

AfiliasSM

Global Registry Services

Powering Successful DomainsTM



AfiliasSM
GLOBAL REGISTRY SERVICES

About Afilias

- Afilias Limited is a leading provider of advanced domain name registry services and currently supports over 13,000,000 registrations
- Afilias Offices:
 - Headquarters in Dublin, Ireland
 - Sales offices in London, England
 - Operational facilities in Toronto, CA
 - Admin. offices Philadelphia, USA
 - Operational offices in New Delhi, IN

The Afilias logo features the word "Afilias" in a white, sans-serif font. The letter "i" is replaced by a stylized globe icon. A small "SM" trademark symbol is positioned at the top right of the word.

- *Founded in 2000*
- *Irish-based entity*
- *Privately held*
- *13 million domain supported*
 - *2 generic Top Level Domains (gTLD's)*
 - *.ORG and .INFO*
 - *3 Sponsored TLD (sTLD's)*
 - *.mobi, .asia, .aero*
 - *10 country code TLD's (ccTLD's)*

Afilias TLDs under management



What should be considered?

- How many of you are currently considering using a back-end registry provider?
- What is most important to you?
 - Technology
 - Policy
 - DNS
 - IDN's
 - Industry Support
 - Transition from Restricted to Unrestricted
 - Marketing
 - Access to more registrars
 - Billing
 - Others?

Options

- “DIY”—Do It Yourself

- Pro

- Full control of expenses
 - Full control of technology
 - “Direct” model eliminates the middleman

- Con

- Expensive (no scale)
 - Difficult to keep up with technology (IPv6, IDN)
 - Limited access to distribution channel

- Outsource the technology (not policy)

- Pro

- Predictable expenses
 - Current technology
 - Registrar access

- Con

- Perceived loss of control
 - Flexibility
 - More middlemen to pay

Unparalleled Industry Knowledge

- **Deep Relationships in Internet and Domain Industry**
 - Good relationship with ICANN
 - Deep relationships with more than 375 registrars worldwide, who account for more than 95% of the global domain name sales channel
- **Understands Community Value & Leadership**
 - **Civil Society:** Internet Society (ISOC)
 - **Global Coordination Bodies:** APTLD, CENTR, LACTLD, AFRINIC
 - **Internet Governance Forums:** UN-WSIS, WHOIS Task Force
 - **Technical Coordination:** IETF, OARC, W3C, IPv6 Forum, DNSSEC Forum, DNS Ops Forum, Redemption Grace Period Task Force
 - **Security Forums:** ICANN Security & Stability Committee (SSAC); US Dept. of Homeland Security Consultations
- **Knows how to work with Governments and Regulatory bodies (ICANN)**
 - Decision processes plus security, audit and reporting requirements
 - Discretion, Security, Stability built into our staff recruiting and training
 - Indian Government (.IN)

Selected For Ability & Experience

■ Unmatched Migration and Launch Experience

- .MOBI Launch May 22, 2006 without incident
- Seamlessly migrated .ORG registry with 2.7 Million domains
- Completely revamped India's national domain registry in 60 days
- Migrated 10 other registries from legacy systems

■ Go-To Provider For Serious TLD Contenders

- 2002 – .ORG - Partnered with Internet Society (ISOC)
- 2004 - .MOBI - Selected by MOBI Founders (Microsoft-Nokia-Vodafone) over VeriSign & NeuStar
- 2004 - .ASIA - Preferred partner for registry services
- 2004 - .IN – India selects Afilias in competitive bid process
- 2006 – SITA selects Afilias to revitalize and grow the .aero domain
- 2006 – Belize (.BZ) selects Afilias as new Registry Provider
- 2007- Montenegro (.ME) selects Afilias as launch registry provider

Proven Technology Expertise

- **Secure & Stable Architecture**
 - Five-tier security design
 - Strong DDoS Protection
 - No interruption during the North American power blackout of Aug 2003
 - Afilias peak capacity design has handled 100x increase in registry transactions (Most registries only build for 10x)
- **Standards Compliant & Flexible Software**
 - Highest SLA standards in domain industry
 - Network and platforms designed for high security and performance
 - Pioneer in registry technology: EPP, IDN, Anycast DNS, IDN-over-EPP, PostgreSQL, IPv6, DNSSEC,
- **Afilias has received high rankings by ICANN**
 - 2006 INFO and ORG (for PIR) contracts renewed
 - 2005 Successful ICANN bids – MOBI, ASIA (both approved)
 - 2002 ICANN Evaluation: Afilias supported ISOC bid rated top bidder for .ORG

