



Demystifying ICANN Accreditation





Concerns

surrounding
ICANN Accreditation

1. Am I eligible?
2. What is the feasibility?
3. What are the benefits?
4. Is it relevant for Web Hosts?
5. How do I go about it?

WHO CAN GET ICANN ACCREDITED?



Domain Registration
Providers



Web Hosts offering
Domain Names



Web
Professionals



Domainers



Intellectual Property
Organizations



Key Challenges

A large part of the process is about determining the long term viability of the company; which is what makes the process fairly complex.

Heavy investment is required in terms of:




TIME



EFFORT



MONEY



With all of the resources and complexity involved,
you might be wondering why would anyone
want to go through this process



Advantages of getting
ICANN Accredited



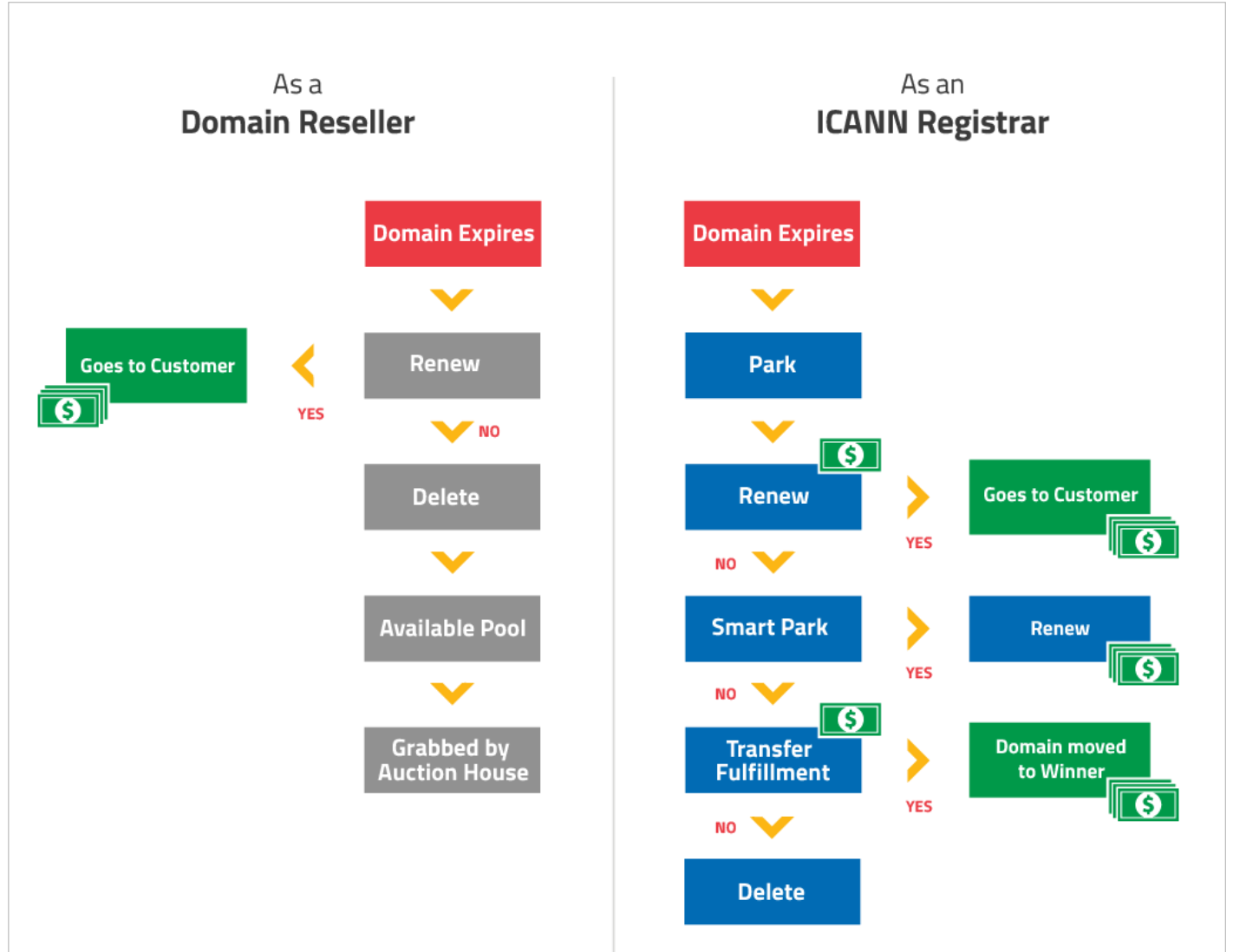


Cost Advantage

- Buy Domain Names at base cost directly from the Registries
- Higher Volumes = More Savings
- Make the most of Registry promotions
- Become eligible for Registry marketing grants
- Leverage co-marketing funds from Registries

Revenue Advantage

- Build a Reseller channel
- Domain handing post expiry



Brand Advantage

- Better consumer and industry recognition
- Strong market differentiation
- Boost sales of allied products
- Complete control and autonomy
- Leverage the New gTLD basket
- Participate in industry policy formation

■ Alentejo
■ Algarve
■ Região Autón
■ Região Autón

nologia, Conselho Directivo, à data de 27 de Junho de 2012.



