

## Success Story of Cloud Solution

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<p><b><u>Cloud Solution Type</u></b></p> <p>SaaS</p>
<p><b><u>Case Study Title</u></b></p> <p>Domain Management Panel – UDomain.NET</p>
<p><b><u>Basic Information</u></b></p> <p>Company Name: UDomain Web Hosting Company Limited Client Name: A world famous chain store with over 100 retail shops located in more than 25 countries Deployment Date: 1999    Cloud Solution: 2012 Web Site: www.UDomain.net</p>
<p><b><u>Introduction</u></b></p> <p>UDomain.NET is a domain name registration and management platform that allows users to easily manage their domains through a cloud based web environment.</p> <p>Through UDomain.NET users can:</p> <ul style="list-style-type: none"><li>• register new domain names</li><li>• renew existing domain names</li><li>• modify WHOIS information</li><li>• modify name server</li><li>• lock domain names</li><li>• protect contact information from the public</li><li>• setup domain forwarding</li><li>• manage under construction page</li><li>• setup advanced DNS records.</li></ul> <p>UDomain.NET can currently manage around 100 types of domain names.</p> <p>The UDomain.NET is a one stop panel to manage multiple domains from various registrars. The system is designed to streamline the exhausting traditional procedure of domain registration into an efficient and crisp operation.</p> <p>UDomain.NET has also introduced simple yet secure online payment methods to further automate the user experience.</p>
<p><b><u>Experience Sharing</u></b></p> <p><b>Challenges</b></p> <p>Traditionally domain registration could take up to 3 or more days to finalize. From the first</p>

contact to the day where the domain is active, the procedure could involve a number of trips back and forth between end-user and supplier, preparation of a number of hardcopy documents and traveling to banks to settle the payment. The man hour and man power involved in the whole procedure is very demanding for most corporations.

### **Solutions**

UDomain established a comprehensive domain control web panel (UDomain.NET) to simplify the entire domain management procedures into an easy, convenient and pleasant experience. The cloud service provided by UDomain.NET includes real time search for a right domain, web submission of domain registration, secure instant online payment and comprehensive domain management tools. All of the above procedures can be processed in matter of minutes.

On top of that, UDomain.NET provides 24x7 email support and instant online chat channels to further enhance the responsiveness between end-users and our staffs.

All of the above services are at the same time cross platform and device ready, which will further expand the reach of UDomain.NET to frequently traveling clients.

Last but not least, all connections between the clients and UDomain.NET are secured by certified SSL encryption to protect the interest of all parties involved.

### **Opportunities**

There will be 617 new gtlds launched from 2013 to 2015, where UDomain foresees a sharp increase in domain demands propelled by the vast number of available new gtlds. With a cloud based web application like UDomain.NET, UDomain is able to fully capitalize the on this opportunity.

The rise of Social Media and web technology is shortening response time and increased working hours for service providers. Together with the rising demand for instant responses throughout the market, UDomain sees UDomain.NET as an absolute must in order to satisfy and retain the new generation of internet inhabitants. UDomain.NET utilizes cloud technology to provide immediate response and 24x7 services to the public. Instant online chat system is also deployed to provide an extra method to communicate with clients and capture the new domain owners.

### **Benefits**

UDomain.NET is the streamline process of the traditional domain management. Users can benefit from the one stop solution where they will not have to mangle with multiple companies to have a satisfying result.

A usual 3-5 days process is now simplified into a 30min task through UDomain.NET. The saving on man power and the benefit on being able to utilize a domain almost instantly is immeasurable. As a web based cloud platform, UDomain.NET provides a mean for UDomain clients to manage their domains at any locations and at any time. UDomain.NET is cross platform ready and is ready to serve the public whenever necessary.

