

Reliable, Controlled Management of Your Domains

Domains – a precious asset

The internet has become the main channel for marketing, communication and business transactions with customers and suppliers. Domains are the key to your company's internet presence, to the visibility and easy access to your products and services, to ensuring that your customers can correctly use your internet-based services and to securing the global protection of your own brands. Domains are therefore a vital asset for enterprises and institutions and must be protected accordingly. Despite their complex technical requirements, they should be easy and efficient to manage and should fit seamlessly into internal business processes.

DomiNIC® – the Benchmark for Domain Management

As manufacturer of the benchmark domain and DNS management product, DSS has launched a new product to meet this challenge: DomiNIC4brands focusses on your internal business processes – management information, controlling and revision, liquidity planning, reporting, statistics, etc. Processing of technical transactions – decisive for the reliable operation of internet services – is fully automated and highly reliable. Running in the background, the transactions are embedded transparently in your business processes.

DomiNIC®

The screenshot displays the DomiNIC4brands web interface. On the left is a navigation menu with options like Search, Order management, Domain, Search orders, Order Approval, FAX Approve, Temporarily steered orders, Administration Information services, Tools, Help, Discard order, and Logout. The main content area is titled 'Order data' and contains a summary of order data. It includes a breadcrumb trail: Order > Contacts > Nameserver groups > Resource records > Send. Below this is an 'Order' form with fields for Domain name (dominic), de, normal, Business Unit id (DSS), Order Type (Transfer), Runtime (1 Year(s)), and checkboxes for Approved and Owner change. There are 'Multiple-domain order' and 'Start date' sections. The 'Start date' section has radio buttons for 'Process the order as soon as possible' and 'Process the order on the following date', with a 'Starting date and time' field set to 2008-01-16 11:27:51. Below are 'Domain specific information' (Project: none) and 'Order specific information' (Cost type: personal requirements, Cost unit: transaction costs). 'Back' and 'Next' buttons are at the bottom.



A growing domain portfolio

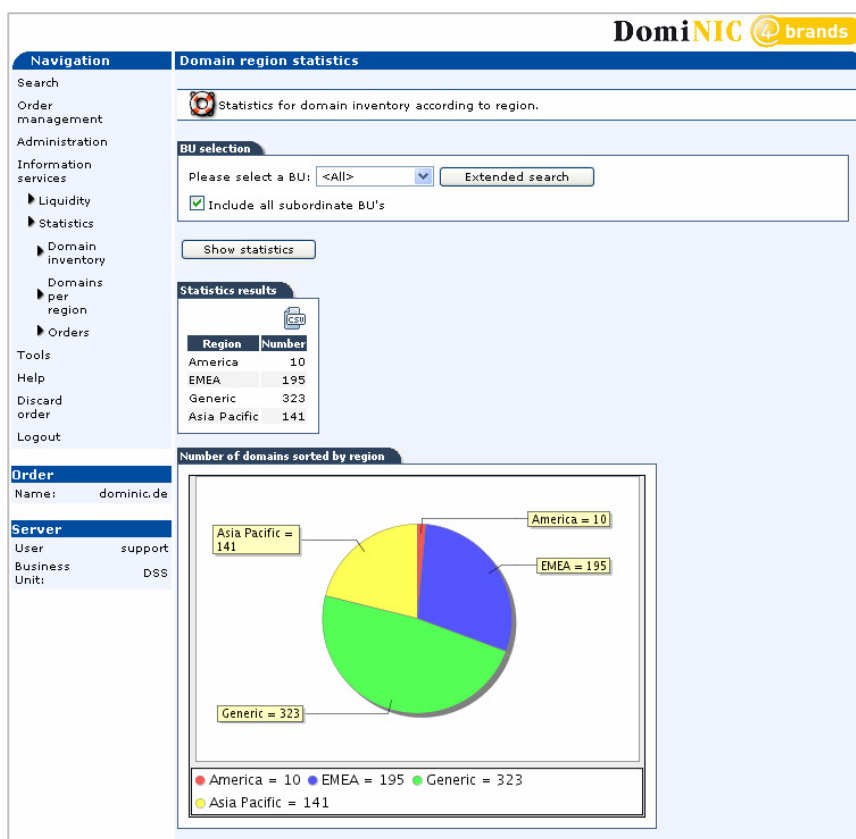
Company and product names, catchphrases for advertising campaigns, and special offers and events – these and others appear on company websites, and can also be used in domain names linked to a particular site. The domain ending – the so-called top-level domain or TLD – is chosen according to the coverage of a particular website (for example UK, Europe, worldwide). Some domains may be registered under many TLDs to cover different countries.

To avoid misunderstandings and to prevent misuse, similar-sounding names and common misspellings should also be registered. This is an important strategy to prevent potential customers landing on someone else's website because of a typing error and to prevent the misuse of a domain name, for example for phishing attacks

Do you have the overview?

The result: Several thousand domain names – some long-term, others only for the duration of a particular campaign – with various domain endings for a range of purposes and business areas, combined with a confusing mass of formal requirements and process modalities. This gives rise to a number of questions:

- ⇒ How to keep a clear overview of the sheer volume of used and required domains?
- ⇒ How to keep track of the monthly costs of maintaining the domains?
- ⇒ When do domain registrations need to be renewed and which domains can be cancelled? And how to ensure that this happens on time?
- ⇒ What are the costs of registering the required domain names for a successful worldwide brand launch? Are enough suitable domain names for the brand available?
- ⇒ Who controls and keeps track of when and by whom registrations are initiated in your company?
- ⇒ Who is responsible for taking over reserved domains?



DomiNIC4brands – The professionals' choice

The DomiNIC software system has been on the market for many years. The benchmark product in the field of domain management and name server administration, it is used by many well-known companies. DomiNIC automates the technical domain registration and administration processes for all official TLDs. In all, about 1,200 namespaces (1st and 2nd level) are available and can be managed in parallel. In line with formal specifications, all registration data are verified at the time of input and the name servers are automatically configured, even within complex structures.

This comprehensive functionality is the cornerstone of DomiNIC4brands. All technical performance features, including interfacing with a provider, are available unrestricted and run fully automated in the background. In the foreground there are numerous functions tailored specifically to the target users of DomiNIC4brands:

- ⇒ Full automation of corporate domain administration processes.
- ⇒ Full connectivity to institutional and corporate structures (multi-client capability)
- ⇒ Highly configurable assignment of user rights
- ⇒ Central control also for distributed domain administration
- ⇒ Automated resubmission with time monitoring and escalation strategies
- ⇒ Complete documentation for full audit trail
- ⇒ Comprehensive reports and graphic representation of statistics
- ⇒ Process-level cost planning and cost control

The DomiNIC4brands Licensing Model

DomiNIC4brands is designed to get you started in productive operation quickly. In the first six months you consolidate your domains and migrate them to the DomiNIC4brands platform. Throughout this time, DomiNIC4brands can handle an unlimited number of domains. In addition to our comprehensive product service, DSS supports you with commissioning and consolidation with the following services:

- ⇒ Installation and training on the running system
- ⇒ Operator and administrator training
- ⇒ A one-day workshop to develop internal business processes and configuration of up to three standard processes
- ⇒ Connection to a provider through the supported interfaces

After the first six months of the initial contract, renewal contracts are signed with a renewal period of one year each. These follow-on contracts include a comprehensive range of services, including our support hotline.

Your contact:

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