

Outsourcing your domain name portfolio provisioning

Aggressively reduce the costs of managing a domain portfolio



Ascio: the easier way to greater flexibility and competitive advantage.

OUTSOURCING OF DOMAIN NAME MANAGEMENT

Increasing profitability and reducing business risks is the key to success. Outsourcing allows you to free up the resources to do what you do best: servicing your customers.

Outsourcing to us lets you cut through all the bureaucracy and the technical concerns. The result is a smooth, reliable and standardized domain registration and management process. It not only saves you money, but also allows you to service your customers with much higher quality levels across their domain portfolios.

Every Top-Level-Domain 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 Registries and adopting new procedures as they arise is part of daily life for Registrars, but 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, and be prepared to face heavy investments in resources, administration and paperwork.

By outsourcing your domain registration to us, you will:

- **Gain access to all TLDs, all new gTLDs and 13 years of domain knowledge**

We have automated and optimised the processing of TLDs more than any other Registrar in the market. More than 95% of all transactions submitted to Ascio are handled automatically. This enables us to offer a broad range of TLD transactions with speed and reliability. For the semi-automated and exotic TLDs we strive to deliver as high a quality as possible across all transactions.

To enable you to offer as broad a TLD range as possible without increasing the effort, we are offering a Local Presence service for a broad range of TLDs, from Asia to South America and Europe. With the Local Presence service your customers can register domain names regardless of country specific requirements.

We have 12 years of industry knowledge and experience in building a successful domain business, and we are ready to put them at your service.

- **Increase profitability**

By outsourcing the domain registrations to us you will dramatically reduce the initial investment and your overall fixed costs. You will not have to invest in creating and keeping up to date complicated systems and tie up resources in production. With access to more than 270 ccTLDs, all gTLDs and all new gTLDs, you will be able to fulfil the needs of your clients immediately.

- **Reduce risks**

Reduced fixed costs mean reduced business risk. You will easily be able to add new TLDs to your product portfolio without any investment and worries about reaching breakeven. We have made the investment on your behalf and through economies of scale we can offer all TLDs at competitive prices.

- **Eliminate the need for excess capacity**

The demand for domain names fluctuates, which means that most companies experience excess capacity. This can be very expensive. By choosing to outsource to us, volume and cost concerns will not be an issue holding your business down anymore.

- **Reduce design-cycle times**

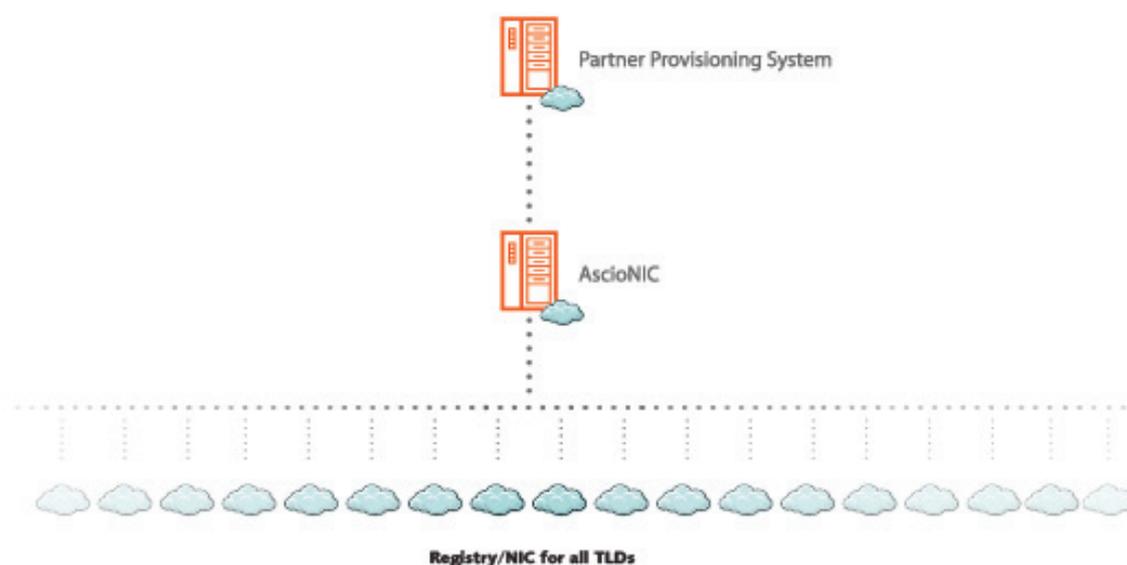
Easy and quick launch of new products such as .asia and .tel. We always provide queues and support all new TLD introductions and opportunities. Strategically outsourcing to us will provide you with greater flexibility and give you a competitive advantage.

