



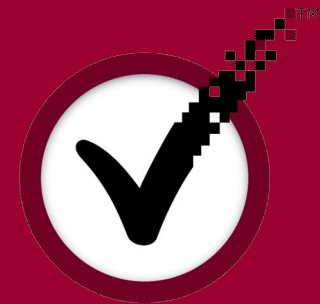
# Services for Registrars

September 8-9, 2008

Sofia

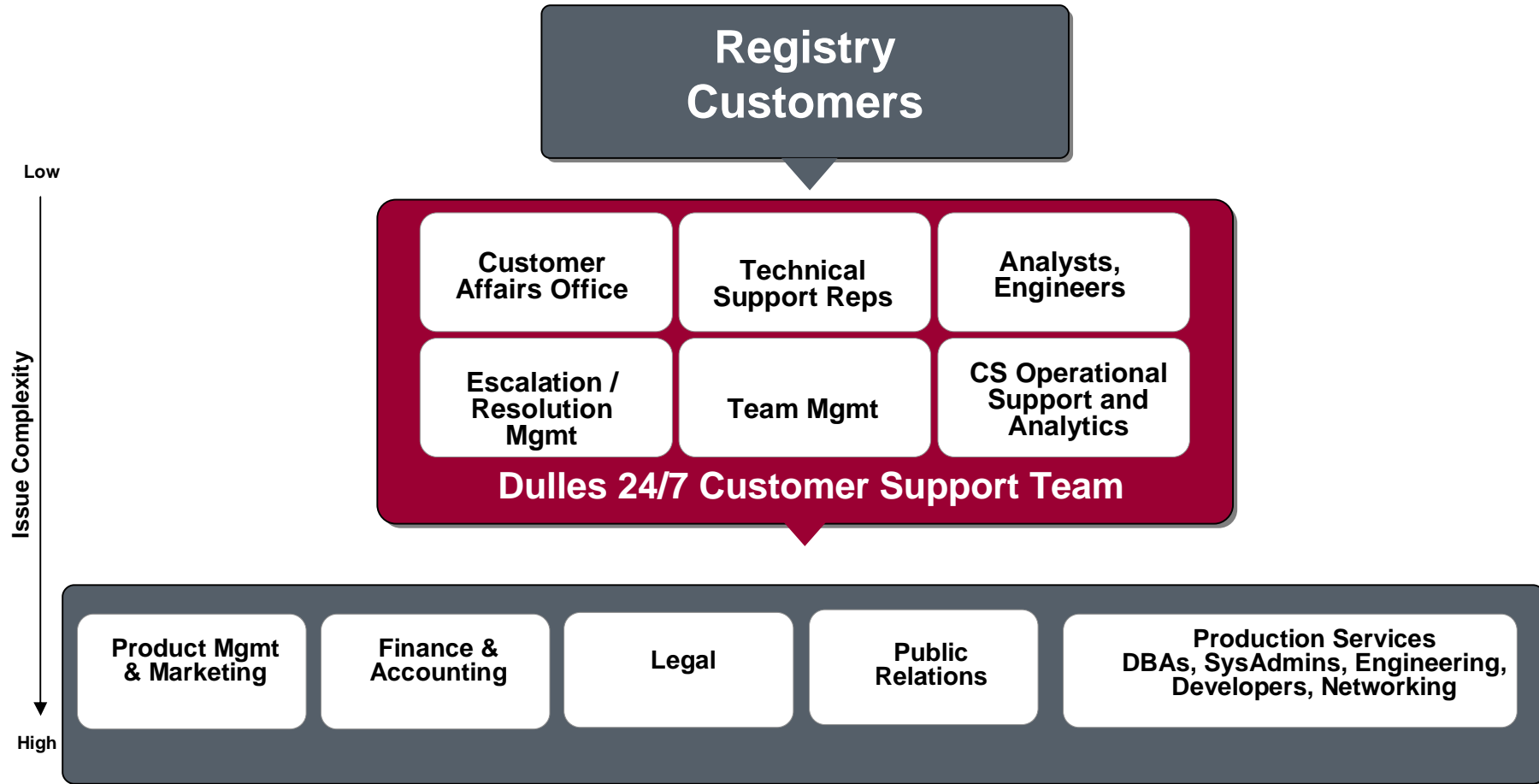
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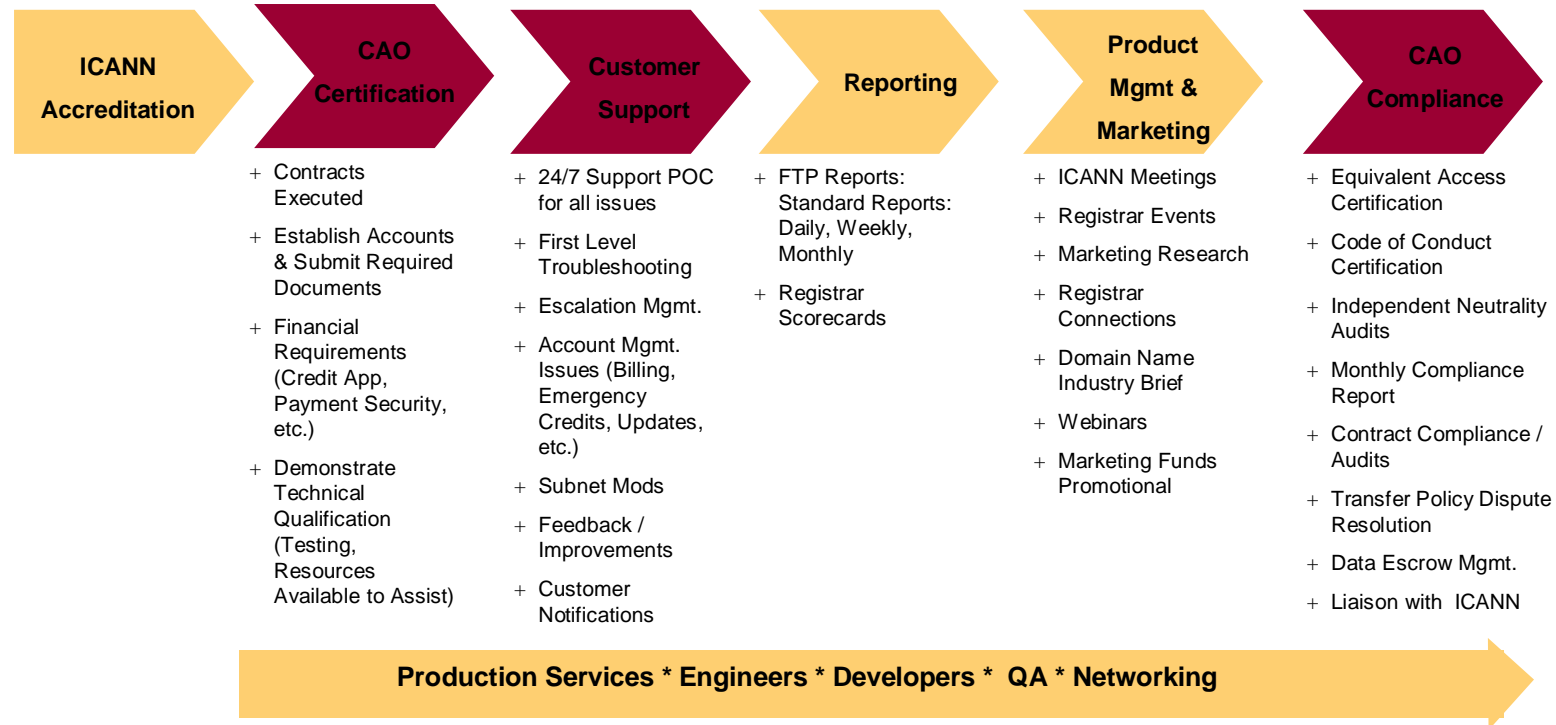


