



Key-Systems GmbH - KSregistry services

Key-Systems offers a wide range of products for the new TLD application round as defined by ICANN. This service is offered to applicants who intend to apply for their own regional, generic or .BRAND TLD (Top-Level-Domain). Having been a country code registry for years, Key-Systems possesses the extensive knowledge and expertise needed to operate a registry and to design the various assignment phases (Sunrise / Landrush / Go Live) when introducing new TLDs.

Our modular system consists of the following: Registry Core System, Whois Server Cluster, Nameserver Cluster, Billing and Invoicing Engine, Registry and Registrar Extranet and includes a white-label Registrar Web interface offering a hierarchical system of sub-clients. The system can be entirely modified to reflect your corporate identity.

Key-Systems has the right solutions for your needs providing best industry standards for your business and clients. An additional advantage for open registries is the wide range of the Key-Systems' distribution channels (more than 1800 resellers in over 200 different countries offering over 280 automated and semi-automated extensions) including the world's largest retail registrars.

Our highly-available failsafe cluster system offers high-end registry functions for all registry needs:

KSregistry main features

- ❖ API access through EPP, XML-RPC and other gateways
- ❖ Fully-featured white-label web interface
- ❖ Worldwide anycast DNS rootserver management including DNSSEC
- ❖ Customizable whois server output
- ❖ Detailed reports on distribution and usage of domain names and registrars
- ❖ Customizable policies
- ❖ Customizable billing and invoicing system
- ❖ Assistance with the ICANN application for new gTLDs (if required)
- ❖ Reliable and scalable infrastructure handled by domain experts
- ❖ Instant add-on of additional products as they are implemented into RRPproxy
- ❖ Full compliance with the ICANN guidelines for new gTLDs
- ❖ Whois escrow service handling
- ❖ Full OT&E system available
- ❖ 24 / 7 support and emergency response team
- ❖ Proven registry platform
- ❖ European jurisdiction for European clients / US jurisdiction for US clients
- ❖ Additional backup registry service provider available
- ❖ Data escrow service as required by ICANN
- ❖ Optional backoffice available

Our modular system allows you to use each of the main features separately. You can even combine the offer with your own existing infrastructure.

The modular system provides the flexibility you need to build a perfect service package for your own and your clients' needs. Modules can be added as required to fulfill even the most complex customer demands and enhancements.



Functional registry description:

- ❖ EPP 1.0 interface for all registry domain operations. The interface is built according to the following: RFC 4930, RFC 4931, RFC 4932, RFC 4933, RFC 4934, RFC 3735
- ❖ Web Interface and additional API to configure and manage all registry operations such as:
 - creating and modifying registrars
 - ability to create sub registrars
 - real-time account monitoring
 - low balance notifications
 - real-time statistics
 - ftp area for registrars
 - customizable pricing and price scales including a promotional system
 - access control lists providing different levels of access to system functions
 - white-label GUI for registry operator and registrars
 - blacklist functionality for restricted or reserved domain names
 - command volume control per registrar
 - all currencies supported
 - multiple access methods available on request
 - optional billing module

Technical registry description

Our system design follows state of the art architectural rules. The complete design is based on a 3-tier architecture which maximizes security. The modular design provides cost effective scaling of the system, allowing exponential growth of the new name spaces.

The production system is set up as a highly available solution. A backup system is running as a standby at different geographic locations. Management of our own data center provides full control and fast reaction time for all problems. Access to an OT&E system is also provided.

Additional technical features

- ❖ Whois cluster with SLA of 99.9% (excluding scheduled downtimes for maintenance) updated in real-time
- ❖ DNS anycast cluster based in different geographic locations (SLA 99.9%) updated in near real-time
- ❖ 2x redundant dark fiber 1 GBit/s connection
- ❖ TIER 3+ secured hosting facility with uptime monitoring and 24/7 support
- ❖ Customizable whois server output
- ❖ Powered by renewable energy
- ❖ Enhanced cooling system
- ❖ Secondary registry fall-back system hosted in Frankfurt/Main



Fees paid directly to ICANN:

Installment	Due	Price
Application Fee (one time)	Upon application	185,000 USD
Quarterly Registry Fee	After delegation	6,250 USD
Transaction Fee	Per new registration and renewal	0.25 USD
Data Escrow Fee	Upon delegation	depending on provider

Registry Operator shall pay ICANN a Registry-Level Fee equal to the Registry Fixed Fee of US\$6,250 per calendar quarter and the Registry-Level Transaction Fee. The Registry-Level Transaction Fee will be equal to the number of annual increments of an initial or renewal domain name registration (at one or more levels, and including renewals associated with transfers from one ICANN-accredited registrar to another, each a "Transaction"), during the applicable calendar quarter multiplied by US\$0.25, provided, however that the Registry-Level Transaction Fee shall not apply until and unless more than 50,000 domain name transactions (registrations, renewals and transfers) occur in the TLD and shall apply thereafter to each Transaction.

Pricing for Shared Registry System (SRS)

Key-Systems' Shared Registry Solution will provide registry systems meeting industry best practices and standards on a common infrastructure. This solution is volume based.

