

**WHAT PART OF THE WORLD DO
YOU WANT TO OFFER YOUR
CUSTOMERS TODAY?**

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

ASCIONIC

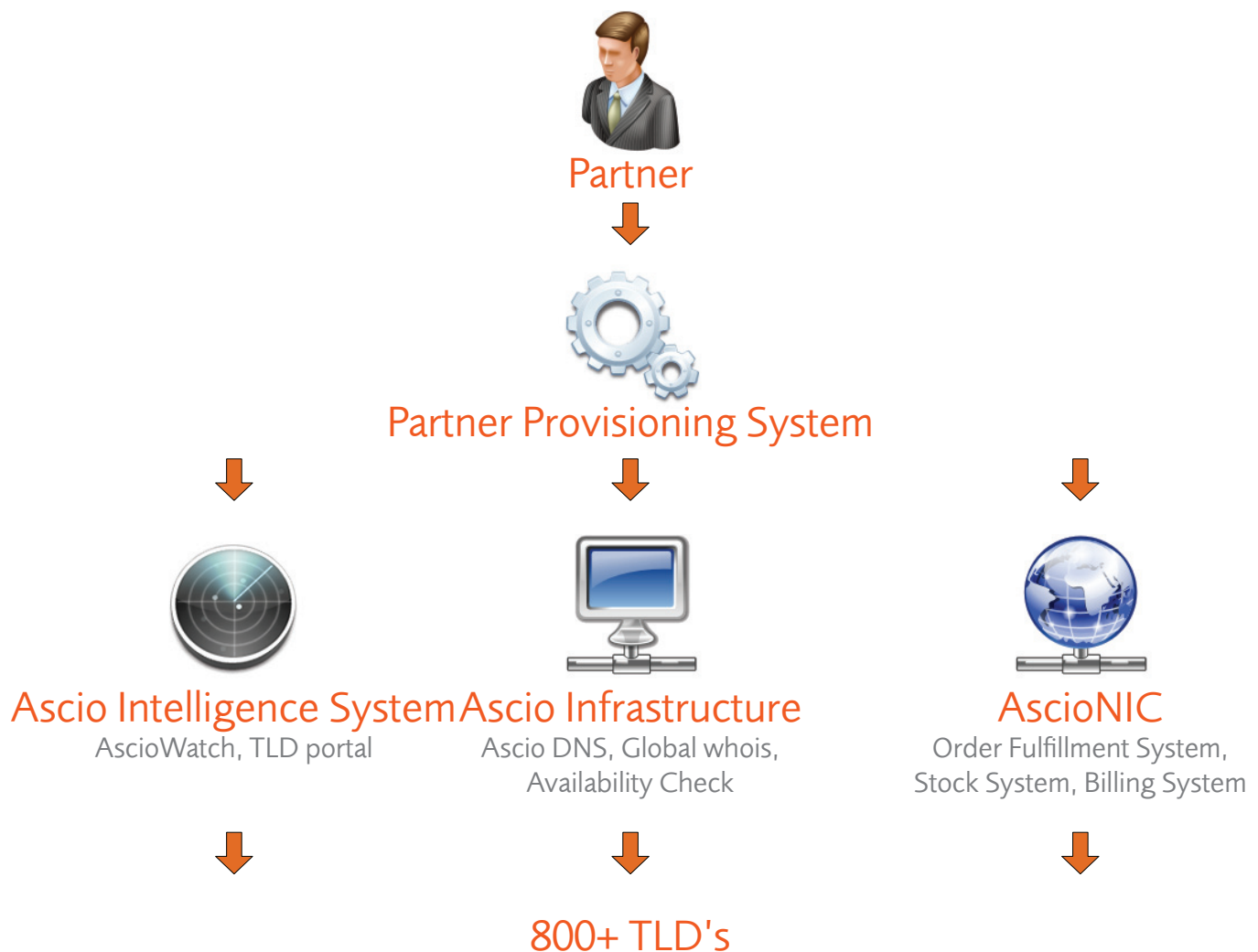
Every TLD has its own rules, and every local domain name registry (Network Information Center/NIC) uses its own procedures, prices and technology. Administering the differences between NICs and adopting new procedures as they arise is part of the daily life for registrars, but sometimes makes multiple 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 all available 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 ccTLD, gTLD, and New gTLD registries. You only need one connection.



CALL US TODAY TO HEAR MORE ABOUT THE BENEFITS OF OUTSOURCING YOUR DOMAIN REGISTRATIONS TO ASCIO.

With connections to all existing and future 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 hundreds of 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. The AscioNIC can be accessed through various interfaces, be it our easy-to-adopt XML protocol, or our web-based management portal. 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. Furthermore, 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 are completed through the different interfaces. 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 90% of all transactions submitted to us are handled automatically.

TLD Portal

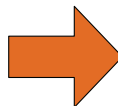
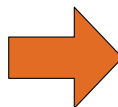
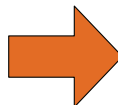
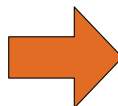
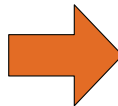
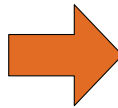
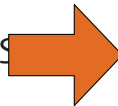
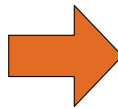
All product documentation is available both as fully searchable web pages and in machine-readable XML format, so you can integrate our product definitions directly into your system. Ascio's TLD portal offers comprehensive coverage on data requirements, documentation requirements, legal issues, validation 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, or any requested updates to outstanding domains. You can access this information online 24/7.

