ccTLD AUTOMATION

Unleash the True Potential of your ccTLD

Presentation by:
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Lead – ccTLD Automation Solutions

www.logicboxes.com
Agenda

• State of the Industry

• TLD Distribution Strategy

• How can your ccTLD achieve its full potential?

• Proof of Concept

• About LogicBoxes
Let’s quickly look at some stats..
# Internet Penetration Data

<table>
<thead>
<tr>
<th>Region</th>
<th>Internet Users (as of Dec 2000)</th>
<th>Internet Users (as of Jun 2014)</th>
<th>Internet User Growth (2000 – 2014)</th>
<th>Current Internet Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>114.3 Mil</td>
<td>1,386.2 Mil</td>
<td>1,112.7%</td>
<td>34.7%</td>
</tr>
<tr>
<td>Latin America</td>
<td>18.1 Mil</td>
<td>320.3 Mil</td>
<td>1,672.7%</td>
<td>52.3%</td>
</tr>
<tr>
<td>Africa</td>
<td>4.5 Mil</td>
<td>297.9 Mil</td>
<td>6,498.6%</td>
<td>26.5%</td>
</tr>
<tr>
<td>Europe</td>
<td>105.1 Mil</td>
<td>582.4 Mil</td>
<td>454.2%</td>
<td>70.5%</td>
</tr>
<tr>
<td>Middle East</td>
<td>3.3 Mil</td>
<td>111.8 Mil</td>
<td>3,303.8%</td>
<td>48.3%</td>
</tr>
<tr>
<td>North America</td>
<td>108.1 Mil</td>
<td>310.3 Mil</td>
<td>187.1%</td>
<td>87.7%</td>
</tr>
<tr>
<td>Oceania</td>
<td>7.6 Mil</td>
<td>26.8 Mil</td>
<td>251.6%</td>
<td>72.9%</td>
</tr>
</tbody>
</table>

Source: internetworldstats.com
Internet User Distribution

Historical & Projected Trends

<table>
<thead>
<tr>
<th>Year</th>
<th>Advanced Economies</th>
<th>Emerging Economies</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>92%</td>
<td>8%</td>
</tr>
<tr>
<td>2005</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>2010</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>2015</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>2020</td>
<td>48%</td>
<td>52%</td>
</tr>
</tbody>
</table>
TLD Distribution Strategy
TLD Distribution Strategy

The way we use and the way we consume the internet has changed

Complete Inversion of Demand-Supply Dynamics

Pre 2013

21 gTLDs

SUPPLY

500 Registrar

DEMAND

Post 2013

1000+ gTLDs

SUPPLY

500+ Registrar

DEMAND
TLD Distribution Strategy

Your ccTLDs v/s Others
TLD Distribution Strategy

Registrars choose which TLDs they want to focus on selling
What Are The Implications?
What Are The Implications?

• Severe competition for visibility on the Registrar’s storefront

• Registries will need to compete for marketing support from Registrars

• Registries will need to rethink Distribution Channel Management & Marketing
So what do You do?
So what do You do?

• Take control of distribution and ensure success

• Reduce dependability on third party Registrars

• Reach out directly to customers and address their needs

• Enable local resellers who are well positioned to sell your ccTLD to your Target customers
What is the Ideal Solution?
What is the Ideal Solution?

Get the Best of both!
How can your ccTLD achieve its Full Potential?
How can your ccTLD achieve its Full Potential?

1. Start a Flagship Storefront for your ccTLD

2. Build a Reseller / Distribution network unique to your ccTLD

3. Automate all business functions

4. Sell additional high-revenue Web Presence Products
1. Start a Flagship Storefront

."Your ccTLD

FREE Add-ons with every Domain Name!
Get over $100 worth of Free Services with every Domain you Register

- Free Email Account
- Privacy Protection
- Domain Theft Protection
- DNS Management
- Domain Forwarding
- Bulk Tools

Why Should I Register?
- Get your unique identity
- Get your choice of name
- Improve your SEO rankings
- Protect your brand
- Get personalized service
2. Build a unique Distribution network

- Create a wholesale network for your ccTLD
- Distributors who have already built a relation with your customers, and have ready access to them
3. Automate all Business Processes

- Automate all business critical functions: Provisioning, Sales, Marketing and Finance
- Ensure the platform you choose is one that has evolved over the years and has a comprehensive support system around it
4. Sell additional Web Presence Products

- Sell high-margin products such as:
  1. Email Hosting
  2. Web Hosting
  3. Digital Certificates
  4. Website Builders

- Boost average revenue per customer

- Increase customer stickiness
Proof of concept
.MN Case Study

Namespace growth 350%

Namespace (2005) 3,300
Namespace (2015) 16,000

Registrar-Arm Market Share 75%

Email & Web Hosting Orders 3,500+
.MN Case Study
About LogicBoxes
About LogicBoxes

- 9.5 Million+ Domains Under Management
- 320,000+ New Domains Added Each Month
- 4th Largest Domain Services Provider in the World
- 100+ Active Registrars across 30+ Countries
About LogicBoxes

Some of our ccTLD Partners
Thank You

For a No-obligations discussion on your ccTLD growth plans

Get in touch with me at
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