

Company Portrait

Key-Systems™

After more than ten years in the internet and domain industry, Key-Systems has evolved from an academic sideline to a global player. Our core business has always been the registration and management of domains. The number of domain extensions offered via our fully-automated registration gateways has increased from three to more than 300. Furthermore, we are able to realize any TLD worldwide upon customer request. The different second-level and top-level domain (TLD) extensions we offer represent numerous countries and regions such as Germany (.DE), Europe (.EU), USA (.US), Brazil (.COM.BR) or India (.IN) as well as generic terms such as “commercial” (.COM) or “networks and internet services” (.NET).

"Over 70,000 customers worldwide in six specialized business areas"

Our clients vary greatly in size, scope, and location. We serve regional companies, domain investors, large American online companies, Japanese ISPs, and international corporate groups to name a few. Our six specialized business areas specifically address the needs of different customer groups; regional to international companies (SkyWay DataCenter), end customers (domaindiscount24 – dd24), domainers (DNWorker), traders and resellers (RRPproxy) as well as companies and trademark holders (KSregistry and BrandShelter). In addition to domain registration and management, Key-Systems offers many other related services. Among them are the operation of a registry, server housing, root servers, virtual servers, and web hosting. Furthermore, we offer SSL certificates, an SMS gateway, as well as brand monitoring and domain name dispute support, etc.

"Highest priority on security utilizing proprietary software"

Key-Systems attaches great importance to the security of all services; servers at multiple international locations are redundantly connected. Thanks to our own SkyWay data center, located at Key-Systems' headquarters in St. In-

Ingbert, Germany, we fully control all central functions of our systems and applications. Hence, we are able to react flexibly to our customer's needs. All Key-Systems' proprietary software is produced and updated by our innovative in-house software development team.

"Highly motivated team of over 60 employees, supported by partners"

At the headquarters in St.Ingbert and the subsidiaries in the USA and Mexico, the highly motivated Key-Systems team of more than 60 employees is striving to deliver excellent services to all customers around the world. To this end, we receive support from different partner companies: Key-Systems owns investments in the Danish-Swiss Internet consulting company Thomsen Trampebach GmbH, the Polish domain registrar AZ.pl Sp. Z o.o., as well as the German software companies Avarteq GmbH and DevKey Domain Management Solutions UG (haftungsbeschränkt). Furthermore, we are closely working together with the international domain parking company NameDrive S.A.

"Multilingual team and service offerings with an international presence"

All Key-Systems services are provided in German and English. Depending on the particular business area, services are available in additional languages; for instance, the reseller portal RRPproxy is also available in Spanish. The end customer portal dd24 is available in Spanish, Polish, Dutch and Turkish. A part of Key-Systems' global orientation is the regular presence of the team at international business meetings such as DomainFest, INTA meetings, WorldHostingDays, and ICANN meetings. As a member of the Internet Corporation for Assigned Names and Numbers (ICANN), Key-Systems is constantly engaged in different working groups and panels to further develop the legal and technical framework for the Internet. Furthermore, we constantly support registries in their technical developments and implementations.

"Personal customer service and excellent performance"

At Key-Systems we are committed to providing our clients industry guidance and individual service; it is as important as the quality of our software. This commitment is measurable; Key-Systems has been recognized as one of the



50 fastest growing technology companies in Germany by Deloitte four times (2008 - 2011). Since 2005, we have been consistently listed on statistic portals such as webhosting.info as one of the 15 most successful and fastest growing ICANN registrars worldwide (in relation to the number of managed gTLD domain names). Currently, Key-Systems holds rank two of the largest registrars in Europe and position eight in a global comparison of the fastest growing ICANN registrars worldwide (as of: 11-08-12).

"Key-Systems at the cutting edge"

One of the latest ICANN developments is the launch of new generic top-level domains. Accordingly, being a member of the non-profit association dotSaarland e.V. and the organization puntoMadrid, Key-Systems is actively committed to the introduction of the TLDs .SAARLAND and .Madrid. Furthermore, our KSregistry systems offers companies and organizations a state-of-the-art technical architecture for their own .BRAND or generic TLD. Whether acting as a member of these organizations or as service provider for its customers – the Key-Systems team is always operating at the cutting edge.

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