

## SILVER SERVER

INTERNET & NETWORK SOLUTIONS

Case study:

# SILVER SERVER, AUSTRIA

### About Silver Server:

Silver Server implements the Internet and network solutions for businesses of all shapes and sizes guided by technological innovations and an all-in-one service for our customers. With the security of long-term experience and extensive expertise in all areas of current communication and information technology.

Founded in 1994, we now support a large number of renowned companies and organizations in Austria. We are currently talking to three locations including two data centers in Vienna. A young team of technicians, trained support staff and an efficient back office provides optimized data flows of our customers, as well as for the solid growth of our own company.



## Case study:

### SILVER SERVER, AUSTRIA

Partnership with Ascio has given Silver Server GmbH the ideal registration engine, enabling it to offer its customers fast, reliable domain registrations and a vastly expanded range of ccTLDs.

#### History

Since Silver Server launched back in 1994, the Austrian company has been an innovative internet service and hosting provider, with a core focus on corporate clients. As well as its high quality standard products, Silver Server also offers tailor-made data communication solutions. Silver Server's products include customised broadband internet, professional hosting solutions, server co-location and a range of other Silver Services.

#### The Issue

Before teaming up with Ascio, Silver Server worked with another registrar which offered a limited menu of TLDs and a clumsy, inefficient registration process. As the company grew, it became obvious that the registrar's inability to keep up with Silver Server's innovative business approach was hampering further expansion. What Silver Server wanted was not just a supplier, but a partner with whom it could thrive and grow, now and in the future.

Silver Server needed access to a system that could make domain

registrations quick and reliable and offer a truly global choice of TLDs. As the market for ccTLDs began its rapid growth, more and more customers were demanding a broader selection of TLDs to support their presence in various markets around the world. Silver Server's hunt for a new registrar that could provide all this ended when it became clear that Ascio was just the reliable and professional partner the company needed to fulfil its current and future needs.

#### The Solution

"It was so easy to integrate with our existing registration system that we were literally up and running within a week," says Silver Server's Leader of DNS, Florian Weber.

"All we needed to do to start registering through Ascio was to get some basic training on the Ascio system from our technical support contact, and the rest was worked out over the phone and by email.

"Building your own registration system can take months, but with Ascio you can start registrations

within a week and fulfil customers' needs immediately. We integrated with ascioNIC through a unified interface, and their email template is easy to use and easily integrated with existing infrastructure. Ascio is the ideal choice for partners like us with smaller portfolios because we do not have the development resources to go it alone. The AscioNIC template means we need just one email form to register all the TLDs we handle.

We just fill in the form and email it to ascioNIC for validation and processing," says Weber.

"With Ascio we get support for all TLDs, including the Ascio TLD kits, packed with information about every TLD and its restrictions and requirements. We always get professional support, in German, and the prices are fair."

#### The Result

Since Silver Server signed the contract five years ago, it has more than tripled the size of its domain portfolio, adding 3,000 domains, most of them ccTLDs.

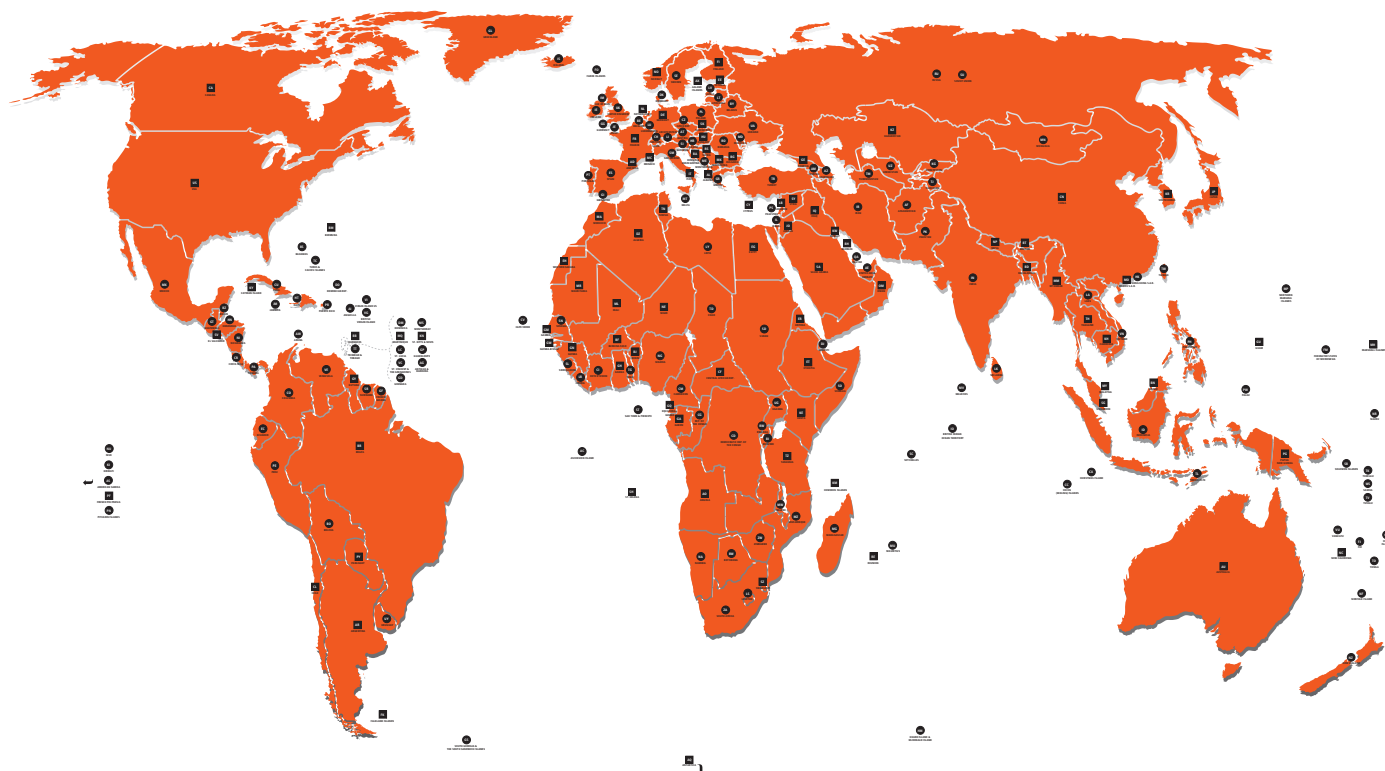


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## About Ascio

Ascio, founded in 1999, currently has a total of more than two million domains under management and employs 350 people in offices in Copenhagen, New York, London, Paris, Nice, Zurich, Oslo and Munich. Ascio is responsible for the provision of Domain Portfolio Management services indirectly through more than 350 partnerships. These partners primarily include telecom operators; web hosting companies, Internet access providers and IP 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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The ccTLD Experts