

Aggressively reducing the  
costs of managing a  
domain portfolio



ccTLD  
Outsourcing

ascio

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

### OUTSOURCING OF CCTLDS

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 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. More than 80% of all transactions submitted to Ascio are handled automatically. This enables us to offer a broad range of ccTLD transactions with the same speed and reliability as gTLDs. 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 9 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 registration 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 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 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.
- 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.

To register the top-20 TLDs in the world, you need to implement 14 different registration interfaces. With us you need just one.

## 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 9 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.



## 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 more 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.

"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.

### 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

More than 80% 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 80% 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

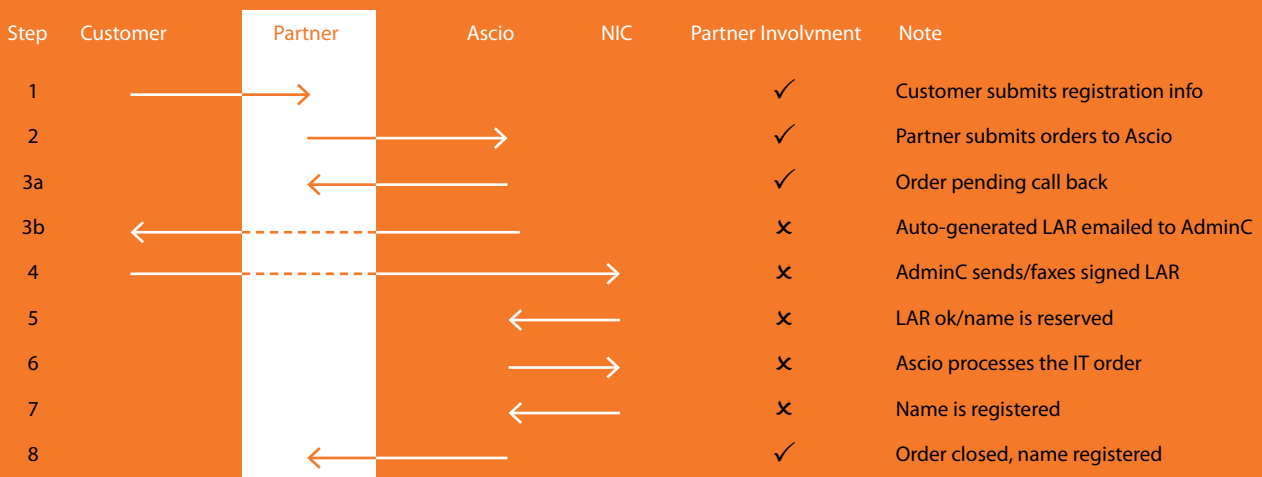
LAR type based on the Registrant Type identified in the order and fill it in as required. This process eliminates data errors and ensures the fastest possible workflow because the Admin Contact will send the signed LAR directly to the NIC.

CALL US TODAY TO LEARN MORE ABOUT THE BENEFITS OF OUTSOURCING YOUR CCTLD REGISTRATIONS

+45 33 88 61 00

### 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.



Ascio Denmark  
Arne Jacobsens Alle 15  
2300 Copenhagen  
Denmark

Tel: +45 33 88 61 00  
Fax: +45 33 88 61 01  
sales@ascio.com  
www.ascio.com

Ascio Germany  
Landshuter Allee 12-14  
80637 Munich  
Germany

Tel: +49 (0) 89 383 291 20  
Fax: +49 (0) 89 383 291 10  
sales@ascio.com  
www.ascio.com

## ABOUT ASCIO

Ascio is part of Group NBT, 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 340 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 350 partnerships. These partners primarily include telecom operators; web hosting companies, Internet access providers and IP law firms.