# Customer Centered Support Design

*Create a Terrific Customer Experience*



# Registrar Support Touch Points

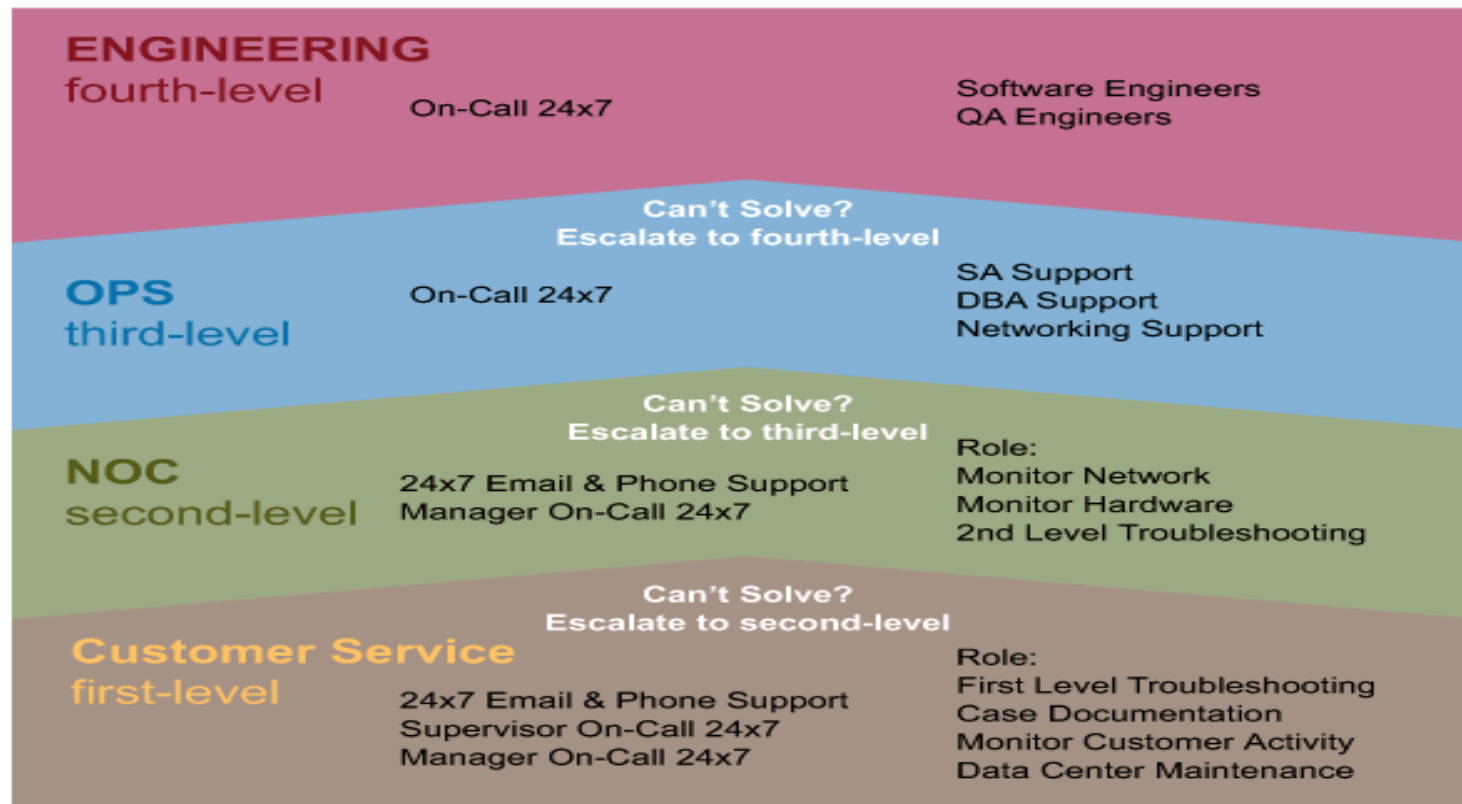


***Customer Support: Available, Accurate, Advocates***

# Tiered Escalation Process

***Escalations are managed quickly thru all levels 24/7***

## Support Levels of Operation



# Name Store Manager

- + Web based tool providing Registrars with three basic functions:
  - **Management of domain names**
    - View products enabled for your account
    - Restore domain requests
    - Modify domain names
    - Add domains for TV, CC, .JOBS
  - **Management of Com/Net/Name Store accounts**
    - View Account Balance, LOCs, and posted payments/deposits
  - **Management of CSR, Finance and Technical users**
    - Update Security Credentials
    - Update User Profiles

# Registrars Have Questions

**How many of my customers' Web sites and domain names are related to travel? >>**



**<< Which domain names are registered but are not being used for a Web site or email?**

**How can I find Web sites that have video content so I can offer registrants a corresponding .tv domain name? >>**



# Internet Profile Service Provides Answers

## + What it is

- A complementary service from VeriSign to help registrars improve registration and renewal rates
- Relevant, actionable intelligence related to Web sites and domain names to help identify potential customers for targeted marketing campaigns and new business opportunities

## + Key characteristics:

- Offers an innovative way for registrars to learn more about new and existing .com, .net, .tv and .cc domain name registrations
- Helps registrars learn more about domain name and industry trends and how their customer base compares to them
- Provides information on millions of domain names based on analysis of hundreds of domain name and Web site attributes