Complete Registrar Management

- Fully compliant EPP interface
- Web admin interfaces for registrars
 - Useful for Tech Support, and allow less sophisticated registrars to manage domains
- Registrar Services
 - 24/7 registrar technical support
 - OT&E (staging) environment for registrars
 - Self-help Website
 - Startup support for registrars
 - Accreditation of registrars based on ccTLD policies
- Open-source Registrar Toolkit

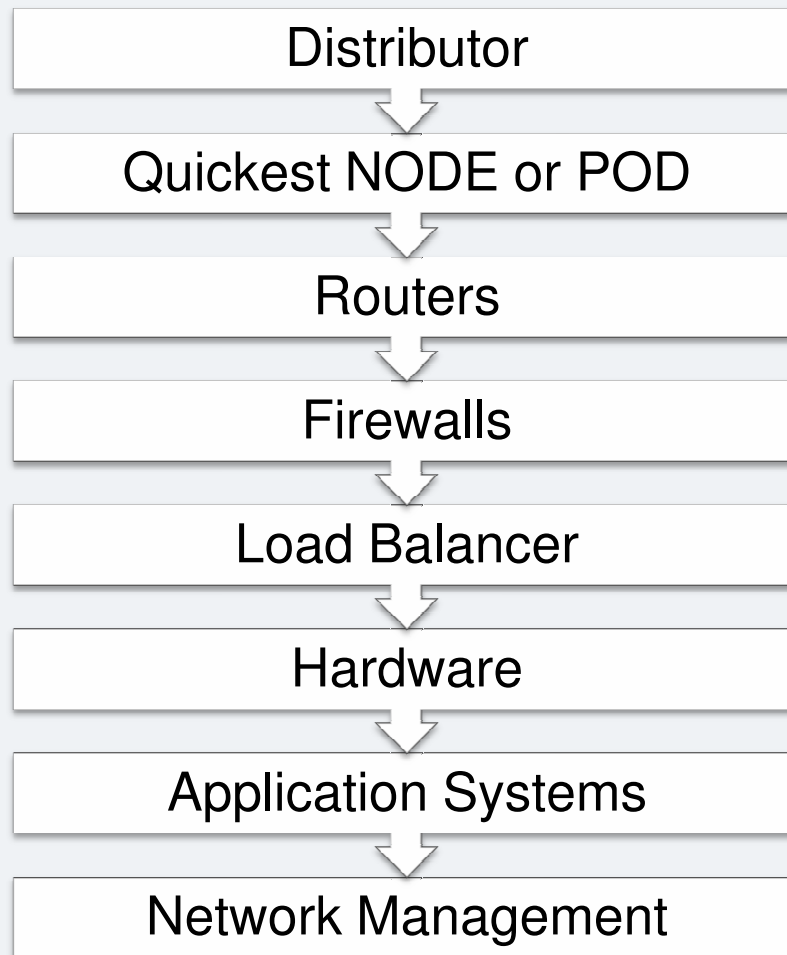
Software Development

- Rapid Application Development (RAD)
 - Consultation / Business Development
 - System Design Stage
 - Hardware & Software Architecture Design
 - Operational Evaluation Stage
 - Implementation Stage
 - Operational Growth & Testing
- Java based system
- Object-Oriented analysis and design tools
- Fourth generation programming languages
- Online bug-tracking system
- Ticket tracking system for problem resolution

We currently support 10 IDN scripts

- DA – Danish
- DE – German
- ES - Spanish
- HU – Hungarian
- IS – Icelandic
- KO – Korean
- LT – Lithuanian
- LV – Latvian
- PL – Polish
- SV – Swedish

Diverse DNS Architecture









Diversity at all levels

- *Multiple DNS providers*
- *Bandwidth providers with a minimum of 1 gbps*
- *Geographically diverse datacenters*
 - *in 20 locations worldwide*
- *Cisco and Juniper Routers*
- *Multiple firewall and load balancer providers*
- *Servers with varied architecture*
- *Bind 9.5 and NSD (NLnet Labs)*
- *3 network monitoring tools*

Marketing & Partnership

- Market to top registrars around the world
 - To carry the TLD
 - To inform and persuade registrants
- Help TLD build a cadre of local registrars
 - Planning / advice / materials
- Supporting collateral materials
 - Positioning and strategy
 - Sample marketing messages & tools
- Special promotions
 - Periodic promotions that fit into registrar plans and cycles

Over 90 Registrars offer Afilias supported ccTLDs, including top 6:

