

### Miva Merchant, Shipwire Team

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By theWHIR.com , August 22, 2008

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By David Hamilton, theWHIR.com

August 22, 2008 -- (WEB HOST INDUSTRY REVIEW) -- E-commerce software and services provider Miva Merchant (mivamerchant.com) has joined with order-fulfillment services provider Shipwire (shipwire.com) to help small and medium-size merchants store and ship their products.

According to the announcement Thursday, Shipwire's Store-Sell-Ship platform will be added to Miva Merchant's online store software, giving customers a complete solution for online retailers including store design tools, marketing services, and built-in payment and shipping options.

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With a global network including warehouses in Los Angeles, Reno, Chicago, Toronto, Vancouver and the UK, Shipwire allows merchants to drastically reduce shipping costs by locating inventory closer to buyers. Monthly plans start at an additional \$29, enabling merchants to locate inventory in all warehouses.

According to Miva Merchant's announcement, Shipwire is the only logistics, transportation, warehouse and distribution service to integrate instantly with online shopping carts and inventory management systems.

"Shipwire merchants have repeatedly requested a connection between Shipwire and Miva Merchant," Shipwire marketing vice president Nate Gilmore said in a statement. "The Miva Merchant and Shipwire teams worked together to create a module that allows merchants to easily connect Shipwire to Miva so that orders completed through Miva can be automatically fulfilled from Shipwire warehouses in the US, Canada and Europe."

Miva Merchant has deployed more than 200,000 online storefronts since its inception in 1996, providing a varied platform for individual online enterprises and licences for web hosts to deploy e-commerce solutions to customers.

Miva Merchant's partnership with Shipwire is the latest of many strategic alliances including those with Google, Plesk and PayPal. In January, the company partnered with Certification Authority Comodo to offer customers SSL certificates.

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**July 2010 - What's Next? Forecasting Hosting's Future**

Technically, there's nothing new about us posing the question, "what are the next steps hosting providers must take to capitalize on the opportunities available in the business?" From the 10,000-foot view, that's the basic premise that underlies just about everything the WHIR publishes or produces. In this particular case, however, we're looking at it through an extremely significant contextual lens. That is, for much of the last two years, hosting providers have been operating in a business climate defined by an economy in crisis.

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**March 2010 - Web Hosting in Europe**

Europe cuts an interesting figure in our coverage of the web hosting industry. From a purely news standpoint, it is very possible to treat Europe in more or less the same way that we treat North America - that is, report the facts, ask the right questions, try to anticipate the issues raised. From an analytical standpoint, however, we present a distinctly North American point of view - this being the product of circumstances (our location), rather than a bias.

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**January 2010 - Hottest Hosts Directory**

In 2008, in our inaugural Hottest Hosts guide, I wrote that we were exploring a new format with the first in-print directory of web hosting services. And last year, I discussed the project in the context of an ongoing project, and a growing tradition here at the Web Host Industry Review. The objective, however, is not to repeat ourselves, but to help the directory evolve into a more valuable resource - something that's going to help you with your purchasing decisions, and something you're going to hold on to for the duration of the year.

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