

Long lasting partnership

## **Key-Systems invests in software specialist Avarteq**

**Press Release**

**April 28, 2010**

Since its foundation in October 2008, the software developer Avarteq is continuously growing. From the beginning on, the international domain registrar Key-Systems has held a share in the company located in Saarbrücken, Saarland). Meanwhile, Avarteq quintupled the number of large development projects. Last November, the firm therefore founded a second subsidiary in Karlsruhe, Baden-Württemberg, to support their clients even better. As a partner of Key-Systems, Avarteq will remove its seat from Saarbrücken to Key-Systems' new company building in St. Ingbert in August. Thus, both companies will use their synergies even stronger.

Zweibrücken, 10-04-28. Among others, the law firm Morgan Lewis, the Saarstahl AG and the portal autohaus24.de belong to Avarteq's customers for the development of web portals, individual software, content management systems etc. At the time of Avarteq's foundation at the end of 2008, the company employed four full-time associates and three part-time associates. Currently it's ten full-time and five part-time associates. "With the development in the past one and a half years, Avarteq has shown, that it is an upcoming, trend-setting company", says Key-Systems' CEO Alexander Siffrin. "We are glad to be a part of this success story."

Key-Systems is holding a share in Avarteq since its foundation and using the software developer's

know-how since then. Avarteq is specialized on planning, developing and operating web based applications. Among them are E-Learning portals, web portals, community platforms/tools and domain management portals. The firm is organized in three business divisions: conception & creation, development and hosting.

Conception & creation are responsible for planning individual software as well as rough concepts and detailed concepts. Avarteq's developers are specialized on the programming language "Ruby on Rails". However, PHP, JAVA and Microsoft .NET are also used for programming, either following the classic approach or agile approach (SCRUM model). Avarteq's hosting division contains offerings specialized on "Ruby on Rails", like web hosting or enterprise hosting with service-level-agreement (SLA) and 24/7 support.

"With the move to the new building in St. Ingbert, we will further extend our good cooperation with Key-Systems and continue growing", says Avarteq CEO Alexander Faißt about the near future. "The move will further strengthen the cooperation of the two companies – especially Key-Systems' corporate domain portal BrandShelter will profit from this", Key-Systems' CEO Alexander Siffrin adds. Avarteq is involved in the development of BrandShelter's technical backend.

BrandShelter offers services around the protection and management of domains to companies, organizations and institutions. Via the online portal BrandShelter.com, customers can administer their international domains and control the use of their company name and their brands on the internet name space. In addition, BrandShelter assists its clients in

applying for an own top-level domain (TLD) such as .BRAND or .COMPANY at ICANN (Internet Corporation of Assigned Names and Numbers) including the technical operation of the TLD.

Key-Systems currently administers more than 2.6 million internet addresses for the customers of its three portals BrandShelter.com, RRPproxy.net and domaindiscount24.com. According to domain information portals like registrarstats.com, Key-Systems is one of the 15 largest ICANN registrars worldwide and number two in Europe. The company with 45 employees has direct access to the registries of more than 200 country-code domain extensions such as .DE (Germany) and generic extension like .COM.

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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 2.6 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. Key-Systems is operating subsidiaries in the USA and Mexico.