

Company Portrait

Key-Systems

Press Information

1. Development

The German Key-Systems GmbH was founded in 1998 by CEO Alexander Siffrin. The company registers and manages internet addresses for currently more than 70,000 end customers and 1,700 resellers in 200 countries. At the moment Key-Systems administrates overall more than 2.6 million domainst. Immediately after the release of the international Internet addresses like .COM, .NET and .ORG in 2000, the company obtained the accreditation as a registrar from the supreme Internet agency ICANN (Internet Corporation for Assigned Names and Numbers). Since 2005 the company has consistently been listed on statistic portals like registrarstats.com or webhosting.info as one of the 15 largest and most rapidly growing ICANN registrars worldwide.

As ICANN registrar and as a directly accredited member of many registries for country-code top-level domains (ccTLDs), Key-Systems has direct access to the registration systems and can handle requests immediately. Currently, the company with 45 employees is able to offer more than 200 top-level and second-level domain endings through its three internet portals domaindiscount24.com, RRP-proxy.net and BrandShelter.com in a fully automated manner, for example the German .DE, the Indian .IN or the Brazilian .COM.BR.

2. Domain Business & Industry

The domain industry is distinguished by a strong, long-time growth. When Key-Systems was founded in 1998, there were approximately 220,000 .DE domains registered; today there are more than 13 million. At the end of 2009, the number more than 187 million domain names were registered (source: Verisign). More than 83.5 million domain names end with the most popular TLD .COM (source: Hosterstats, date: 09/12/01). As much as ten million dollars is paid for single domains like pizza.com, shopping.de or candy.com. Interest and activity in the industry continues to grow as the worldwide communication becomes increasingly digital. Consequently, companies in the domain industry no longer find themselves perceived as a niche business but have emerged to a multimillion dollar sector.

Key-Systems is one of the few German companies with an ICANN accreditation. The company's registrar solution stands out from the competition due to the quality of its software solutions and the large degree of automation integrated into the operations concerning the registration and management of domains. The team prides itself on a confidential, fast, and personal service. With our focus on the highest quality and competitive pricing, Key-Systems aims at gaining a position among the ten major registrars for generic TLDs worldwide, only two positions away as we are currently ranked at position twelve (according to registrarstats.com).

3. Structure of Supply

domaindiscount24 addresses end customers via a domain portal. Services offered include domain search, domain registration and transfer, and extensive extra services like web and mail space, vServers and SSL certificates. The fully automated portal is available in five languages.

RRPproxy is designed to provide services for business clients as resellers. The platform offers them access via a uniform gateway (EPP, web interface, Perl/PHP-API, SMTP gateway, SOAP, XRRP, HTTP, HTTPs) as wholesalers to fully automate the registration of domains for their customers.

Services like a subreseller system, a SMS gateway, vServers, SSL certificates and web space complete the reseller specific offerings via RRPproxy. The web space is accomplished through the “Hosting Management Environment Repository” (HOMER) developed by Key-Systems.

BrandShelter offers service solutions around the protection and the management of corporate domains. Companies, institutions and organizations can control their domains and brands on the Internet through an online portal. A monitoring service provides the clients with an overview of registered domain names which match with their brand names and trademarks or parts of them.

Furthermore, customers can consolidate and track their domain portfolio with Key-Systems, which includes among other things local presence services, whois and DNS administration and the management of transfers. BrandShelter will also support

companies in their application for a new top-level domain at ICANN and therefore offers the technical handling of the registry backend.

4. Recent Success Stories

In 2008 Key-Systems accomplished an allocation of 93 percent of all the reservations of its customers in the landrush of .ME. At the end of last year the company had a success rate of 98 percent within all the pre-registrations of its customers during the launch of the .TEL domain sunrise. With nearly 1,000 percent growth in five years the domain registrar ranked among the top 10 fastest growing technology companies in Germany in 2008: The consulting firm Deloitte awarded it with the "Deloitte Technology Fast 50-Award". In 2009 Key-Systems again achieved a top position with the rank of 22.

In May 2009, Key-Systems USA, Inc. was founded in Leesburg, Virginia, with Bonnie Wittenburg as Executive Vice President. At the same time Brand-Shelter, the portal for the administration of corporate domains and for the trademark protection on the Internet went online. In October Key-Systems opened up another international presence in Mexico with KS Internet Solutions. With the two subsidiaries the company offers a direct contact and support for its North American and Latin American customers. In another important milestone, the groundbreaking ceremony on September 9 in St. Ingbert, Germany, marked the first step toward securing an own company building in June 2010.

In August 2009 Key-Systems also started a cooperation with Dot VN (an Internet & Telecommunications Company in Vietnam). Dot VN will soon offer an own platform for registering .VN industry domain names (i.e. example.hotels.vn or example.banks.vn). The backend system is developed and maintained by Key-Systems.

Key-Systems has been able to launch 16 new, TLDs in 2009, among them .COM.BR, .NET.BR (Brazil), .PE (Peru), .MX (Mexico), .LU (Luxembourg), .GR (Greece), .HU (Hungary) and .TEL. Key-Systems was the first accredited registrar for .PE (Peru) to use EPP. The registrar is one of the few on the international market which offers an easy to handle and automated registration of .COM.BR domains at a competitive price.

5. Philosophy

The value and importance of domain names has grown tremendously and will further rise in the future. Because of the huge number of already registered domains it is increasingly difficult for end customers and companies to find the right domain for their needs. Key-Systems helps to maintain an overview of new TLDs, registration processes, regulations, risks and dangers. With professional, fully automated registration systems and easy processes Key-Systems provides domain registration, management, hosting and monitoring solutions which fit exactly to the needs of our clients.

Because we have developed a high level of direct access to many registries, Key-Systems has full technical control during the registration process of

the most commonly sought domain extensions. This makes registrations in real time possible in these TLDs. The software developed by Key-Systems allows the customers a fast domain registration and easy to use tools for management of their domains. Personal advice and support complete our business activities. The highly qualified members of our service team promptly handle requests per e-mail or phone. The stability and availability of the systems are of especially high importance to Key-Systems. In order to provide the greatest reliability, the servers are placed at different international sites: At the company's office in Zweibrücken linked with multiple redundant connections, in Frankfurt/Main and in the United States.

6. Investments

Key-Systems holds shares of the IT agency Avar-teq GmbH, located in Saarbrücken, Germany. Avar-teq's primary business focus is the development of web portals. The team also develops individual software, solutions for social communities, on-line shops and content management systems. Key-Systems is also part of the joint venture "DevKey Domainmanagement Solutions UG (haftungsbeschränkt)", which is a software company specialized on the needs of domainers. The first DevKey product is the domainer software „DNWorker“.

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