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KEY BENEFITS

- To register the top-20 TLDs in the world, you need to implement 14 different registration interfaces. With us you need just one.
- Building your own registration system takes many months. With us you can start registrations within a week and fulfil your customers needs immediately.
- Implementing direct links with Registries and NICs (Network Information Centre, e.g., DENIC for .de) means handling significant variations in definition and availability of domain operations. With us you have a standardised set of transactions across all Top-Level-Domains.
- With your own system, you need to build new business logic for each new domain product. With us, the products are standardised and easy to integrate with your existing registration system.
- Building a domain registration system is one thing - maintaining and upgrading it is quite another. With us you have a large team dedicated exclusively to keeping your business running smoothly.
- Before even starting to build a domain registration system, it is necessary to obtain the proper registration agreements and accreditations - a task that takes months and costs thousands of euros. With us you do not need to worry about this for a second.
- The cost of building and running a domain registration system represents a large upfront fixed cost, and so a financial risk to your company. With us, you have a much lower upfront investment and hence much lower risk.
- Every TLD has its own peculiarities. Building a domain registration system inevitably means making all the basic mistakes at your customers' expense. With us you will have several years of experience and domain knowledge to back you up.
- With us you need not worry about language barriers and multi-currency bookkeeping. You will get one invoice in one currency and support in several European languages.

One interface for all TLD's





Case study:

HOSTPOINT GMBH, SWITZERLAND

A Successful Domain Business

Hostpoint officially launched in 2001 with only 36 private customers. Their shared hosting platform at an optimal price/performance ratio convinced so many people that today Hostpoint welcomes up to 300 customers a week to its portfolio. Of course the product offering has been expanded since the first days to several shared hosting packages, dedicated hosting and many related services.

Hostpoint started out with .ch registrations but soon felt customer requirements became more complex. Offering a broad TLD range was considered core, but not important enough to justify building a separate interface for every TLD, including:

- Accreditation with every Registry
- Payment in different currencies and different forms of payment
- Support: language and time zones
- Technical Interface and requirements

That is where Ascio came into the picture. With our backend domain registration system, AscioNIC, we were able to deliver a centralised

interface enabling a high degree of automation.

The implementation phase was significantly reduced due to the fact that Hostpoint did not have to seek accreditation in many countries and build the technical interfaces alone. Instead it was decided to build one "home" interface to the Swiss NIC and another to Ascio for all remaining TLDs. In doing so, significant resources could be invested in other product lines. In the end Hostpoint was able to launch earlier than expected.

Hostpoint launched its online portal with Ascio as the registrar in spring 2003. They also decided to implement Ascio's Availability Check and GlobalWhois at the same time to save them the trouble of setting up a direct connection with every NIC.

The launch included:

- Availability Check and GlobalWhois for over 70 TLDs
- Online registration
- Online initiation of transfers

Now, with Ascio in the background, Hostpoint is in a position to:

- Automatically say "yes" to any request for even the most exotic TLDs
- Actively cross-sell domain names in other TLDs
- Promote the latest domain products to their customers

We provide the knowledge of how to register in different TLDs and supply forms necessary for the registration. Ascio's TLD database is a great resource for Hostpoint to unravel any transaction on any given TLD.

About Hostpoint:

All good things are simple: – like love, good food and the business idea with which Hostpoint entered the market in 2001: Web hosting for everyone! Today with its 30 members of staff, the company based in Rapperswil-Jona, which went public in 2005, hosts 150,000 websites and 170,000 domains. Its clientele includes established businesses such as Swiss Post, Migros, Phonak, Diners Club and

Hero as well as illustrious personalities such as Alex Frei and Chris von Rohr. Our foundations however are built on our many private customers. 2011 was a record year for Switzerland's largest webhosting provider with 8,5 million francs in sales – Hostpoint's most recent chapter in its success story.



Hostpoint GmbH	Before	After
TLDs offered	.com/.net/.org and .ch	Over 200
Registration process	PDF form on website	Online registration
Availability check	Manually, on competitors' website	Online, 70 TLDs fully automated
Growth in domains	Null	228%
Domain portfolio	2002: 7,000 domain names	2007: 23,000 domain names

"Having all the TLD information at hand in one single place and being able to call Ascio with questions puts us in a position to optimally serve our own customers," says Sales Manager Dino Ciampi.

