

DON'T SELL ME DOMAINS!

Registrar business in the post-domain era.

НЕ ПРОДАВАЙТЕ МНЕ ДОМЕНЫ!

Регистраторский бизнес в новых условиях.



REGISTRAR AS PART OF BUSINESS MODEL

B2B



- **Domain management platform**
+ Hosting + Website + SSL...
+ Open-Xchange + Office 365...
- 250.000 resellers
- 1.000.000 domains

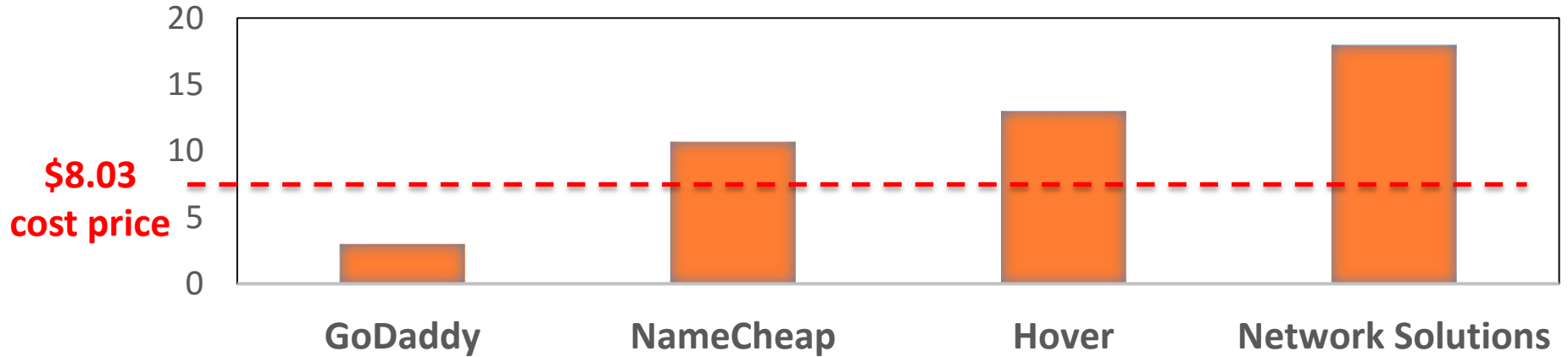
B2C



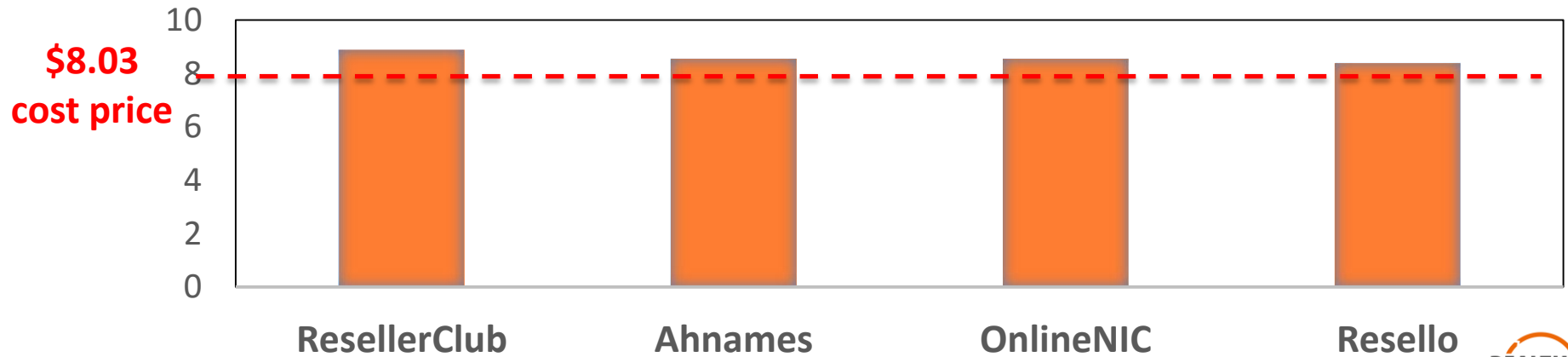
- **Website as the key product**
+ Domain + Hosting + Email...
- 120.000 customers
- 450.000 domains

VOLUMES UP, MARGINS DOWN

Customers



Resellers



DOMAIN NAMES? I DON'T REALLY CARE!

