



## DATA SHEET



### KEY BENEFITS

#### *Strengthen Branding*

Global control of domain name usage ensures consistent delivery of a company's brand.

#### *Monitor and Protect Domain Name Status*

Centralized, dedicated management ensures that renewals are made promptly, preventing domain names from expiring or being lost to competitors.

#### *Eliminate Administrative Burden*

Outsourced management of disparate domain name portfolios allows staff to focus on core processes.

#### *Extend Reach*

Registration in gTLDs and ccTLDs promotes worldwide visibility and can improve local search engine rankings.

#### *Increase Site Traffic*

Securing the domain names are most likely to associate people with a particular brand helps potential customers easily find a company's site.

## VeriSign® Domain Name Services

Domain names are critical mechanisms for expanding and building brand identity online. Yet managing multiple domain names—with disparate expiration dates, currency requirements, and languages—can be a complex, time-consuming task. VeriSign® Domain Name Services simplify online brand management by providing domain name search, registration, expansion, recovery, and consulting services that help companies around the world build and protect their brand assets, manage multiple domain names, and recover domain names that are already registered to other entities.

VeriSign consolidates a company's disparate domain name portfolios into a single portfolio and arranges modification of all registration agreements to designate VeriSign as the renewal and billing contact. Instead of paying multiple invoices in multiple currencies, the company pays only VeriSign, helping to streamline bookkeeping and minimize accounts-payable costs while reducing the risk of expired or lost domain names. Stringent authorization and verification procedures ensure that only users designated by the company have access to domain name information, preventing unauthorized modification of domain names, registrations, or other information.

### + Digital Brand Manager

Our Digital Brand Manager plays a critical role in helping companies efficiently manage their domain names. Our secure Web-based portal enables companies to manage their entire portfolio of domain names, including names registered to third parties or other vendors, any time. Customers can assign varying degrees of access to designated individuals within a company—no matter where their offices are—with maximum security and flexibility, and search for available domain names, submit domain name service orders, track their status, and even export and print custom reports to suit departmental or enterprise needs.

### + Worldwide Registrations and Modifications

VeriSign provides search and registration services in all generic Top-Level Domains (gTLDs) and country-code Top-Level Domains (ccTLDs). Generic TLDs (such as *.com*, *.org*, and *.net*) are domain names any company from any country can register, and ccTLDs are associated with a particular country, such as *.jp* for Japan. We also offer a complete range of modification services for most domains, including legal name changes, and standardization of company contact information.



Where it all comes together.™



### + Domain Name Recovery Services

Our Domain Name Recovery Services help companies acquire domain names that are already registered to other entities. Services include identifying and locating the current registrant; reporting on the status of the Web site, if any, associated with the domain name; researching the registration status of the name in all TLDs; representing the company in all negotiations and transactions; and managing and verifying the transfer of the registration. Companies remain anonymous throughout the entire process, helping to protect confidential business strategies and negotiate better agreements.

### + Consulting Services

For enterprise customers seeking more in-depth digital brand management assistance, VeriSign® Consulting Services offer a comprehensive solution that includes additional reporting and researching on an ad hoc basis. Companies receive in-depth, expert advice from account managers who investigate and make recommendations on domain name management strategies. Services also include our Global Domain Search Service, Global Domain Watch Service, and Digital Brand Index Reports.

**Visit us at [www.Verisign.com](http://www.Verisign.com) for more information.**