# Profile of Complex Live Site Based on Attributes



# Relevant, Actionable Intelligence

Programs	Types of Reports	How to Use Them
<b>Cross-Sell and Up-Sell Campaigns</b>	Rich Media Content  Internationalized Domain Names  Non-resolving Domain Names	Target customers with offers for corresponding domain names and complementary services
<b>Renewal Campaigns</b>	Newly Registered Non-resolving Domain Names  Expiring Domain Name Report	Get detailed data on customer domain names that are not resolving and less likely to be renewed
<b>New Registration Campaigns</b>	Vertical Insight Reports	Get detailed data on customer base compared to industry averages and marketing tools to reach new target audiences

# Domain Name Suggestion Service

- + Optimized list of relevant domain names
- + Suggests available domain names
  - .com, .net, .tv, and .cc
- + Optional “filters”

* Keyword(s) or Domain name:	<input type="text" value="joegibbs"/>	<input type="button" value="Submit"/>
Extension:	<input checked="" type="checkbox"/> .com <input checked="" type="checkbox"/> .net <input checked="" type="checkbox"/> .tv <input checked="" type="checkbox"/> .cc	
Include:	<input type="checkbox"/> Hyphens <input checked="" type="checkbox"/> Numbers	
Filter:	<input type="checkbox"/> Sensitive Content	
Topical:	<input type="radio"/> Off <input type="radio"/> Low <input checked="" type="radio"/> Medium <input type="radio"/> High	
Basic:	<input type="radio"/> Off <input type="radio"/> Low <input checked="" type="radio"/> Medium <input type="radio"/> High	
Related:	<input type="radio"/> Off <input type="radio"/> Low <input type="radio"/> Medium <input checked="" type="radio"/> High	
Similar:	<input type="radio"/> Off <input type="radio"/> Low <input checked="" type="radio"/> Medium <input type="radio"/> High	
Max Domain Length:	<input type="text" value="18"/> (Max 63 characters limit)	
Results Display Type:	<input type="radio"/> Table <input checked="" type="radio"/> Grid	
Max Results:	<input type="text" value="20"/>	

Domain Name	com	net	tv	cc
joegibbs	X	X	Y	Y
JoeRedskins	Y	Y	Y	Y

Rank	Domain Name	Availability	Score
1	joegibbs.com	registered	1000
2	joegibbs.tv	available	965
3	joegibbs.cc	available	931
4	JoeRedskins.com	available	805
5	JoeRedskins.net	available	779
6	RedskinsGibbs.com	available	760
7	CoachGibbs.net	available	755
8	JoeRedskins.tv	available	753
9	RedskinsJoeGibbs.com	available	749
10	CoachJoeGibbs.com	available	738
11	JoeGibbsnyder.com	available	738
12	RedskinsGibbs.net	available	735
13	JoeRedskins.cc	available	728
14	RedskinsJoeGibbs.net	available	724
15	CoachJoeGibbs.net	available	712
16	JoeGibbsnyder.net	available	712
17	RedskinsGibbs.tv	available	709
18	SnyderGibbs.com	available	705
19	RedskinsJoeGibbs.tv	available	698
20	JoeResigns.com	available	694

# Data Analyzer

- + Beta Service
- + Available traffic data for Non-existing domain names
  - Match domain names
  - Score based on DNS traffic



- + DNS queries captured by VeriSign
- + Traffic score over:
  - 1 week
  - 1 month
  - 3 months
  - 6 months
  - 1 year

# Domain Name Zone Alerts

- + Service
  - Keep pace with rapid zone updates
- + Data
  - Zone File Updates
  - Approximately every 5 minutes
- + Service Tiers
  - **Standard:**
    - Registrars only
    - Facilitate administration
  - **Premium:**
    - Registrars & Non-registrars
    - Value-added services

## Example

```
md5sum 12dfkjsdfkl sdfwerawr13242dasdf
id 1234-5678
#####
add can020.ccsnet.net A
add can020.ccsnet.net A 204.124.166.98
add can020.ccsnet.net A 204.124.166.98
add can020.ccsnet.net A 204.124.1.1
add superhorse.com NS
add parker-company.com NS
ns1.comstar.net
add southernil.com NS ns1.intertek.net
add southernil.com NS ns2.intertek.net
add southernil.com NS ns1.savvis.net
delete can020.ccsnet.net A
delete southernil.com
```

A large graphic featuring the letters 'Q' and 'A' in a bold, dark red, sans-serif font. A small blue plus sign is positioned between the two letters. The graphic is centered between two horizontal dashed lines.

QUESTIONS + ANSWERS