

Look no further.  
With us you can find it all, even those  
exotic domain endings.



Availability  
Check



ascio

The basic prerequisite for selling a domain name is availability.

## ASCIO AVAILABILITY CHECK

If availability status cannot be determined rapidly and with a large measure of certainty, a domain sale can quickly turn sour. The buying experience depends on the customer's getting the domain name promised in his initial order. Ascio offers an availability check that can be customised to the various needs of both online and offline businesses, with a very broad TLD range as the common feature.

### Four different qualities

In order to enable you to optimise your business we give you four different Availability Check qualities to choose from. This gives you the opportunity to implement the right Availability Check quality in the right place in your business processes. With Ascio's Availability Check, you are sure to have the best quality data delivered in the most efficient way - if an answer exists, we will find it for you!

- **Speed Check**  
The Speed Check is working with cached zone file data and is the fastest way of performing an availability check. If the cached data has not been updated

recently, the Speed Check will reply with available or unavailable and a message advising that the result is based on older data.

- **Smart Check**  
The Smart Check will start looking for the name in the cached data and if it is not found there, it will continue to look for the name using NS lookup. The Smart Check will not reply with the same speed as the Speed Check, as NS lookups take longer. Instead the Smart Check will respond with a higher degree of certainty, as the answer is based on several data sources.
- **Smart-Live Check**  
The Smart-Live Check will start looking for the name in the cached data. If the name is not found there, it will continue to search for the name using NS lookup. If the name is not found there, it continues to search for the name using live lookup. If the name is not found anywhere during these stages, it will answer with available. The response time is high but so is the

reliability of the result.

- **Live Check**  
The Live Check will only perform live lookup of a name. The checks are based on WHOIS server, WHOIS at a website or finger at the registry level. This means that the name is always checked at the authoritative source: the registry, which should guarantee that the answer is accurate. The Live Check has a high response time and is dependent on the registries' service but will always provide the most reliable answer.





## Proper implementation of Ascio's Availability Check will increase your turnover dramatically.

### IMPLEMENTATION

The right implementation of the four different Availability Check qualities is the key to success. It is essential for your business and for future profit that this is done correctly. Below is our advice regarding this process. Please contact your account manager for more details on how to implement Ascio Availability Check in the most efficient way.

#### Online sale

The online sales process can roughly be divided into two stages:

#### Stage 1 – Search for available domains.

When online customers conduct availability searches (e.g., 25 TLDs), a quick response is essential. Ascio Speed Check provides exactly that. Even though many names are checked in one operation, it is very fast and ensures that an online customer will not lose patience with your site.

Ascio Smart Check can also be implemented at this stage. The Smart Check can be used for both high- and low-volume searches, though the importance of response time should be considered for high-volume searches. The Smart Check represents the best technical response to the need for a balance between speed and quality.

#### Stage 2 – Register the domains.

Before the customer makes the final registration of the selected domains it is vital to check that the domains are actually available at the registry. The possibility exists that someone else has registered the domain just before your customer, and that the information is not yet in the cached data or the name servers. Ascio Live Check is ideal at this stage to provide the best possible answer by checking the availability at the actual registries.

#### Corporate Clients

When your sales organisation is working with

corporate clients, they are dependent on fast and reliable information. With Ascio's four different Availability Check qualities, they will always have the right tool at the right moment. For example, if an account manager needs to know the availability of a large number of various TLDs for a client's new product trademark, Ascio's Speed Check would be perfect for the task. After the corporate client has selected from the list of available domains, the account manager will need a more accurate check such as Smart Check or Live Check in order to ensure that the purchase can be executed.

### GLOBAL COVERAGE

Ascio's Availability Check offers an unrivalled breadth of coverage. Currently, more than 60 TLDs are supported on Speed Check, and more than 70 on Live Check. Smart check, which combines the other two, offers Availability Check in more than 70 TLDs worldwide.

#### Technology

The interface for Ascio's Availability Check is based on SOAP/XML, making it easy to integrate into your systems.



Namesco

Availability Check implementation at Ascio partner Namesco.com.

## KEY BENEFITS

- Availability Check suited to meet your speed and quality requirements
- Checks for a broad range of TLDs on a single interface
- Speed Check, Smart Check, Smart-Live Check and Live Check
- Support your Account Managers in the best possible way
- Increase your turnover for your domain business by up to 20%
- Easy integration through SOAP/XML

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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.