



EMPOWERING
PARTNERS WITH
GLOBAL DOMAIN
TECHNOLOGIES

ascio

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Reliable domain name registration and portfolio management is the foundation of a successful domain name strategy.

DOMAIN PORTFOLIO MANAGEMENT

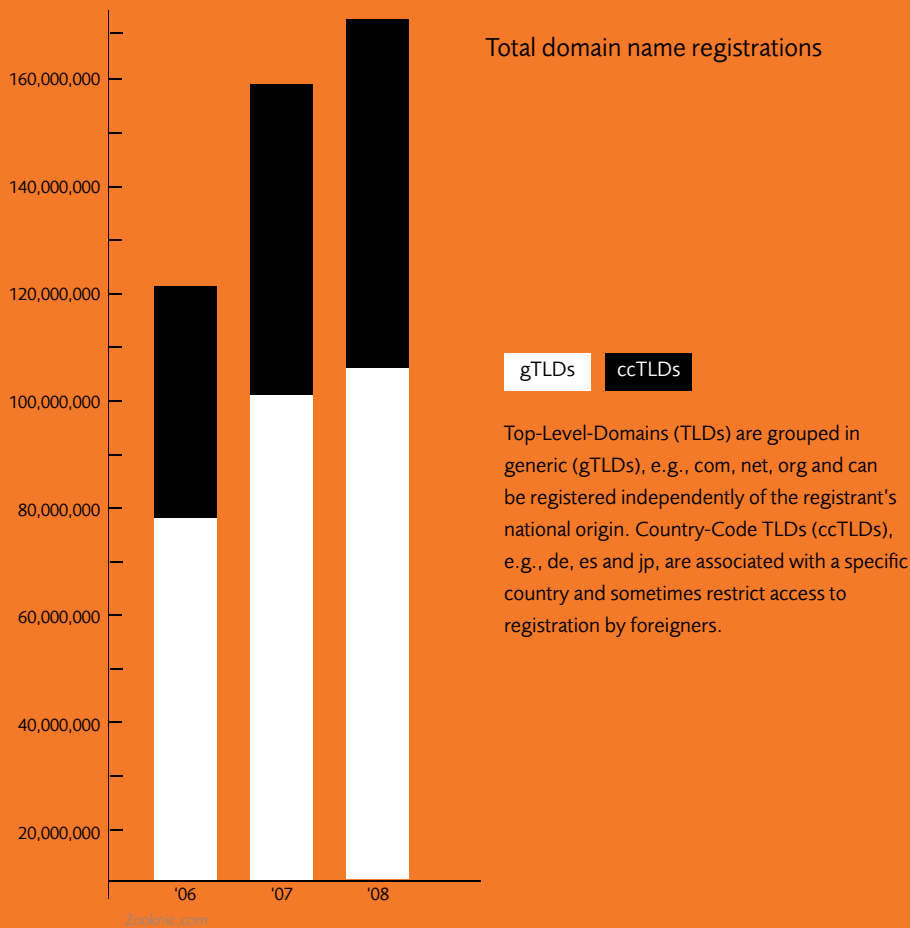
For the majority of companies worldwide, vital business operations have migrated online and are now reliant on the Internet. Domain names are valuable business assets as brands and trademarks have been for years. Domains increase brand awareness, drive traffic, expand sales and increase revenue by establishing trust and protecting customer experience. A typical international business registers hundreds – sometimes thousands – of domains to protect

its intellectual property rights and establish company and product brands throughout the world.

Reliable domain name registration and portfolio management is the foundation of a successful domain name strategy. The AscioNIC domain registration system and our infrastructure products provide you with this foundation. Domain businesses have a great business opportunity in helping their clients build their

brands and protect their rights on the Internet.

Building a successful domain business requires customers, the right products, and smoothly functioning systems. While this is simple in concept, it is by no means easy in execution.



The domain industry is as strong as ever: now is a perfect time to expand your business in new exciting directions.

THE DOMAIN INDUSTRY

The domain name industry has experienced excessive growth the last 3 years. With 174 million active domain names worldwide and a growth rate around 30% per year the industry is as strong as ever.

Three factors contribute to this expansion: product bundling, domain names registered to generate online advertising revenue, and the general expansion of Internet users around the world. Domain name registrars and resellers continue to offer product bundles in which a domain name is bundled with other Internet-related services such as web site hosting, blogs, email, and e-commerce tools.

In addition, there are a growing number of bundles that include a domain name with a parked web page and search engine listing. Registrants also continue to register domain names to set up parked web pages that display Pay-Per-Click (PPC) advertising links. Finally, the growth of Internet users to more than 1.4 billion people worldwide has helped drive new domain name registrations for companies

establishing their online identities and moving their business online.

Country-Code Top-Level-Domains (ccTLDs)

A trend within the domain industry is the increase in registration of country code TLDs (ccTLDs), such as .br for Brazil or .au for Australia. 2008 ended with a total base of just over 68 million ccTLD registrations.

