REC+ versus Open Source

Introduction

When selecting your website's technology, it is important to understand the key differences and risks between "open source" software freely downloadable from the web and "proprietary" systems specifically designed for business-level service. Here we'll seek to debunk common myths and explain why, in the end, you only get what you pay for.



Open Source Explained: This is software created and shared by a community of coders which anyone can download and use for free.

OPEN SOURCE IS FREE!

No, not when you look at the total cost of ownership. Whilst it is free to download the original source code from the web, you will still have to pay a specialist or coder to build the system you want in terms of its functionality, a web designer to create your branded look and feel, someone to support it if things go wrong or you need to upgrade because there is a security issue or to install newer versions of plug-ins because they have broken, plus paying for the right level of hosting for your business.

So Why Is REC+ Different?

We provide a value for money, end-to-end solution which is specifically engineered and tested to be robust, secure and to ensure all its features work without the need for external plug-ins, whilst also providing professional support and maintenance from UK based teams with us from day one.

IT IS CHEAP TO HOST SITES LIKE WORDPRESS OR MAGENTO

There are plenty of cheap hosting companies offering Wordpress for £10 per month or sometimes less. This normally means your site resides on a server with hundreds or even thousands of other websites which can cause slow page loads, security breaches and do not have adequate failover systems in place nor long term backups. Even worse, if your site or the server becomes infected through another person's website, then the hosting company will delete your site within a very short period if you don't fix the issue immediately or ultimately take down the entire server. This does happen. And regarding Magento, it's a bigger beast of a system and hosting can easily cost <u>upwards of £49</u>.

So Why Is REC+ Different?

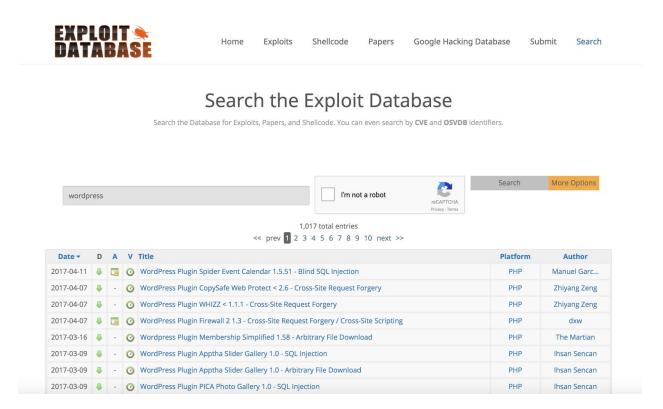
We have engineered our own proactive, highly secure and fully tuned environment which only hosts our own software as well as providing high availability failover systems and long term backups held in 3 separate locations. Our software is regularly updated with security updates, software patches and enhancements, with daily overnight updates so you are always on the latest version.

OPEN SOURCE MUST BE SECURE IF SO MANY PEOPLE USE IT, RIGHT?

Security is an ongoing battle on all systems. However, hackers love open source. They can download the code in the same way you do then look for vulnerabilities allowing them to hack into your site and play havoc. Once they know it works on one such site they can target all other users of that software. There are searchable big lists online of current vulnerabilities hackers can reference, such as Exploit Database at https://www.exploit-db.com. The illustration below shows a search taken on 7th December 2015 and you can see how current the exploits are.

Remember, hacking is a big criminal enterprise <u>costing the UK</u> £34bn **per year** according to the <u>CEBR</u> (Centre for Economics & Business Research) often resulting in loss of confidential data and money stolen using phishing sites. Ashley Madison,

Yahoo and Talk Talk were just 3 of the more recent high profile hacks causing huge reputational damage and exposing their sloppy attitude to cyber security.





It Won't Affect Me!

Imagine waking up to find your website has been deleted from the web by hackers, like happened to the CIA!

How much impact would that have on your business and reputation? Even worse, what if visitors to your website were redirected to porn sites as happens in some attacks?

Don't worry, you can always follow the <u>Beginners Guide To Fixing Hacked</u> Wordpress Sites or Sucuri's <u>Guide To Cleaning A Hacked Magento Store!</u>

So Why Is REC+ Different?

REC+ is not available to be downloaded by hackers and is designed throughout to be secure when every release is made, sitting on dedicated servers with additional security tools built into the heart of the architecture. It is also web vulnerability tested using the world's leading service from <u>Acunetix</u>.

BUT OPEN SOURCE WILL DO EVERYTHING I NEED FOR MY WEBSITE!

The version you initially download typically needs at least 2 or 3 plug-ins to make it do what you need, but sometimes more and you quickly end up paying out to find good quality plug-ins that do what you want and all work together properly. Then you have to keep upgrading the core software because of security updates which can break the plug-ins until the next version comes out. This means performing end-to-end testing on a regular basis just to check everything keeps working properly - and if it doesn't you need to pay a specialist to fix it. If you're lucky it will be the same person who built it in the first place, but they're often engaged on other work and you're at the bottom of their priorities!

So Why Is REC+ Different?

REC+ is a feature-rich system coded by the same team involved from day one and is regularly updated with enhancement requests received from our users which are rolled out for free. Additional modules are released which can be purchased only if they are required.

MAYBE I SHOULD USE A CHEAP WEBSITE BUILDER WHEN I REGISTER MY DOMAIN INSTEAD?

Hosting companies such as Go Daddy offer cheap website building tools when you register a domain, or there are other free website builders such as Wix, which can satisfy patient DIY'ers when used with standard templates. However, many

businesses require greater flexibility and creative input when promoting their brand values online and the more personalised service from experienced design and marketing professionals to ensure they get a profitable return from their website.

So Why Is REC+ Different?

REC+ allows designers full access to the design elements of the system so they can create stunning websites which work across mobile and desktop devices, together with advanced marketing tools built into the system as standard.

REQUEST A DEMO

See for yourself how REC+ can power your business forward and bring real results by requesting a full demo.

Remember to ask about the full range of design and support services available.