Domains are included with Hostpoint's hosting packages or as a single, stand-alone product. This decision has proven very valuable as one out of three hosting customers was initially attracted solely by Hostpoint's domain product.

"We were surprised at the high demand for exotic TLDs from our customers," comments Sandro Bertschinger (CEO), "...and suddenly new customers started calling because they were drawn by our our online ccTLD offerings. They requested TLDs they obviously could not register with their current hosting companies."

He adds: "The consolidated management of domains is very important for our customers. Consequently, we won one out of three of our new hosting customers through our extensive ccTLD offering when the customer moved their entire hosting to Hostpoint in the end."

As a result, ccTLDs have become an important tool for new customer acquisition at Hostpoint.

By the end of 2007 Hostpoint's domain portfolio had grown 228%. Hostpoint's share of ccTLDs (all except CH and CNOBI) has grown from 3% to over 8% in the same time frame offering much higher gross profit margins than the standard TLDs.

Key to this success is the extensive online availability check where customers can play and anonymously check the availability of their names worldwide as compared to a simple

note on the website saying "Other TLDs available on request." This puts the customer in 100% control of the process from checking availability to purchasing the domain name, thereby saving Hostpoint considerable time on the phone.

More than 90% of all registrations/transfers submitted to us are handled automatically.

.IT (ITALY) – AN EXAMPLE OF AUTOMATION OF CCTLDS

We constantly strive to optimise the processing time and quality of transactions. Automation means that the submission to the NIC engine is automated. The messages from the NIC are received and assigned automatically. This means faster processing time and less error margins to the benefit of our partners. Ascio offers fully automated processing of orders from all major TLDs. More than 90% of all registrations/transfers submitted to us are handled automatically.

.it is one of the TLDs that we have chosen to automate. This is how it is done, with and without Ascio.

How to register .it without Ascio

To register .it domain names, a LAR (Letter of Assumption of Responsibility) must be prepared and submitted to the registry. This needs to be done before a registration can take place.

There are 5 different LAR forms, depending on the type of registrant:

- Individual persons [Individual]
- Associations/Institutions [Association]
- Public Administrations [Public]
- Self-employed persons [Freelance]
- Companies/Businesses [Company]

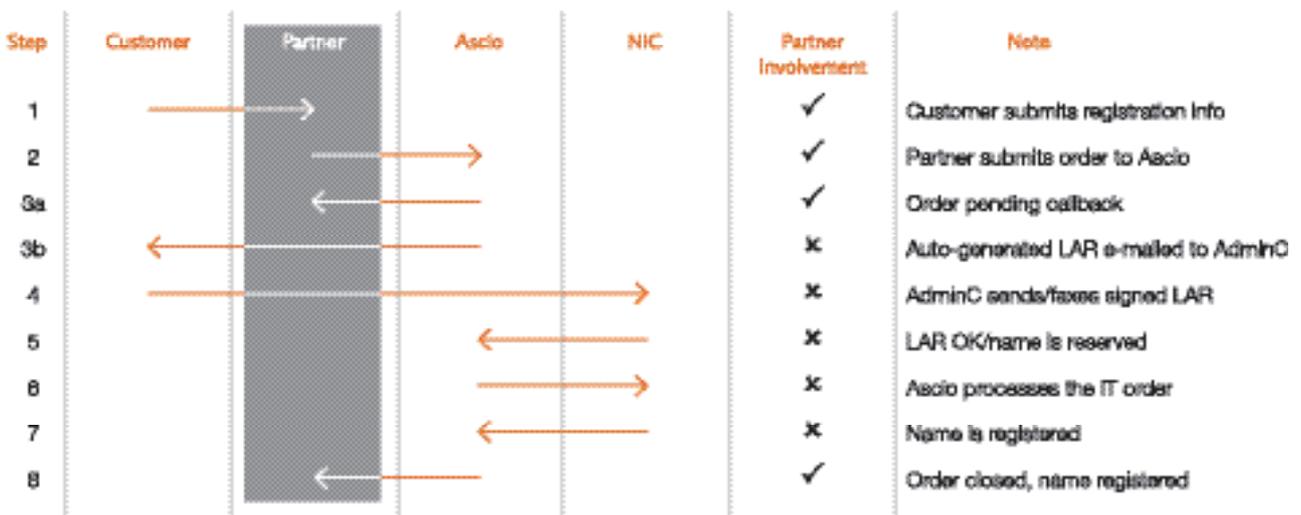
.it registrars and resellers of such registrars must make sure that the right LAR type is completed correctly and submitted to the .it Registry. This process is time consuming and error prone and makes the .it Top-Level domain less attractive in comparison to the less formal gTLDs and several ccTLDs.