Features:

- ❖ EPP / (X)RRP, SOAP and Email Gateway for registration/administration services
- ❖ Root name servers (3) in three geographic locations
- ❖ WHOIS server
- ❖ 24x7 2nd-level support
- ❖ Uptime guarantee of 99.90% for registration service and whois
- ❖ Uptime guarantee of DNS infrastructure of 99.99%

Setup costs

Installment plan	Due date	Price
First year registry fee	50% upon signing 50% upon delegation there after upon contract renewal	Starting at 50,000 USD
Subsequent annual registry fee	Delegation renewal date	Starting at 50,000 USD

Pricing based on a typical .BRAND or regional TLD scenario with standard policy and implementation. For a more detailed offering of even the complex setting please contact our sales representative.

Additional per domain costs

From Domains	To Domains	Price
1	10,000	included
10,001	25,000	0.98 USD
25,001	45,000	0.96 USD
45,001	And up	0.92 USD

All prices are in US dollars and do not include applicable sales tax.
All transactions are subject to our general terms and conditions.



In addition to the SRS Key-Systems can provide a dedicated registry system (DRS). The DRS involves a setup fee for additional hardware components as well as an increased annual fee for maintainance.

As a third option we offer a Tiered Deployment that allows you to develop your .BRAND over time without launching it directly and actively using the TLD.

Included services:

- ❖ All basic registry core functions
- ❖ Full DNS (3 nodes) and whois compliance with ICANN regulations for new TLDs
- ❖ 24/7 2nd level support (in case of single registrant setup: 2nd level = 1st level)
- ❖ White-label registrar and registry interface / alternatively integration into client's BrandShelter account
- ❖ Technical answers to the ICANN application questions (22 – 40)
- ❖ Carefree guarantee (extended review risk coverage)
- ❖ Reporting to ICANN according to DAG specifications
- ❖ 3 day session for registry operation training

We can also support you with consulting services for the ICANN application process starting from 50.000 USD regarding your needs.

Our consulting services include:

- ❖ Definition of mission statement and domain name strategy
- ❖ Market analysis
- ❖ Concept for the use of your TLD
- ❖ Business plan, cost-benefit analysis, budgeting
- ❖ Project management
- ❖ Policy writing
- ❖ Writing and submission of the ICANN application
- ❖ Following up on your application through each application phase at ICANN
- ❖ Assistance with the technical implementation
- ❖ Support of the ongoing TLD operation

Please contact your sales representative at sales@key-systems.net or by phone at +49 (0) 6894 / 9396 850 or in the US at +1 703 574 3831 for more details on our DRS offering.



Timeline for the introduction of new gTLDs



Modules of KSregistry system





Additional service offerings

Service	Min. time unit	Price
Senior developer	1 day	1,400 USD
Senior trainer (additionally)	1 day	600 USD
Additional NS setup	per year for contract period plus additional hosting costs	2,000 USD
Back-office support*	1 month	1,500 EUR (Germany) 2,100 USD (US)
Consultation for ICANN application and guidance**	per contract	starting at 50,000 USD

Customized extensions to the registry core system require additional implementation and documentation and are priced based on implementation time at the senior developer rates listed above. Such additional services can be the implementation of external name server nodes, additional registry services or customizations to registration work flow. Please note that those services may invoke an extended review at the side of ICANN.

* Back-office support

The back-office support is intended for registry operators seeking to outsource registrar support and administrative tasks. The service is provided on a 1/3 shared time basis.

The service includes full office equipment and office space rent including a dedicated phone line, support for registrars and registry, email answering and technical assistance during the normal German or US business hours and days. Additional expenses for outgoing calls and postal fees are billed on a monthly basis.

Business hours in the US are defined as:

Monday to Friday, 8 am – 5 pm EST, excluding public holidays.

Business hours in Germany are defined as:

Monday to Friday, 8 am – 6 pm CET, excluding public holidays.

** Service offered through external consultant

What to do next:

- Inform your customers and the respective departments of your company about the possibilities of new gTLDs. Key-Systems can help you to understand all aspects of the new TLD process and the arising opportunities. It is crucial to understand all the details and implications of the new gTLD process.
- Now is the time to move. Interested applicants who choose not to apply in the first round will not have another opportunity to apply until the next round of applications is launched, potentially 5 to 8 years later.
- As the application window is approaching fast and the ICANN process is complex, applicants should start preparing their applications now. Key-Systems offers consulting services through an independent third party covering the entire ICANN application process. Services include legal consultation, feasibility studies, risk assessment, on applications and policy drafting. We will work together with your in-house departments on any aspect of the new TLD process which you do not wish to handle internally.
- Contact us for a detailed presentation on new gTLDs. Tell us how we can assist you and/or your clients. Key-Systems offers inhouse sessions based on availability of time and staff



Contact

Key-Systems GmbH
Im Oberen Werk 1
66836 St. Ingbert
Germany

sales@key-systems.net
+49 6894 / 9396 850

Key-Systems USA Inc.
604 S. King Street
Leesburg, Virginia 20175
USA

sales@key-systems.net
+1 703 574 3831

Additional Resources on the web:

Key-Systems Website:
<http://www.key-systems.net>

Timeline at ICANN Website:
<http://www.icann.org/en/minutes/timeline-new-gtld-program-20jun11.pdf>

The new TLD program:
<http://newgtlds.icann.org/>

New Domain Application Guidebook (DAG):
<http://www.icann.org/en/topics/new-gtlds/rfp-clean-19sep11-en.pdf>

Details on the evaluation process from ICANN:
<http://www.icann.org/en/topics/new-gtlds/gtld-evaluation-process-v1-82-au09-en.pdf>