

## NetNames Domain Name Management

**Whilst the importance of establishing and maintaining an online presence is well understood, those involved in managing a valuable portfolio of domain names are faced with a raft of complexities:**

- Varied registration requirements
- Complex technical considerations
- Legal implications
- Management of domains using a variety of languages and currencies
- Acquiring domains through auction or directly from third parties
- Keeping up-to-date with developments in the domain name world

NetNames has been innovative in developing the domain name industry and the experts employed by NetNames are passionate about helping you to establish and maintain an effective defensive and proactive corporate domain name strategy in line with your business objectives. NetNames can do this through the NetNames Platinum Service.

NetNames Platinum Service is our fully-managed corporate domain name management solution. With this service, we can help you to create, implement and maintain an effective corporate domain name strategy and process that will minimise domain name risks and allow you to be proactive, as well as defensive, when it comes to your URLs. Additionally, the NetNames Platinum Service helps you control your domain name costs and set up an effective administration system that allows workflows to be streamlined, document handling to be outsourced and huge numbers of invoices to be consolidated into just four quarterly bills, saving you time and money.

The NetNames Platinum Service is geared towards organisations that have 50 domain names or more and includes the following elements as standard:

- Portfolio analysis
- DNS hosting
- Guaranteed domain name renewal
- A dedicated account manager
- Flexible invoicing
- NetNames Platinum Manager – online portal

The service includes the management of all your domain registrations and transfers (provided by your account manager), domain name cost control advice, and the latest industry news pertinent to your needs via the NetNames Newsletter.

With NetNames Platinum Service you are buying more than just a domain, you are buying into the expertise, knowledge, experience, strategic advice and security that NetNames offers to protect your most valuable intellectual property asset – your domain name.

NetNames estimates that it costs approximately two hundred times more to recover a domain name than it does to defensively register the name in the first instance.



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" NetNames provides an excellent account managed service for our corporate domain portfolio.

Our dedicated account manager reacts very quickly to our requests, which is complemented by us having 24 hour access through the online management portal.

We have found the Platinum Service from NetNames to be the most comprehensive and cost effective way to manage our domain portfolio. We would not hesitate to recommend them. "

TESA

### NETNAMES UK

Prospero House  
241 Borough High Street  
London SE1 1GA  
UK

Tel: +44 207 015 9200  
Fax: +44 207 015 9365  
Eml: enquiries@netnames.com

Betjeman House  
104 Hills Road  
Cambridge CB2 1LQ  
UK

Tel: +44 1223 372 400  
Fax: +44 1223 372 401  
Eml: enquiries@netnames.com

### NETNAMES FRANCE

Green Side - BP 296  
400 Avenue Roumanille  
06906 Sophia Antipolis Cedex  
France

Tel: +33 497 212 212  
Fax: +33 497 212 211  
Eml: enquiries@netnames.com

124-126 rue de Provence  
75008 Paris  
France

Tel: +33 1 48 01 83 60  
Fax: +33 1 48 01 67 73  
Eml: enquiries@netnames.com

### NETNAMES USA

55 Broad Street  
11th Floor  
New York  
NY 10004  
USA

Tel: +1 212 627 4599  
Fax: +1 212 627 5744  
Eml: enquiries@netnames.com

### NETNAMES GERMANY

Landshuter Allee 12-14  
4. OG Nord  
80637 München  
Germany

Tel: +49 89 20 400 78 0  
Fax: +49 89 20 400 78 10  
Eml: enquiries@netnames.com

### NETNAMES SWITZERLAND

Staffelstrasse 10  
CH-8045 Zürich  
Switzerland

Tel: +41 44 204 16 80  
Fax: +41 44 204 16 81  
Eml: enquiries@netnames.com

### NETNAMES NORWAY

Majorstuhuset  
Kirkeveien 64 A  
N - 0364 Oslo  
Norway

Tel: +47 21 54 98 00  
Fax: +47 21 54 98 09  
Eml: enquiries@netnames.com

### NETNAMES SWEDEN

Mäster Samuelsgatan 60  
111 21 Stockholm  
Sweden

Tel: +46 850 516 472  
Fax: +46 850 516 410  
Eml: enquiries@netnames.com

### NETNAMES DENMARK

Arne Jacobsens Allé 15  
2300 København S  
Denmark

Tel: +45 33 88 63 00  
Fax: +45 33 88 61 01  
Eml: enquiries@netnames.com