup fee.

For only R99 per month you receive the following benefits:

- 100 MB disk space
- Monthly traffic: 1 500 MB (South-Africa) / 20 000 MB (Germany)
- 25 POP3 mailboxes – virus & spam protected
- 1 MySQL / PostgreSQL database
- Access to KonsoleH, Hetzner's award-winning control panel
- 30-day risk free guarantee

Thank you for taking the time to read our newsletter. We hope you found this issue interesting and useful. Please email any comments or suggestions to feedback@hetzner.co.za

We wish you continued success!

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