How to register .it with Ascio

AscioNIC relies on well-structured orders sent by our partners. For partners to register .it, they need to submit the order through an email template or through API. Based on the information in the API or the email template, AscioNIC is capable of auto-generating the LAR. AscioNIC will initiate the document workflow by automatically emailing the LAR to the Admin Contact of the domain name. AscioNIC's automation will choose the correct LAR type based on the Registrant Type identified in the order and fill it in as required. This process eliminates data errors and ensures the fastest possible workflow because the Admin Contact will send the signed LAR directly to the NIC.

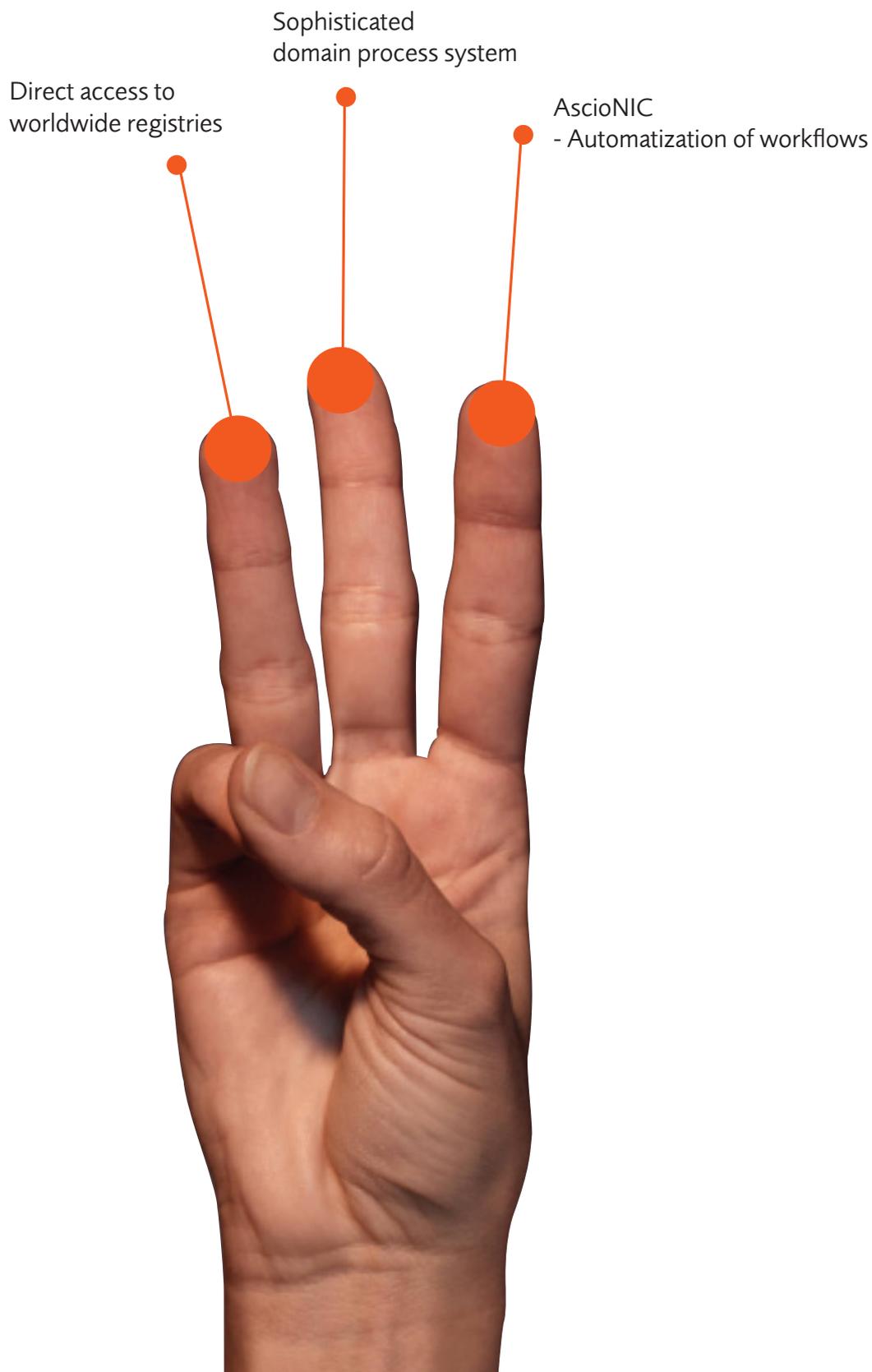
Registration process for .it

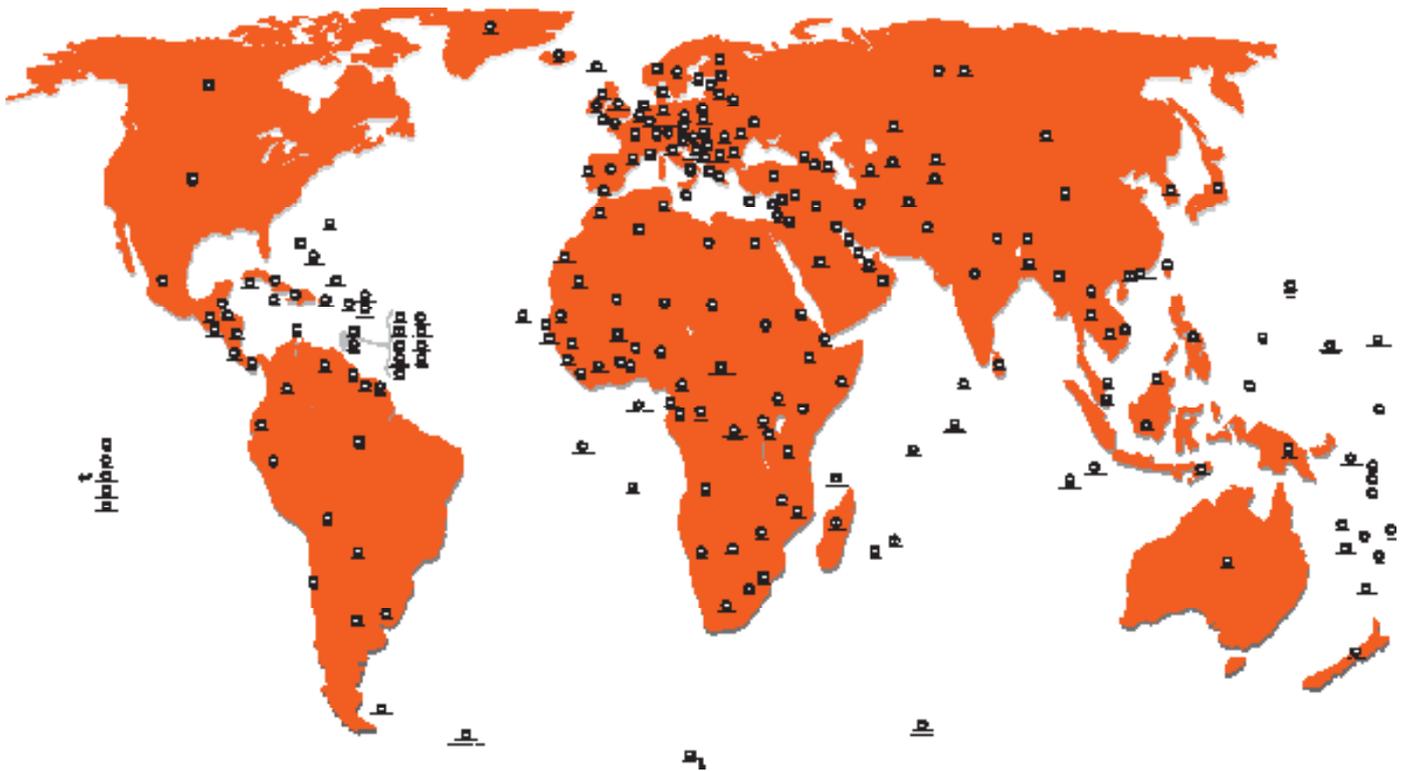
As can be seen in the diagram below, the workflow completely frees the partner from any document handling, thereby effectively making .it registration as painless as possible.



Save time and resources

We have automated contact updates, admin contacts, name server updates and transfers, as well as registrations and renewals - more than 90% of all transactions. As a result, using AscioNIC saves you time and resources at every turn.





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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