Miscellaneous Advantages

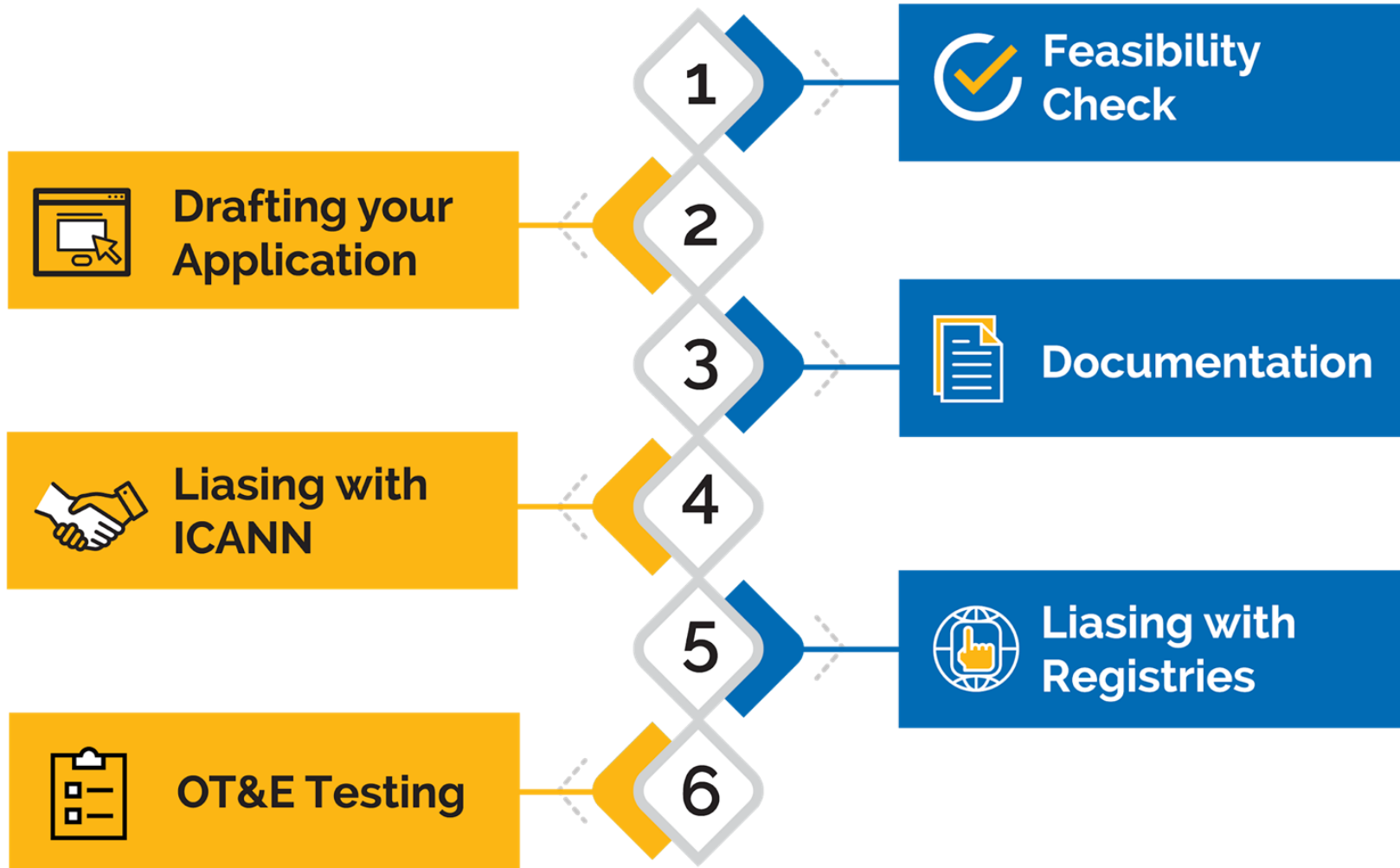
- Every WHOIS request promotes your brand
- Ultimate Security (Registrar-level Domain Locking)
- Consolidate Domains under your own Registrar
- Access to all Registry commands, emails and notifications
- Treat Premium Domains deservedly



Becoming an **ICANN Accredited Registrar**



A TYPICAL ICANN ACCREDITATION PROCESS



PROOF OF CONCEPT: SIBERNAME



Performed a 360 degree feasibility check



End-to-end assistance with the Accreditation process



Reduced Domain costs & increased profit margins



The ICANN Registrar trust factor resulted in unique market position



Complete liaising with Registries and OT&E tests handled by LogicBoxes



Provided them with a Registrar Management Platform



Zero strain on Sibername's resources

"LogicBoxes helped Sibername become part of the elite Registrar community in less than 60 days. They provided turnkey Consulting and Automation solutions. I look upon them as a valued partner in my business."

Bulent Turkoglu
(President & CEO, Sibername)





ABOUT

- LogicBoxes is a **Technology & Consultancy Company** providing Business Solutions to internet players globally
- With **over 10 years of experience**, LogicBoxes is a stalwart in the Domains and Hosting Industry
- LogicBoxes is committed to providing red-carpet Consultancy Services and robust **Business Automation Solutions to partners from the Web Presence space**, allowing them to outsource their day-to-day business activities



Meet our team at

Booth nos. F01 & F02



**EESHAAN
SATWALEKAR**
Manager, BizDev



ADITYA ARYA
AVP,
Business Operations



TANIA CASTELINO
Manager
Account Management



LEROY DSA
Senior
Account Manager

meetus@logicboxes.com

