How To Sell Domain?

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Role of registrar:

- Act a Channel Partner to Registries
- Act as consultant and advisors to Resellers/Registrants
- Profit oriented
Challenges of registrar:

- Eroding margins
- Demanding Customers
- Retaining Internal Skills
- Creative Go-to-Market strategies
## Priorities - B2B vs B2C model:

<table>
<thead>
<tr>
<th></th>
<th>B2B</th>
<th>B2C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Product breadth</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Feature/function of platform</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Service level</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Relationship</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>
Service Focus:

- Interfaces
- Stability – products and support
- Flexibility
- Information sharing
Who drives the business?

- Registry?
- Registrar?
- Reseller?
- Registrant?
Thank You!