Companies throughout the world have learned that ccTLDs to a great extent support regional marketing and improve search engine positioning, and that local protection of their business is a necessity when operating in local markets. Out of the more than 250 ccTLDs, the largest ccTLD is now .cn (China) in terms of the total base of domain name registrations with .de (Germany) as the second largest.

There is currently a remarkable increase in other ccTLDs including 4 domains with double-digit growth such as .ru (Russia), .pl (Poland), .tv (Tuvalu) and .cn (China).

Source: ZOOKNIC

Renewal of domain names

The domain name renewal rate is a key indicator of the strength of the domain name industry. The usage of domain names is a key factor in the high renewal rates since domain names that are in use are more likely to be renewed. In a recent study of all .com and .net domain names, 89 percent of these names are currently associated with a website; 65 percent are live sites and 23 percent are parked sites. Live web sites are those being used by an organisation or an individual.



Free the resources to do what you do best: servicing your customers.

WHY YOU SHOULD NOT REINVENT THE WHEEL

Entering the domain business can be expensive. Many resellers in the industry have a tough time making profits. They are not able to generate the critical revenue to support the cost base. Every Top-Level-Domain has its own rules, and every local domain name registry (Network Information Centre/NIC) uses its own procedures, prices and technology. Administering the differences between NICs 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, which require a

heavy investment in resources, administration and paperwork.

Key to success is increasing profitability and reducing business risks by outsourcing the registration system. You will then free the resources to do what you do best: servicing your customers.

Outsourcing to us lets you cut through all the bureaucracy and conduct your business with a service-minded company instead. The result is 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 levels across their domain portfolios.

By outsourcing your domain registration to us, you will

Get access to 250+ TLDs and 9 years of domain knowledge

We have automated and optimised the processing of ccTLDs more than any other registrar in the market. This enables us to offer a broad range of ccTLD transactions with the same speed and reliability as for gTLDs. We have 9 years of industry knowledge and experience in building a successful domain

business which we are willing to share with you.

Increase profitability

By outsourcing the domain registrations to Ascio you will dramatically reduce the initial investment and your overall fixed costs. You will not have to invest in and update production capabilities and tie up resources in production. With access to more than 250 TLDs 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 in product and worries about reaching breakeven. We have made the investment on your behalf and through economies of scale we can offer 250+ TLDs at competitive prices. All overhead costs are shared by the entire partner channel.

Eliminate excess capacity

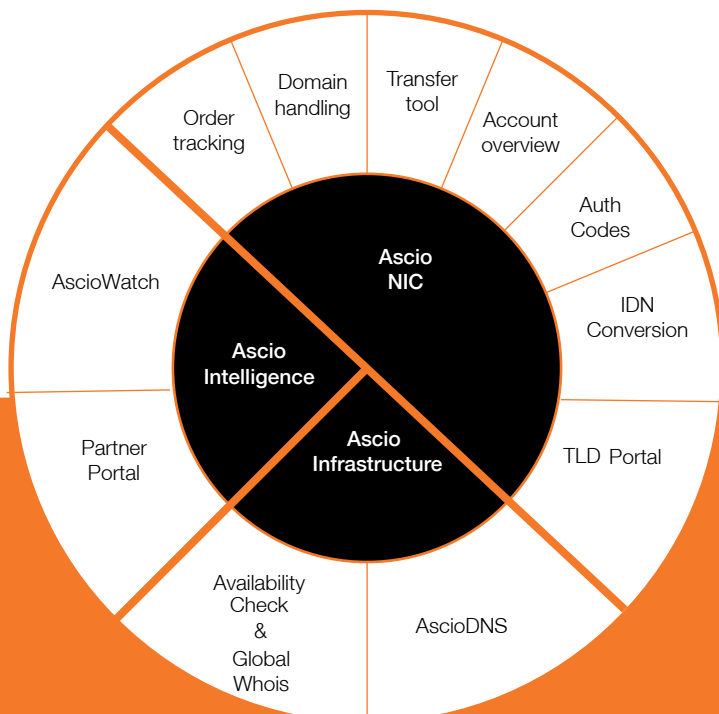
The demand for domain names fluctuates, which means that most companies experience excess capacity. This can be very expensive. By choosing to outsource to us, you will not be dependent on volume.

Reduce design-cycle times

Easy and quick launch of new products like the .asia TLD. 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.



OUR SERVICES



Account management and Partner support

We are a European company offering dedicated Partner support and account management in the Central European time zone. At Ascio you will receive support in all major European languages.

Webinars

We offer various webinars where you will get all the latest information on domains and products. Webinars are interactive presentation over the internet where you will be updated on the latest information and can ask questions to the presenters.

Fulfil the needs of your clients completely and immediately even when they ask for very exotic TLDs.

ASCIONIC

AscioNIC is a unique domain registration system that offers standardised registration and management procedures for more than 250 TLDs. New TLDs are continuously introduced - among the latest additions are .asia, .me and soon also .tel.

At Ascio we handle all aspects of domain management in even the most exotic suffixes.

AscioNIC is the ideal registration engine 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:

Reliability

You can trust us with your customers' domains. AscioNIC features auto-renewal of domains to ensure that domains are never dropped due to human error. AscioNIC runs on fully redundant systems with 24-hour monitoring and online alerts.

