

The DomainStore

The DomainStore is a white-label solution that enables the operator to maintain a website for marketing domains with their own specific look and feel. The very user-friendly surface makes it easy for consumers to register and manage their domains independently in accordance with their target group's needs.



Including automatic invoice generation and diverse payment options, such as direct debit, credit card or PayPal, the DomainStore offers a comfortable all-in-one marketing platform for domains. Being a white-label solution, the DomainStore is adapted to the corporate design of the individual operator. You may also sell supplementary products, like web space or e-mail accounts, via the DomainStore.

The shop system is run in cooperation with an ICANN-accredited registrar, so that a very large portfolio of established gTLDs, ccTLDs and the new TLDs can be offered.

Outstanding characteristics

- ✓ **Private label:** customer-owned domain and individual start page
- ✓ **Large portfolio** of gTLDs, ccTLDs and new gTLDs
- ✓ **Supplementary products** like e-mail, web space and CMS
- ✓ Utterly **user-friendly surface** for domain ordering and new customer registration
- ✓ **DNS services** included

- ✓ German and English **language versions**
- ✓ **Customer center** for domain and credit management
- ✓ Automated **invoice generation**
- ✓ **Various payment options:** direct debit, credit card, PayPal
- ✓ **Admin panel** for customer and order management

Functions

Domain registration

- Availability query, multi-whois, shopping basket principle
- Large portfolio of gTLDs, ccTLDs and new gTLDs
- Non-binding domain reservation
- New registration, transfer, termination, transit of domains
- Contact data for domain holder and Admin-C freely selectable

DNS

- Indication of name servers (host names)
- Indication of domain parking (Sedo, Namedrive)
- Establishment of web and e-mail redirections
- Entry of A and MX records
- Automated provisioning and distribution of name servers

Billing

- An order automatically prompts invoice generation as PDF file
- The customer receives the invoice by e-mail or is notified by e-mail
- All invoices are stored in the customer center
- Billing data can also be exported via an interface
- PDF invoices can be exported by third parties for dispatch by letter.

Payment

- List of incoming payments and credit balance
- Web interface for payments, e.g. by direct debit, credit card or PayPal
- Transfer of payment data to the payment provider of the DomainStore operator

Hosting

- Ordering process for hosting packages, e.g. for e-mail, web space, homepage kit, CMS
- Interface for exporting the product and hosting data to the operator of the hosting platform
- Web interface of the hosting provider for managing the hosting services (e.g. Plesk)

Customer center

- ✓ Management of master data
- ✓ Domain survey and management
- ✓ Management of DNS settings
- ✓ List of invoices
- ✓ Credit balance and payment options (e.g. direct debit, credit card, PayPal)

Admin panel

- ✓ Customer administration
- ✓ Order management
- ✓ Domain survey and management
- ✓ Product and price management
- ✓ Settings for customizing
- ✓ Look & feel settings
- ✓ Billing management
- ✓ Credit management

Technical data

- SaaS solution based on Symfony2 framework, jquery and MySQL
- Modular concept based on the Symfony2 bundle approach
- 2-layer architecture: presentation layer (frontend server) and database layer (MySQL)
- Template-based look & feel

Availability

Beta version: End of June 2013

Version 1.0: End of July 2013

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