

Domain Portfolio Optimization

Cost Reduction using Value-Based Portfolio Management

KEY BENEFITS

▶ **Reduced Domain Management Costs**

Value based domain name optimization can help lower ongoing portfolio management costs

▶ **Improved Decision Making**

Domain names are assigned a ranking by importance on key user defined metrics

▶ **Cost/Benefit Analysis By Region**

Helps IP managers identify costs by region to better manage portfolios on a global basis

▶ **Portfolio Optimization**

Decision support to help identify domain names that are critical and which are non-essential

Many companies have amassed large domain name portfolios for the purpose of protecting and promoting their brands on the Internet. Managing these portfolios has become increasingly complex with the introduction of numerous country code top level domain names and all the variations required for a company and its products, services, trademarks, and brands.

In the absence of decision support tools available to intellectual property managers, domain name registration and management has been a highly manual process. This has too often resulted in ad-hoc domain name registrations and bloated and costly portfolios containing many domain names that may be unnecessary. It is clear companies have a significant need for a simple, top-down approach to manage their domain name portfolios in order to balance the cost/risk/return relationship of the portfolio.

Introducing Strategist 2.0

The Melbourne IT DBS team has years of experience in working with the world's largest corporations to help them acquire and manage their domain name portfolios. We have now built on this knowledge base by developing a sophisticated decision support tool that we have called "Strategist 2.0". This algorithm-driven portfolio analyzer enables a complete review of all of an organization's domain names to be conducted, in order to put together a value-based portfolio. Strategist 2.0 allows organizations to classify their portfolios based on both dependent and independent variable criteria, which can include geographical markets, various risk factors, name servers and registrants, and the importance of keywords and related names.

The value of Strategist 2.0 lies as much in defining the key assumptions for the analysis as in the methodology itself. This focus has resulted in a tool that can assist companies to determine the order of importance of the domains in their portfolio based upon user defined input criteria. The output of the analysis then creates logical domain categories in the following order:

- High Priority. Domains that are critical to the business based on user defined criteria.
- Medium Priority. Important domains for the business.
- Low Priority. Domain names that are no longer necessary or deemed to be of limited value to the organization.
- By Brand and Region. Identify names important to certain regions and specific brands, but not others.

The resulting domain name ranking assigns global and regional priorities to further refine the decision process. From the analysis, the client has the information to refine the size of their domain portfolio, optimize costs and develop concise budgets for ongoing domain name administration needs. This information can then be incorporated into the brand policy to further simplify decision making and help manage compliance.

Benefits of Doman Portfolio Optimization

Companies undertaking a complete value-based portfolio optimization exercise can benefit from:

- Putting in place a global policy for domain names by defining standards and procedures across all business units.
- Modification of the current domain name portfolio to match company objectives.
- Execution of a strategy to register domain names that were previously omitted.
- Identification of names currently registered by cyber squatters or other unauthorized individuals that should be acquired.

Take the Next Step

Implementing a value based portfolio optimization plan will provide benefits today and in the future. Strategist 2.0 is powerful, yet extremely simple and intuitive, and is provided in conjunction with Melbourne IT DBS domain name services available to IP managers and brand owners. A Melbourne IT DBS representative is available for demonstration and consultation.

Take the first step today! For more information about our Domain Name Management Services, please visit us at www.melbourneitdbs.com or email info@melbourneitdbs.com.

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KEY DIFFERENTIATORS

► **Scale**

Melbourne IT has a distinguished heritage as Australia's first domain name registrar and has grown into a leading global IT services group.

► **Talent**

It is our talented and dedicated employees who have helped propel Melbourne IT to the top of the industry. By attracting and retaining the best professionals in the business, it is our clients that ultimately benefit.

► **Resources**

Melbourne IT has a team that is experienced in all areas of Online Brand Management; domain name experts and IT professionals who can provide guidance.

