



Case study:

## MSERWIS, POLAND

### Ascio & MSERWIS

MSERWIS was able to work with Ascio to offer its customers an unrivalled range of TLD offerings to fulfill all their customers needs.

#### History

In the last seven years, MSERWIS has developed Poland's most powerful domain registration and management system, combining a wide range of services with simple processes that make things easy for even inexperienced users.

MSERWIS began offering domain registrations in 2002 and launched a second site in 2003 under the name Domeny.tv. Where domain registration in Poland had been very expensive and demanded considerable technical knowledge, the company aimed to make domain names available to a much wider public.

The growth of the business was also boosted by early decisions to expand into the secondary domain market and to develop special expertise in ccTLDs.

#### The Issue

The Polish domain market has developed rapidly, as companies have begun to realise the value of non-material assets like domains.

There are now more than 1 million .pl domains, most of them used to offer goods or services online or as a way of introducing companies to buyers researching information or contacts on the Internet.

As the market became more competitive, margins were squeezed and many companies pulled out or began looking for new domain-related products that would attract customers and generate new revenue streams.

For MSERWIS, one key idea was to give customers the chance to register domains in TLDs such as .es and .jp, as well as extensions like .pl and .com. This would allow companies to protect their brands in other markets where they were present, or just to take a speculative approach towards possible growth in other local domain markets, as has happened in the global market for .com domain names.

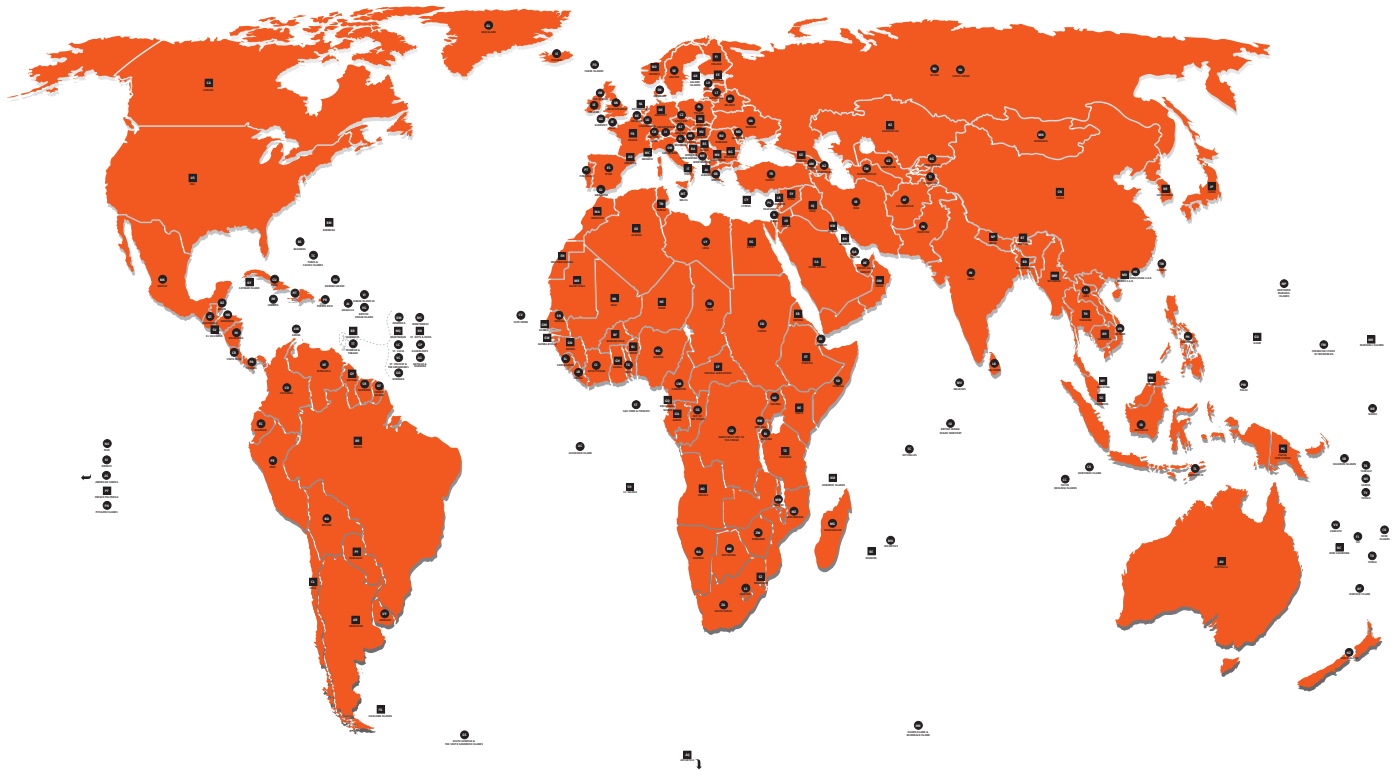
MSERWIS wanted to be able to offer customers a semi-automated domain name registration and management service at a favourable price.

"With Ascio, we found the partner that could offer us more than 250

TLDs around the world. You can't get a solution like that from any other supplier," says Michal Splawski, Owner of MSERWIS.

"Development and accreditation costs would have made building our own registration system too expensive, especially when we had no way of estimating the number of new registrations. It could have been anything from zero to hundreds per month. Using Ascio's system meant the problem simply went away.

"We had spent three years signing agreements with various registrars all over the world. But our customers were still asking for a wider selection, so we started looking for a reliable registrar that could offer every TLD, allowing us to use just one provider for all our needs."



## About Ascio

Ascio, founded in 1999, currently has a total of more than two million domains under management and employs 350 people in offices in Copenhagen, New York, London, Paris, Nice, Zurich, Oslo and Munich. Ascio is responsible for the provision of Domain Portfolio Management services indirectly through more than 350 partnerships. These partners primarily include telecom operators; web hosting companies, Internet access providers and IP law firms.

Ascio is a separate division of Netnames Group Ltd., one of the world's largest corporate brand protection specialists.

Ascio Denmark  
Arne Jacobsens Allé 15  
2300 Copenhagen

Denmark

Tel: +45 33 88 61 00

Fax: +45 33 88 61 01

[sales@ascio.com](mailto:sales@ascio.com)

[www.ascio.com](http://www.ascio.com)

Ascio Germany  
Landshuter Allee 12-14  
80637 Munich

Germany

Tel: +49 (0) 89 383 291 20

Fax: +49 (0) 89 383 291 10

[sales@ascio.com](mailto:sales@ascio.com)

[www.ascio.com](http://www.ascio.com)

**ascio**  
The ccTLD Experts