



Further Internationalization

Key-Systems establishes office in Mexico

Press Release

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The domain registrar Key-Systems intensifies its international presence with a new subsidiary in Monterrey. The office in Mexico primarily focuses on support functions and shall assist in developing relationships in the Latin American market.

Zweibrücken, 09-11-24. After having successfully started a Key-Systems (KS) subsidiary in the US in May, the company now directs another international location. The two enterprises complement one another in their geographical and business focus and thus strengthen the service of Key-Systems. The Mexican KS Internet Solutions opens up direct and prompt access to technical support for all RRPproxy key account reseller customers on the American continent.

Even the European Resellers benefit from the new foundation. They can reach the English speaking telephone support of RRPproxy between 8 a.m. and 12 p.m. CET beginning next year. Aside from support, the Mexican team will develop stronger relationships with current reseller clients and establish contacts to new resellers. Furthermore, the Mexican staff will assist with the integration of new top-level domains into Key-Systems' portfolio.

The systems engineer and MBA Ricardo Ipiña Sifuentes is head of the Monterrey office. His team integrates English and Spanish speaking support employees with longtime experience in the IT sector.



As managing director of KS Internet Solutions, Ipiña will present the extensive reseller specific services of Key-Systems to Latin American registrars. He distinguishes himself with longtime sales experience in the domain business. Previously, he worked as Registrar Services Manager at NIC Mexico, the registry for the Mexican top-level domain .MX.

“We're proud to announce an international expansion of our company for the second time within one year”, says Alexander Siffrin, CEO of Key-Systems. “The personal advice and support is of highest priority to us. The subsidiary in Mexico extends our technical support and thus renders our customer service even more substantial.” According to Siffrin, the new office in Mexico and the US subsidiary headed by Bonnie Wittenburg, an expert in domain name registration and management, are an excellent base for the further development of the business in the growth market in Latin America.

“Key-Systems is characterized by the technology, the knowledge and the essential attitude to further grow successfully in the domain world”, describes Ricardo Ipiña Sifuentes. “I'm looking forward to further developing the Latin American market based from the Mexican subsidiary and contributing to the future growth of Key-Systems.”

Key-Systems currently manages more than 2.5 million domains. According to domain info-portals like Registrarstats it is one of the 20 largest domain registrars worldwide. The company with 43 employees has direct access to the registries of more than 200 domain endings like .DE or .COM. The portfolio includes Latin American country-code endings like .MX (Mexico), .COM.BR (Brazil) and .PE (Peru).

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About Key-Systems

Key-Systems GmbH located in Zweibrücken, Germany, was founded by Alexander Siffrin in 1998. The company has grown from an academic sideline to a successful international ICANN accredited registrar for internet addresses. Areas such as a fully automated reseller-system and web hosting completed the success story. Today with more than 2.5 million domains under its management, the company has reached a leading market position, selling domain names, web hosting and DNS services to customers all over the world. The latest product BrandShelter.com offers companies and institutions special services related to domain administration including services to get their own top-level domain (TLD) as this opportunity unfolds in the near future. As of May 2009, Key-Systems also has a US branch: Key-Systems USA, Inc. is located in Leesburg, Virginia.