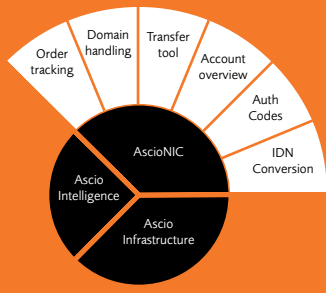




What part of the world do you want to offer your customers today?



Ascio**NIC**

ascio

With AscioNIC as your registration engine, you will never have to disappoint a customer who makes a special request.

ASCIONIC

Every TLD has its own rules, and every local domain name registry (Network Information Center/NIC) uses its own procedures, prices and technology. Administering the differences between NICs and adopting new procedures as they arise is part of the daily life for registrars, but sometimes makes multiple domain name registration a frustrating and complex service to manage. Any company wishing to supply domain name services must

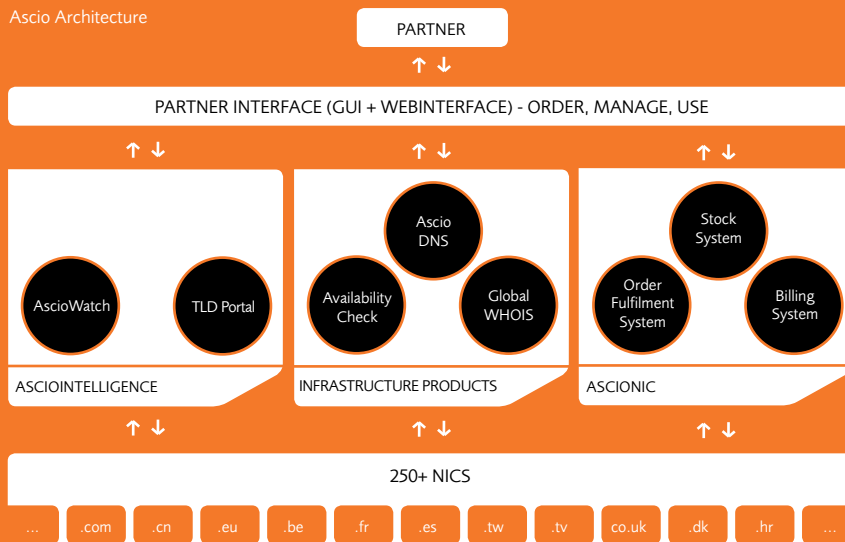
first confront these issues, which requires a heavy investment in resources, administration and paperwork.

Ascio lets you cut through all the bureaucracy and conduct your business as a service-minded company instead.

AscioNIC is a registration engine that gives you access to 250+ TLDs. With AscioNIC you are ensured a smooth, reliable and standardised

domain registration and management process that not only saves you money but also allows you to service your customers with much higher quality across their domain portfolios. As an Ascio partner you don't have to worry about contracts with 250+ registries. You will only need to sign up with us.

Ascio Architecture



With connections to more than 250 TLDs, we offer high quality and timely processing of even the most exotic ccTLD transactions.

ASCIONIC FEATURES

AscioNIC is the ideal registration system for companies wishing to go beyond a very narrow range of TLDs and position themselves as advanced providers. The features of AscioNIC make such a positioning possible.

Reliable and trustworthy

AscioNIC is both reliable and trustworthy, so you can trust us with your customers' domains without ever having to worry. AscioNIC has features such as auto-renewal to prevent human errors from happening. Furthermore AscioNIC runs on fully redundant systems with 24-hour monitoring and online alerts. This means that even in the event of downtime in the registration system, your systems will continue to function because orders are simply buffered in the order system.

Advanced products

We want to provide our partners with the latest and most advanced products. In addition to the extensive breadth of the TLD offerings, we continuously improve our systems and create new products including queues for new TLDs. With our local presence services your customers can register under otherwise restricted TLDs. With connections to more than 250 TLDs we offer high quality and timely processing of even the most exotic ccTLD transactions.