- Focus on the content / marketing / eCom
- Give me a (cheap) solution!
- Value of domain names
- Registrar business is weird?

OLD SCHOOL REGISTRARS: STILL OKAY?

- Big established brands
- Brand protection companies
- B2B segment: Upgrade required!

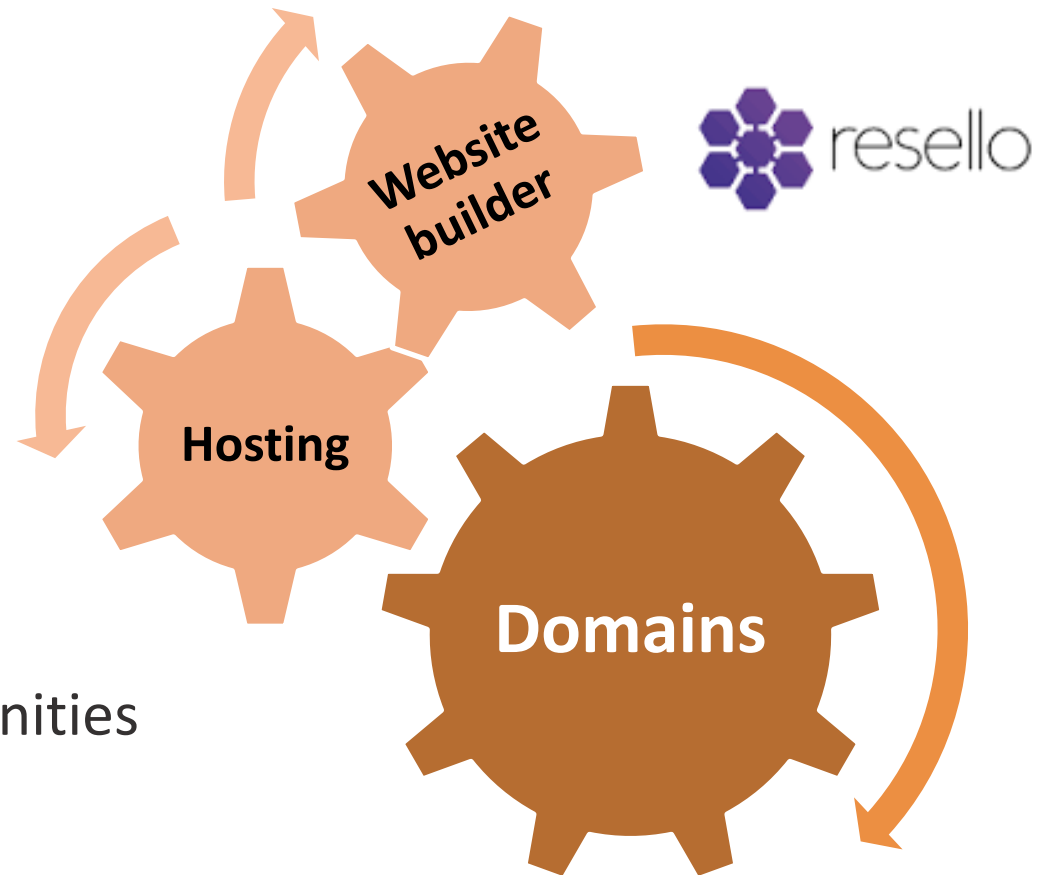
DOMAINS UNDER THE COUNTER

New products

Office 365

Open-Xchange

- Infrastructure is not sexy
- Think platform, not products
- Start with domains, sell opportunities



THANK YOU!

Questions?

fedor.smirnov@realtimeregister.com

+ 7 (499) 398 – 00 – 92