Era for ccTLD consolidation and its future

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Why consolidation?

- New gTLD competition
  - Dilute the existence of ccTLD
  - Direct competition e.g. .FM replace with .radio
  - Price war possible

- Cooperation among registries to boost volume and popularity
  - Cross country promotion
  - gTLD and ccTLD joint promotion

- Brand Perspective - Promote protection of all ccTLDs in the world
What are the obstacles?

- Each registry has its own policy and rules
  - Unrestricted
  - Semi-restricted
  - Restricted

- Each registry has its own system
  - Registry & Registrar
  - Reseller model
  - Direct with registrant

Is there a system to address these obstacles?
CCTLD BOX
Sells all domains in the world instantly
What is CCTLD BOX to Registrar?

- Empowers registrar to sell every ccTLD and gTLD in the world.
- Instant registration
- A secured private label web-appliance
- A complete marketing and consolidation engine for ccTLDs and gTLDs
- Have your own registrar connection? Replace with your own in CCTLD BOX
- Registrars use CCTLD BOX to recruit resellers
What is CCTLD BOX to Registry?

- Allows registry to sell gTLDs and ccTLDs too
  - E.g. dotPH
- Creative marketing ideas:
  - Cross-country promotion - Buy .asia get .sg free
  - Buy .hk in 2008 renew for free in 2009
- Whatever promotion campaign you think of, CCTLD BOX achieves them
- EPP1.0-compliant API
- Registries use CCTLD BOX to recruit and certify more registrars
What is CCTLD BOX to Resellers?

- Allows resellers to sell gTLDs and ccTLDs
- Resellers use **CCTLD BOX** to recruit sub-resellers
- Cast marketing net wider
- No need to spend effort on building technology and systems
That’s not all!

• Set up within 30 minutes
• Completely private label with uploading of company’s logo and color theme
• The best email templates engine
• Set your selling price and price differentiation
• Flawless and accurate transaction flow, full automation in place to ensure no mistakes
That’s not all!

- **CCTLD BOX** is the answer to raising ccTLD’s popularity

- **CCTLD BOX** casts your marketing net further and wider
  - 400 partners using **CCTLD BOX**

- Available in English, Chinese, Japanese, Korean, German

- Future additional language in Bahasa Indonesian, Portuguese, Dutch, Spanish and Arabic
How it works?
CCTLD BOX Structure

- Partners are allowed to sell all TLD extensions in the world
- **CCTLD BOX** offers 2 kinds of login accounts

  - **Business Account** – Partner’s account configuration
  - **Customer Account** – Customers transact and pay for domain names offered by Partners
Partner’s Business Account

- Customizable Interface
- Email Customization
- Selling price setting
- Preferred language selection
- Preferred payment gateway
- Multiple User Login
- Grant different rights and roles to your staff
- Generate and track invoices with different payment types easily
- Generate comprehensive sales and performance reports
Customer’s Account

- Support **bulk orders** for registrations and renewals
- Enable option to **auto-renew**
- Access to concise **country rules wiki**
- **Default settings** for contacts and nameservers at extension level
In the Business account...
Partner’s branded portal

Login ID
Password

Forgot your password?

Sell All Domains in the World.
Instantly.

CCTLD BOX
Customizable Interface

Customized the look and feel of your business account with your logo, selectable template and css
Email Customization

Partners will be able to customize email template if they do not want to use the pre-defined settings.
Set your selling price

- Partners are allowed to set their own prices for domain names or other services.
- Partners can offer different pricing to different customers too!
Preferred language selection

Partners can choose their preferred language for their panel, currently available in English, Chinese, Japanese, Korean and German.
Set payment gateway

Partners can choose their preferred credit card payment gateway, currently accepting Worldpay and PayPal.
Multiple User Login

• You can create different user/staff authorized to login.
• Identify their roles as Manager, Finance, Technical or Operation.
• Each role has different access rights.
Grant different rights and roles to your staff

You can set user/staff with selective permission for contacts, Email template, nameservers, domain management etc..
Multi-level Partner Model

Registries can use this system to recruit registrars and immediately empower them with the technology to start selling.

Registrars can use this system to recruit resellers and immediately empower them with the technology to start selling.

Resellers can use this system to recruit sub-resellers and immediately empower them with the technology to start selling.
In the Customer account...
Customer Portal

Customers of Partner login with Partner’s customized look and feel with fully automated process to register domain name and knowledge base.
Enable option to auto-renew

You can set domain names to be auto-renew so that your customer can never forget about renewing their domain name.
Access to concise country rules wiki

You will be able to get extensive country rules with just two clicks!
Default settings for contacts and nameservers at extension level
ICANN Sydney 2009
Future of ccTLDs

- Information transfer and awareness needed *(country rule wiki)*
- Promotion is necessary *(cross promotion)*
- Platform for IDNs *(multi-lingual system)*
- Registry & Registrar system recommended *(CCTLD BOX)*
- ccTLD BRANDING
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Thank You