WebCentral signs first Australian Commercial Service Provider agreement with Macromedia

Australias largest web hosting company WebCentral has become the countrys premier source of Macromedia ColdFusion MX hosting after signing the first Australian Commercial Service Provider (CSP) agreement with Macromedia.Under the CSP agreement, WebCentral will offer ASP licences for Macromedia ColdFusion MX and Macromedia JRun 4 to its rapidly growing customer base, which covers more than 50,000 sites and domain names."The ASP licensing agreement is a good fit with WebCentrals strategy to install Macromedia ColdFusion on its shared hosting servers and will deliver benefits to customers including more affordable pricing and easy deployment of dynamic web applications using Macromedia server solutions," WebCentral CEO, Lloyd Ernst, said."This agreement gives WebCentral the flexibility to install Macromedia ColdFusion on our shared servers and pay for ASP licences only when they are activated by hosting customers. This approach makes Macromedia technology more readily available and cost-effective for our customers. For example, under the new arrangement customers who want to add Macromedia ColdFusion to one of our shared web hosting solutions will pay between $15 and $50 per month instead of up to $290 per month. That is a compelling saving for our customers." In the past, individual licences had to be purchased and installed per server on an as-needs basis when requested by customers. The process could take several days and required moving the site to another server and caused disruption to service during installation."The CSP licensing initiative will deliver faster, simpler, better and more affordable access to Macromedia development products for customers who will pay a monthly ASP subscription fee if they enable Macromedia products," Gene Suna, WebCentral Group Product Manager added."Now we can offer Macromedia ColdFusion as an add-on product to a greater number of our customers, who will be able to activate Macromedia ColdFusion and other Macromedia technologies through our automated web interface. Developers and systems integrators can decide to enable the Macromedia ColdFusion software at any time as their web site requirements change." "The sandbox security features of Macromedia ColdFusion will also deliver an enhanced level of protection for our customers on shared servers," he said.Macromedia Country Manager, Australia/New Zealand John Treloar added: "The CSP agreement further strengthens the existing relationship with WebCentral and extends access to Macromedia application servers and application development solutions to developers and corporates."###ABOUT WEBCENTRALWebCentral is a leading supplier of Internet solutions for business, including a wide range of web hosting products satisfying the needs of small business through to large corporations and governments. Services include complex hosting, sophisticated email solutions, electronic commerce, live credit card clearing solutions, domain name registration and a wide variety of other value added services. Established in 1997, WebCentral is a private company 49.4% owned by FTR Holdings (ASX FTR). The company employs more than 150 staff in the Asia Pacific region. WebCentral currently hosts more than 50,000 sites and domains for corporations, government organisations and small and medium businesses.