



EMPOWERING  
PARTNERS WITH  
GLOBAL DOMAIN  
TECHNOLOGIES

ascio

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We work exclusively with premium partners, with a clear focus on providing the premium quality and exceptional service domain professionals need.

## ABOUT ASCIO

Ascio was founded in 1999 and is part of Group NBT, the leading UK Domain Name Management Company. We have a total of more than two million domains under management and employs 340 people in offices in Copenhagen, New York, London, Stockholm, Nice, Paris, Zurich, Oslo and Munich.

Ascio is responsible for the provision of Domain Portfolio Management services indirectly through more than 350 domain

partners. These partners are based all over the world and they primarily include medium sized or larger telecom operators, webhosting companies, internet access providers and IP law firms. We work exclusively with premium partners, with a clear focus on providing the premium quality and exceptional service domain professionals need.

"Ascio is passionate about providing our partners with industry leading domain portfolio management structure. Freeing up partner resources to focus on giving their customers an

even better service.

Managing a portfolio of worldwide domain names can be a complex and expensive undertaking which requires specialised knowledge and tools. Our objective is to ensure that Ascio provides clear added value for our partners, thus allowing them to provide profitable and market-driven products and services to their customers."

Jørgen Christensen, Managing Director, Ascio

#### Facts about Ascio

One stop shop for all  
 Partner Portal  
 Over a decade of domain experience  
 Dedicated Account Manager and Technical Account Manager  
 ICANN accredited since 1999  
 Access to 250+ TLDs through one interface  
 90 percent of all transactions are fully automated  
 TLD kits  
 Local Presence in more than 40 countries  
 Reliability, scalability and accessibility through AscioNIC  
 Constantly updating towards registries  
 Fast access to all new TLD introductions  
 Global WHOIs for all TLDs  
 Monthly newsletters & quarterly webinars  
 Multilingual staff  
 Part of Group NBT

#### Benefits of being an Ascio partner

All in one interface - single point access  
 Webinterface for registering and managing domains  
 Extensive knowledge about domains  
 Direct access to The ccTLD Experts  
 12 years of experience  
 Fast and reliable service  
 Speed and reliability  
 Extensive documentation covering all TLDs  
 Ability to register extensions while expanding your geographical reach  
 The ability to grow without restrictions  
 Become IDN, DNSSEC and IPv6 enabled  
 Be the first to offer your customers new TLDs  
 Access to knowledge/data on the specific extension  
 Empowering you with the latest industry news  
 Free support in all major European languages  
 Strong financial background

Give your customers a choice of 250 Top-Level Domains. They can register domains worldwide through one straightforward interface.

## WHY CHOOSE ASCIO

### The ccTLD experts

Ascio offers more country-code top-level domains (ccTLDs) than any other domain registrar in the market, making us one of the largest registrars worldwide. We have been operating in the domain industry since 1999. We attend all ICANN meetings and most local registry meetings as well as and major events worldwide to keep ahead of what is going on in the domain industry so that we can keep you up to date.

We are an ICANN accredited registrar for all generic top-level domains (gTLDs) and we are accredited with over 90 registries for ccTLDs. The direct access to registration systems means that we can handle requests immediately.

Ascio has a strong team of 50 dedicated domain experts who are highly qualified after being in the industry for several years and we offer a high level of personal support. Our long time experience combined with our technical expertise makes it safe for you to outsource your domain handling to us.

### Give your customers a choice of 250 Top Level Domains (TLDs)

With the unique AscioNIC registration engine, you can offer your customers more than 250 top-level domains (TLDs). We regularly extend our TLD portfolio to meet your needs. It is ideal for companies wishing to go beyond the usual narrow range of TLDs and differentiate themselves from competitors by offering a much larger portfolio. Your customers can register domains worldwide through one straightforward interface. It is easily integrated into your existing order provisioning system, using our XML based API (Ascio Web Service) or the standard email templates. You can also submit orders directly through the Ascio Partner Portal.

Our local presence services mean you can offer your customers everything they are likely to want – including restricted TLDs in countries where a presence on the ground is required.

### Automatically better

We have gone further than anyone else in automating and optimizing the processing of ccTLDs. AscioNIC processes all TLDs through our sophisticated workflow engine. This ensures fast fulfilment and consistent order tracking and makes registering and transferring

ccTLDs as quick and reliable as dealing with global domains. More than 95 per cent of all Ascio's transactions and transfers are fully automated.

### Save time and resources

We have automated contact updates, admin contacts, name server updates and transfers, as well as registrations and renewals. As a result, using AscioNIC saves you time and resources at every turn.

### Personal service

At Ascio, we believe in commitment and quality service. You have your own dedicated Account Manager, who will help you get quick, authoritative answers to any kind of question or problem. You will also have the support of a Technical Account Manager with the detailed knowledge to handle more specialist issues. Our multilingual staff can talk you through any problems in all the major European languages, including English, German, Spanish, French, Italian, Swedish and Norwegian – and, of course, Danish.



Key to success is increasing profitability and reducing risks by outsourcing the registration system.

## PRODUCTS

Ascio provides you with a range of different products and services to help you get the most out of your business, whether you are an internet access provider, a webhosting company, a telecom operator or an IP law firm. Key to success is increasing profitability and reducing business risks by outsourcing the registration system. This will free up your resources to do what you do best – servicing your customers.

Outsourcing to us lets you cut through the bureaucracy and conduct your business with a genuinely service-minded company. The result is a smooth, reliable, standardized domain registration and management process that saves you money and helps you give your customers a higher level of service across their domain portfolios.