Simplicity

We want to keep it simple. Despite the advanced product features, domain registration

and management is easy due to a standardised transaction set, a consolidated domain portfolio and a powerful management system. Even domain transfers are easy to handle with AscioNIC. AscioNIC functions as a one-stop-shop for all your domain needs, reducing your internal costs and allowing you to stay focused on your customers.

Customised interfaces

Our modules work seamlessly together but the advantage is that you can choose them independently so that it fits your needs. AscioNIC can be customised by choosing among available interfaces, ranging from email templates to an XML protocol. This gives you complete discretion over your make-or-buy decisions both at the module and system level.

Automated processes

Ascio offers fully automated processing of orders from all major TLDs. We constantly strive to optimise processing time as well as the quality of transactions. We have automated and optimised the processing of ccTLDs more than any other registrar in the market. All communication concerning requests of TLDs provided by AscioNIC is completed through different interfaces such as the email template or XML protocol. AscioNIC processes all TLDs through a structured workflow, ensuring consistent order tracking and fast order fulfilment. This means faster processing time and less error margins. More than 80% of all transactions submitted to us are handled

automatically.

TLD Portal

All product documentation is available both as fully searchable web pages and in machine-readable XML format, so you can integrate our product definitions directly into your system. Ascio's TLD portal offers comprehensive coverage on data requirements, documentation requirements, legal issues, validation rules, processing times, processing automation and other information you need for your domain business. It is a fully searchable database that will enable you to service your customers in a fast and proactive manner.

Online order tracking

A structured and traceable workflow that gives you full knowledge of the orders you have placed. Here you will be able to follow the progress of the domain you have requested. You can access this information online 24/7.

ASCIONIC VERSUS PROPRIETARY SYSTEMS

Proprietary systems

To register top-20 TLDs you need to implement 14 different interfaces.

Building your own system takes months.

Implementing direct NIC links means handling significant variations in definition and availability of domain operations.

You need to build a new business logic for each new domain product.

It is necessary to get the proper registration agreements and accreditations, a task that takes months and costs thousands of euros.

The cost of building and running a proprietary system presents a larger upfront fixed cost.

Inordinate amounts of time are spent on issues that are not customer-oriented.

Building your own proprietary systems inevitably means making all the basic mistakes at your customer's expense.

You will receive several bills from all the different NICs.

AscioNIC

With AscioNIC you only need one interface for registration.

With AscioNIC you can start registrations within a week.

AscioNIC has a standardised set of transactions across all TLDs.

With AscioNIC, the products are prepared and integrated with our existing registration system.

With AscioNIC you get access to our knowledge, our products and our expertise. With us you only need one contract to get access to 250+ registries.

With AscioNIC you have a much lower upfront investment and hence much lower risk.

With AscioNIC you can focus your energies on finding and serving customers well.

With AscioNIC you have all the TLD information at hand through our online TLD Portal before you start registration and thus can avoid pitfalls. You will have our 9 years of domain experience to draw on.

With AscioNIC you are offered support in several different European languages and you will only receive one bill in one currency.

As an Ascio partner you are guaranteed successful TLD campaigns. 80-90% of our .asia applications reached first place.

THE .ASIA CASE

Case story: .asia TLD launch

The .asia TLD presents the biggest new TLD launch since the .eu launch. This TLD enables trademark owners to reach the entire region with one single ending.

We were among the first in the business to be accredited as an .asia registrar. For anyone in the domain business the .asia TLD presents a major opportunity. As an Ascio partner, Ascio is your guarantee for a successful .asia campaign.

We help your .asia campaign every step of the way from product marketing to domain registration success. In the following you can read about how .asia became a great success for us.