- Active 24 ASA
- Bulk Register, LLC
- CPS-Datensysteme
- Dotster Inc.
- directi.com
- eMarkMonitor, Inc.
- Enom Inc. 
- GoDaddy 
- GMO Internet, Inc.
- iHoldings.com, Inc. d/b/a DotRegistrar.com
- InternetX
- Key Systems GmbH
- Knipp Medien und Kommunikation GmbH
- Net4India
- NetNames Ltd
- Network Solutions 
- Register.com 
- Schlund+Partner AG 
- Tierra Net dba Domain Discover
- Tucows 
- Variomedia IT-Service GMBH

EASY: Use existing registry connections AND financial account

Technical & Registrar Support

- 24x7x365 Technical Support
- Advanced ticketing and tracking system
- Full support from Afilias
 - Front-line Customer Support
 - Administrative / Billing / Financial Support
 - Technical Support
- Response and escalation procedures
 - Level 1: Technical Inquiries
 - Level 2: Systems outage involving non-critical operations
 - Level 3: Catastrophic outage or disaster recovery
- Communications / Notices to Registrars (on behalf of ccTLD)
 - Int-tech-notify mailing list

Deferred Revenue System & Billing

- Afilias DRS System
 - Extensive deferred revenue system (DRS) for audit trail and accounting requirements
 - Compliant revenue realization
 - Transaction Collection and Revenue Recognition (based on GAAP)
 - Amortization of revenues by month
 - Detailed financial reports
 - Web access to view transaction details
- Web Billing Tool
 - Invoicing & Registrar Reports
 - Registrar general & credit information
 - Printing & sending invoices & reports
 - PDF format support
- Billing Report Repository
 - Excel & CSV formats

Deferred Revenue System & Billing

- DSI Technology Escrow Services (Iron Mountain Inc. – NYSE: IRM)
 - Offsite storage of database backups & active files
 - Daily backup of non-database servers
- Detailed disaster recovery procedures
- Customized backup, escrow & failover solutions
- Open source RDBMS – PostgreSQL
- Full EPP XML logging
- Key consideration for security and stability as a public resource

Assistance on Policy Configurations

- Customizable values for grace periods (compliant with global industry & ICANN standards)
 - Create grace period
 - Redemption grace period
 - Auto-Renewal & Deletion grace period
 - Transfer response period
- Min/max domain name length
- Minimum name server requirements
- 2nd Level and 3rd Level registration capability
- Granular permissions to registrars
- Special registry access roles
 - Registry operator super-user
 - Auditor read-only access

Sample Performance Report

Performance Specification	Registry	Name Server	WHOIS	WHOIS
Service Availability*	99.9% per calendar month	100% per calendar month	99.9% per calendar month	
Processing Time – Add, Modify, Delete	800 ms	-	800 ms	
Processing Time – Query Domain	400 ms	-	-	
Processing Time – WHOIS	-	-	800 ms	
Processing Time – Name Server Resolution	-	300 ms	-	
Update Frequency	immediate	15 min	15 min	
Planned and Unplanned Outage – Duration (maximum)	8 hrs/month	4 hrs/month**	8 hrs/month	
Planned Outage – Timeframe	00:00-23:00 UTC Saturday	00:00-23:00 UTC Saturday	00:00-23:00 UTC Saturday	
Planned Outage – Notification	7 days	7 days	7 days	

Service availability numbers exclude planned outage time.

** Afilias has never had to utilize a planned outage time for name servers in its entire operational history (7 years).

Complete Value Proposition for our customers

- Registrar outreach and volume build up
- Customized domain name solutions
 - Premium names
 - Reserved names
 - Auctions
 - Trademark names
 - Special prices – volume discounts
- Solutions to maintain security, privacy, accessibility
- “Registration to Resolution” turnkey solution

Complete value proposition for our customers

- Reporting
 - GAAP conformant Deferred Revenue Accounting
 - Registration and Trend reporting
 - Usage and market-share analysis
- Registrar/Industry Outreach
 - Deep connections to major volume movers
 - Frequent registrar interaction
- Specialized Customer Service & Technical Support
 - Aimed at Registrars
 - Trained staffers handle calls, emails, fax etc “private label”
- Rapid Deployment
 - 120 days from official “start” to “deployed”
 - Excellent uptime and reliability
- Standards conformant technology
 - Comply with industry standards
 - Expert at evolving extensions to standards as needed for specialized purposes 21

Excellence in Registry Services

Supports more diverse TLDs than any other registry provider

Stable

- 100% guaranteed resolution
- Resilient to attacks
 - Global network
 - High capacity
 - Anycast

Successful

ScalableSM

Afilias

Most transition experience to ensure smooth, reliable migration.

Proven

Secure

solutions to support operations for multiple size registries

Reliable, diverse technology with multiple layers of redundancy, back-up and security systems

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Questions?

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