

# Fasthosts Adds Flexible API to Reseller Services



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Fasthosts Internet, a leading reseller web hosting provider, has announced that an API (Application Protocol Interface) is now available to their resellers free of charge through their control panel. Allowing for automation and enhanced control, this complimentary tool gives Fasthosts' resellers easier management of their reseller business and customer base.

Fasthosts' API is a flexible and powerful resource that can be seamlessly incorporated into resellers' websites. [Fasthosts](#) partners can customize the interface to perform tasks that are best suited to their needs. Most importantly, its automated performance leaves business leaders with more time and energy to put towards things like marketing and sales.

For Fasthosts, this is an important step in boosting the company's appeal within such a competitive market. Stephen Holford, Chief Marketing Officer for Fasthosts, highlighted that the company is committed to providing a world class service for its resellers and believes this API will be an extremely valuable [reseller tool](#) to Fasthosts partners.

"Fasthosts understands how important an API is to its reseller partners. Having an administrative tool such as this significantly increases the productivity and opportunities for our resellers", Holford said. "The Fasthosts team is confident that current and potential resellers will be very satisfied with the functionality and new capabilities this interface will offer them. Not only will the API make their reseller business easier to manage, but it will provide our resellers with more options that they can implement into their customer care strategy."

The API allows resellers to automate new customer signups, create admin tools for end-customers, and process customer orders automatically. Resellers using the API can have their customers set up [hosting](#) directly from their website and secure [domain names](#) in real-time. What's more is the potential for resellers to increase their profit margins - this API is an efficient mechanism for running a smooth and profitable business operation.

Fasthosts is automatically including the API into its [reseller control panels](#). It is accessible using any server side language, and provides full documentation and examples for all API functions. Resellers are also given test scripts as another way to customize the API for their business needs.

## **About**

## **Fasthosts**

Fasthosts is the UK's leading web hosting company. Based in the UK and operating 24x7 from its dedicated UK data centres, Fasthosts keeps over 1 million domains running smoothly and ensures over 6 million emails are delivered safely each day. All Fasthosts services can be self-managed through the award winning Fasthosts web-based control panel that provides customers with unparalleled online control, enabling them to manage hosted services including domain registrations, shared web hosting, business-class email, dedicated servers, software-as-a-service, internet merchant accounts and unlimited broadband. Fasthosts' highly successful reseller channel has recently been rated Number 1 for reseller hosting by industry portal Web Host Directory.

If you would like to speak with a company executive for more information about the API and Fasthosts, please contact:

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