- We have been following the .asia TLD since the very beginning, keeping partners informed along the way about legal issues and delays in the .asia process.
- As soon as the .asia TLD rules and procedures were finalised, we presented partners with comprehensive documentation of the rules and procedures.
- Through webinars we provided guidance on the thorny issues of .asia sunrise procedures and documentation together with the Dotasia Registry.
- Through the entire pre-registration phase we have offered careful data and documentation review, providing guidance to partners on each individual order, helping partners achieve very high success rates.
- The status of your entire .asia portfolio, the data quality of your orders and the documentation status have been available in online reports since the pre-launch phase, providing a single consistent overview of your orders through the entire registration process.
- We have actively helped partners in procuring all of the extra documentation needed. At Ascio, we have offered partners the opportunity to let Ascio obtain the data directly from registrants via a simple web interface or simply to submit it automatically themselves.
- For the actual launch phase we built and deployed custom launch applications optimised for the .asia launch process. For optimal robustness the launch was distributed across several hosting facilities on distinct networks with no shared path to the registry systems.
- During the post-launch phase, we have continually offered reporting and live feedback on the application verification process.
- We had the majority of applications in Scandinavia and launched our queue with maximum speed and accuracy. Our applications reached first position in 80-90% of all cases, which meant the .asia was a great success for our partners and for us.

"We chose AscioNIC as back end for our domain registrations because it effectively delivers the products demanded by our customers"

PARTNERSHIP WITH ASCIO



"We chose AscioNIC as the back end for our domain registrations because it effectively delivers the products demanded by our customers. Ascio was a logical choice as a 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

Combined with Ascio's extensive TLD product range, the web service API presents a new standard in domain registration simplicity.

FACTS

The integration of AscioNIC can be customised to fit your business needs by choosing among the available interfaces:

- Email template, through an SMTP client
- Ascio Web Service, XML/SOAP based web services

Email template

The email template is the most commonly used interface in the start-up phase. This is due to the fact that it is easy to use and is integrated into the current infrastructure of a partner. Most likely the partner is already accustomed to interfacing with a few NICs through email templates. The AscioNIC email template provides a uniform template for registering all TLDs provided by AscioNIC. The email template is filled in (through manual completion or automated process) and sent via email.

XML

In 2006 Ascio introduced a new XML/SOAP based web services API for the entire order handling process. Ascio's web service (AWS) API offers simple but complete integration of your business with Ascio's order handling process. All aspects of order submission, order tracking and all feedback from Ascio will be available through the API. The API will also be your gateway to Ascio's DNS hosting product. The API is presented as a SOAP API. Simple integration APIs for SOAP are available for all common platforms, whether Windows or Linux, using .NET/Mono, Java or one of the

many scripting languages.

Combined with Ascio's extensive TLD product range, the web service API presents a new standard in domain registration simplicity.

Handling error messages from AscioNIC

Regardless of the interface chosen when communicating with AscioNIC, error messages and responses will always be the same. Error and response messages describe a code and a possible solution. Error codes can be found in a document on our website under the partner area where all error codes are described in detail.

Tracking orders and requests

To track orders and requests 4 interfaces can be used in communicating with AscioNIC, regardless of the chosen interface.

- Callbacks is an automated email sent to a designated address provided by you. The email contains information about your order process. We have designed these callbacks to be easily read by either your system or by a person.
- Domain Status allows you to track the domain status through a web interface.
- Order Tracking View is a web interface that allows you to track orders.
- Invoicing is a web interface allowing you to track invoices.

The Partner Portal

Our Partner Portal is a unique and comprehensive tool for managing your domain portfolio in an easy and efficient way. A unified portal which allows you to perform all types of transactions through one interface.

All product documentation is available both as fully searchable web pages and in machine-readable XML format, so you can integrate our product definitions directly into your system.

Call us today to learn more about the benefits of AscioNIC:

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ABOUT ASCIO

Ascio is part of Group NBT plc., the leading UK Domain Name Management Company. Founded in 1999 Ascio currently has a total of more than one million domains under management and employs 275 people in offices in Copenhagen, New York, London, Vienna, Nice, Madrid, Zurich, Oslo and Munich. Ascio is responsible for the provision of Domain Portfolio Management services indirectly through more than 300 partnerships. These partners primarily include telecom operators; web hosting companies, Internet access providers and IP law firms.