Proprietary system

- 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 all TLDs
- 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 any pitfalls. You will also have our teams extensive 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 presented one of the biggest new TLD launches. 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 presented a major opportunity.
- We helped our clients every step of the way from product marketing to domain registration success. In the following you can read more about how .asia became a great success for us.
- Having followed the .asia TLD since the very beginning, we were able to keep 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 offered careful data and documentation reviews, provided guidance to partners on each individual order, and helped partners achieve very high success rates.
- The status of the entire .asia portfolio, the data quality of orders and the documentation status were available in online reports from the pre-launch phase, providing a single consistent overview of partner orders through the entire registration process.
- During the launch, we actively helped partners in procuring all of the extra documentation needed. At Ascio, we 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 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.

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:

- Ascio Web Service, XML/SOAP based web services
- The Partner Portal

XML

Ascio offers 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 support requests

The partner area offers you a range of features:

- Current status - See current status on your issues
- Actions - See who is responsible for what; is the issue awaiting action from Ascio, you, the registry or the

registrant

- Account status - Monitor your account status
- History - Overview all correspondences in all your issues

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.



PARTNERSHIP WITH ASCIO

TESTIMONIAL

Contact us today to become a partner

With easy and reliable access to more than 270 ccTLDs, all existing gTLDs and all new gTLDs, 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.

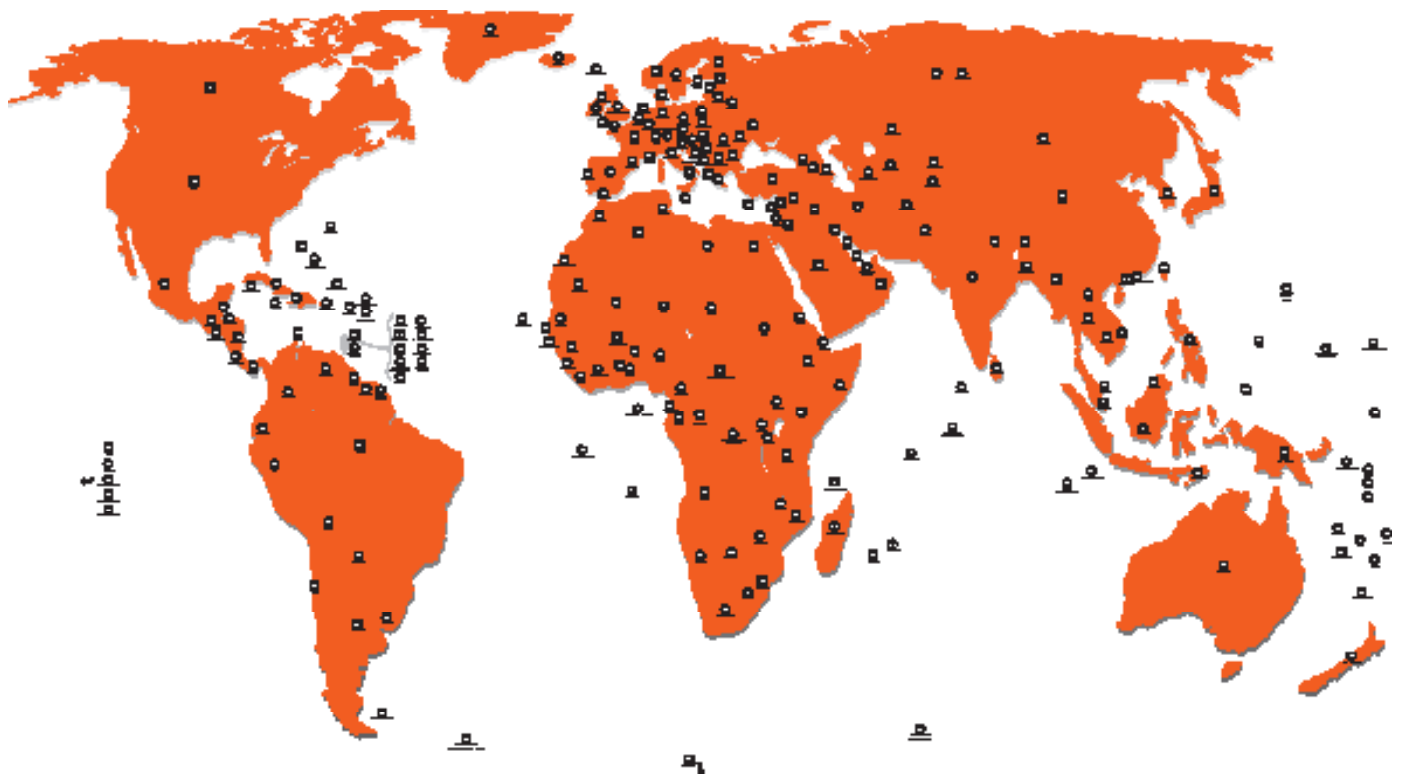
"We chose AscioNIC as backend for our domain registrations because it effectively delivers the products demanded by our customers.

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
Worldwide



About Ascio

Ascio is a leading expert in domain name management, and offers the full scope of domain names to its clients; be it gTLDs, new gTLDs, or ccTLDs. Founded in 1999 and ICANN accredited ever since, Ascio currently has more than two million domains under management and employs over 300 people in offices throughout Europe and the United States. Ascio is responsible for the provision of Domain Portfolio Management services to more than 450 partners. These primarily include telecommunication and web hosting companies, internet service providers, and intellectual property law firms.

Ascio is a separate division of Netnames Group Ltd., one of the world's largest corporate brand protection specialists.

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