The Ascio products include:

### AscioNIC

Our unique domain registration system offers standardised registration and management procedures for more than 250 TLDs. With AscioNIC as your registration engine you will never have to disappoint a customer who makes a special request.

### AscioDNS

AscioDNS is a powerful management tool, which gives full control over DNS configuration both through a standardised Web Interface and an API (XML based Web Service).

### AscioWatch

This product allows your customers to monitor how their trademarks and brands are used and abused online, through a single browser-style interface that can be branded with your own logo and address. AscioWatch can also produce weekly e-mail reports and sent them to your customers.

### Virtual Registrar Solution

Focus on your core business while leaving TLD provisioning to Ascio. With Ascio's Virtual Registrar Solution you can maintain your own accreditation. Whilst utilizing Ascio's API, freeing up costly development hours.

The Virtual Registrar Solution allows a partner to outsource the provisioning of TLD orders to Ascio and use the AscioNIC system to submit orders to the registry under its own accreditation.

### Gap Analysis

Ascio Gap Analysis can assist you as a time saving lead qualification and pre-sales tool, finding domain names throughout 250+ TLDs that contain your customer's product and trademark names. Ascio Gap Analysis offers comprehensive reports, including availability, whois and name server information, and you can find the gaps in domain portfolios which can be used for defining customers domain strategy for the future.

### TLD information

The Ascio TLD kit is the world's most comprehensive online resource center for TLD information in regards to documentation requirements, legal issues, validation rules ect. It is easy to use as well as structured information which is constantly updated. The specific information on each TLD can be extracted through our API and presented directly to the end-customer who can then easily get a quick overview of the rules and requirements.

### Local Presence

With our Local Presence service your customers can register domain names regardless of country specific requirements. Some countries restrict access to their TLDs by imposing specific requirements on the applicants that wish to register a domain name.

For example, in some cases only local companies can register a domain name like in Slovakia (.SK). In other cases the regulations require the registrant to have a local representative acting as administrative contact, for example Germany (.DE), or to have an address in the country as in the case of The Netherlands (NL).

### IDNs

Internationalised Domain Names, or IDNs, are web addresses in your own language, using local language characters.

## A strong system for delivery and service is a prerequisite for a successful domain business.

### SERVICES

Alongside domain registration through our unique AscioNIC registration engine, other key offerings include a 200TLD domain availability checker and a choice of two interfaces, so that partners can register all 250+ TLDs through either Ascio Web Service (an XML API) or an Email template. We also provide consolidation solutions and various marketing campaigns.

#### Global domain availability checker and WHOis

Access essential domain information across 250+ TLDs. This API-based service lets you access domain information services across 250+ TLDs and connects your system through a fast web interface.

#### Partner portal

The partner portal you can perform transactions, generate reports, get a portfolio overview, change settings and obtain the latest TLD information and

news to name a few things. All through one single interface.

The user interface is easy for you to navigate around and you can perform your tasks fast and take full advantage of all the features. It is a fully searchable database that will enable you to service your customers in a fast and productive manner.

#### API

AscioNIC can be integrated into your business to suit your specific needs. The Ascio Web Service is an XML/SOAP-based web service API that can be integrated easily with any existing provisioning system.

#### Consolidation

We have many different bulk transfer models you can choose from to make the consolidation

of your domains as smooth as possible, depending on your needs.

#### Campaigns

Ascio provides powerful packaged marketing campaigns tailored to your needs to help our partners stimulate new business. These include topical, themed and geographically targeted campaigns in a variety of different forms and media.

#### Webinars

We offer various webinars where you will get all the latest information on domains and products. These are also available 24/7 in the partner portal.

The screenshot displays the Ascio Partner Portal interface. At the top left is the Ascio logo. A breadcrumb trail shows 'You are in: Home'. Below this is a navigation menu with options: Home, Create Orders, My Orders, TLD Information, My Domains, My Templates, My Handles, Tools, My Account, and Help. The main content area is divided into three sections: TLD News, Service Information, and Registries Maintenance. Each section contains a list of news items with dates and times. The TLD News section includes items like '.QA General Availability Launch 4th September 2011' and 'xn\_wobles Qatar JUN TLD Launch 17th August 2011 - 17th October 2011'. The Service Information section lists updates for various TLD kits (e.g., .QA, .COM.BR, .XXX). The Registries Maintenance section lists scheduled maintenance for .HK, .MOBI, .com/.net, and .IL. A footer note indicates '(Full Registry Maintenance)'.



## PARTNERSHIP WITH ASCIO

### Contact us today to become a partner

If you are interested in getting started as a partner, just contact us directly either through email or give us a call.

With easy and reliable access to more than 250 TLDs, you will be able to meet the needs of your customers immediately and in full, even when they ask for exotic TLDs. This is the key to keeping your customers satisfied and your business growing successfully.

Outsourcing the whole registration system to Ascio will help you increase profitability and reduce complexity and business risk, freeing you to do what you do best – providing world-class service for your customers.

### Testimonial

“We chose AscioNIC as backend for our domain registrations because it effectively delivers the products demanded by our customers.

Ascio was a logical choice of domain technology partner because they have sufficient geographical coverage to service our organisation, yet remain able to service and support us so we indeed feel like a partner.”

Annette Moll, Hostmaster  
Cable & Wireless  
Telecommunication GmbH

CALL US TODAY TO HEAR  
MORE ABOUT THE BENEFITS OF  
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