### **Practical Tips**

Social Media has opened up the internet for a lot of previously unable to reach population. There are an increasing number of users utilizing a Social Media account as the company website. As powerful as Social Media platforms, a domain still remains to be the major online identity for corporations. By utilizing the domain forwarding function provided by UDomain.NET business owner can keep a crisp and powerful domain name as their identity while continue to utilize their Social Media account as the content.

Any flourishing environments will attract unwanted illegal activities. For domain owners to have a peace of mind regarding their domains, users should look for suppliers that utilizes 2 factor authentications to safe guard their cyber properties. On top of utilizing 2 factor authentication, UDomain.NET also provide domain lock services where the domain cannot be transferred when activated unless after confirmed authentication.

UDomain also recommend cloud base service users to identify reliable service providers before committing. UDomain.NET encrypts all transactions between the visitor and the UDomain.NET server by certified SSL certificates to fend of cyber eavesdroppers.

### **Real Case Study**

#### **A world famous chain store with over 100 retail shops located in more than 25 countries**

#### **Challenge**

Our client is one of the best known retail chains in the world. With over 100 retail stores located in over 25 countries, the client is constantly managing over 200 domains to match with corporate direction and marketing schemes. With offices around the world, the client constantly struggles between the convenience of managing all of its domains on the same platform and not having a 24 hours response that is necessary with the forever changing market. With a 24x7 cloud solution, the client's IT team can make instant changes whenever and wherever required.

#### **Solution**

UDomain.NET is a cloud based web platform that provides the capability of managing domains 24 hours around the clock without any off-hours. From registering for a domain to DNS management, the client's IT team from every region can access UDomain.NET and make necessary changes instantaneously. The client has transferred all domains under the same group to UDomain.NET for easy management.

#### **Project Results and Benefits**

- The UDomain.NET cloud platform allows the client to register for beneficial domains at

the instance that it becomes available. Because the client is a well-known brand, when domains with similar names become available, it is often that it will be registered by others. The minimized response time provided by UDomain.NET helps to limit the unnecessary time, effort and money to re-acquire desired domains.

- UDomain.NET also allows the client to manage DNS records 24 hours a day, 7 days a week without the worry of bank holidays.
- The vast amount of available domain types on UDomain.NET makes it an option for the client to place all domains into the same platform and manage expiring domains at ease.
- The capability of receiving payments online which allows instance registration of a domain also further enhance the efficiency of the clients IT team and avoid unnecessary spending on occasional late renewal penalties.

Diagram 1: One stop domain control web panel for both cctld and gtld in English and Chinese

Domain	Expiry Date	Domain Admin Contact Email	Additional Services	Domain Name Server (DNS)
1. testing.hk	2015-11-08	domain@testing.hk	✓	ns1.udomain.net
2. testing2.hk	2015-11-08	domain@testing.hk	✓	ns1.udomain.net
3. testing3.hk	2015-11-08	domain@testing.hk	✓	ns1.udomain.net
4. testing4.hk	2015-11-08	domain@testing.hk	✓	ns1.udomain.net
5. testing5.hk	2015-11-08	domain@testing.hk	✓	ns1.udomain.net

Diagram 2: Easy to use Web Panel to manage up to 100 DNS zone Files (A, MX, Cname, TXT, SPF)

**IP Address (A)**

Domain Name	IP Address	Expiry Date
Eg : www.udomain.net	123.123.123.123	
<input type="text"/> .demo.com	<input type="text"/>	<input type="button" value="Add"/>

Remarks: \* is allowed to represent wildcard case  
@ is allowed to represent no subdomain before the domain (e.g http://udomain.net)

**Mail Server (MX)**

Priority	Mail Server	Expiry Date
Eg : MX100	mail.udomain.net	
MX 100	<input type="text"/>	<input type="button" value="Add"/>

**Aliases (CNAME)**

Actual Name	Aliases	Expiry Date
Eg : cname.udomain.net	www.udomain.net	
<input type="text"/> .demo.com	<input type="text"/>	<input type="button" value="Add"/>