Advanced Products

In addition to the unrivalled breadth of the TLD offering, new advanced products are continuously added, including queues for new TLDs and Local Presence products enabling your customers to register domains under otherwise restricted TLDs.

Simplicity

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. AscioNIC also makes domain transfers easy to handle. 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.

Customisable

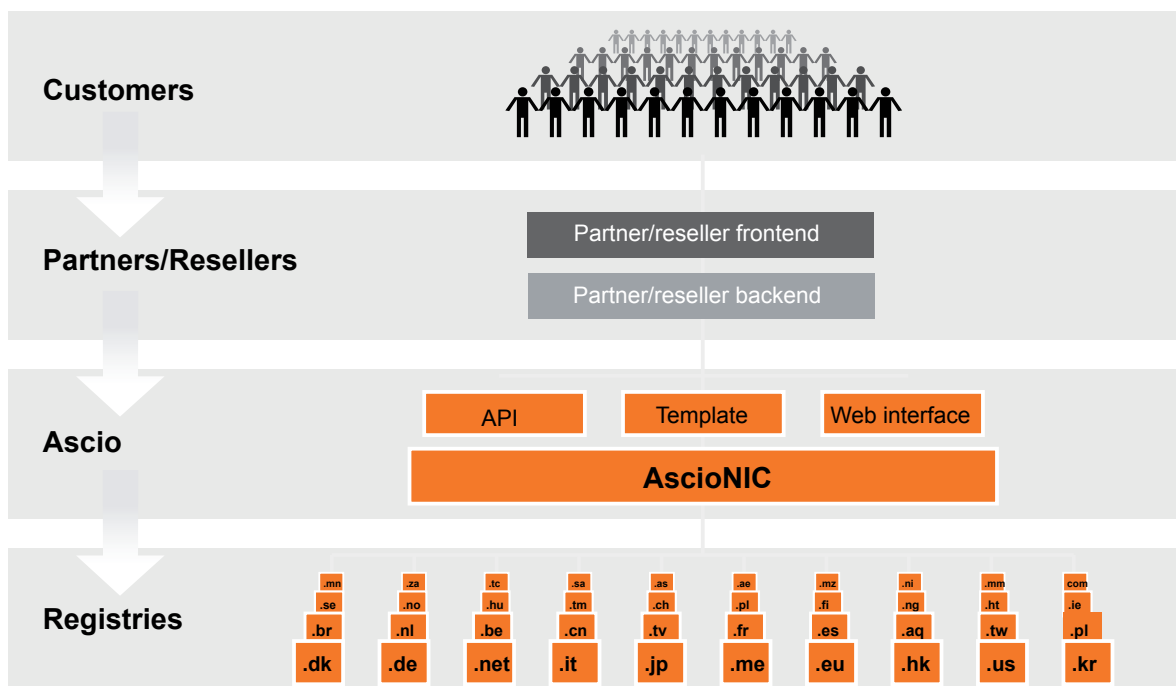
AscioNIC can be integrated into your business to suit your specific needs.

The Ascio Web Service is an XML/SOAP-based web-service API that can be integrated easily with any existing provisioning system.

A simple integration can also be achieved using our standard email templates.

Automated processes

We have automated and optimized the processing of ccTLDs more than any other registrar in the market. AscioNIC processes all TLDs through our advanced and flexible workflow engine, ensuring consistent order tracking and fast order fulfilment. This enables us to offer a broad range of ccTLD transactions with the same speed and reliability as for gTLDs.



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

ASCIO INFRASTRUCTURE

Ascio has an advanced technical infrastructure, and depending on your needs, this infrastructure is available to you through the following products:

Availability Check and Global Whois

These products let you access essential domain information services across 250+ TLDs and choose between fast database checks

or live lookups. These services are available through a web interface or GUI and through an automated API depending on your needs.

Ascio DNS

AscioDNS is a powerful management tool, which gives full control over DNS configuration and related services through an intuitive web interface. The ease of use, speed and

customisation features enable you to develop new and more differentiated service offerings for your customers as well as greatly improving the performance of existing ones.

ASCIO INTELLIGENCE

AscioWatch

Every brand that is in the public eye is potentially vulnerable to misuse by criminals, fraudsters or opportunists. Brand abuse is an unfortunate fact of business life.

But the big question is what you can do to prevent it and protect the value of key brands. AscioWatch allows your customers to monitor how their trademarks and brands are used and abused online, through a single browser-style interface.

AscioWatch features

- Global tracking of threatening domain name and trademark activity
- Monitoring of WHOis changes and

suspicious website content

- Daily reports of brand's appearances in auctions
- Effective worldwide surveillance of brands and trademarks
- The ability to protect both customers and brands
- Branded version with own logo and email address

Partner Portal

Our 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.

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 partner 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.



PARTNERSHIP WITH ASCIO

"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

"Ascio goal is to provide our Partners and their customers with high quality domain portfolio management and services to ensure that maximum value is obtained from their web presence. 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."

David Gandy
CEO
Ascio

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

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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.