

CASE
STUDY

Domeny.tv



MSERWIS.PL
NARZĘDZIA DLA E-BIZNESU

PROJECT

Domeny.tv is the largest project run inside MSERWIS. The website was launched in 2003 and since then has been developed and improved practically on a daily basis.

The enormity of the challenges that we encounter when working on this website allows us to gain valuable experience which we use on many other projects.

To put it in a nutshell, **Domeny.tv** offers a full range of services related to the registration and maintenance of Internet domains, simple rules and transparent procedures, as well as a functional administration panel which allows our clients to self-manage the services they choose to use.



Largest in Poland
domain selection

Domeny.tv



Web applications

Web Design

SSL Certificates

Virtual servers (hosting)



CHALLENGE

For most clients owning a domain name is the very basis for their business. Therefore they want to be served quickly and efficiently in such a way that all the services operate according to the offer and without downtime. Also, they expect the highest security of their domains and constant availability of services related to their management.

The website, although continuously in operation since 2003, has been constantly upgraded with new functions, while the existing ones are regularly refined and optimized. This is due not only to striving for customer satisfaction, but above all to the need to keep up with pace of change in the market (domain services are becoming more and more complex, the number of possible domain name extensions rises weekly) and to constant increasing of the system's capacity, which enables us to quickly and efficiently execute each order when they become more and more numerous.

What is challenging in our daily work is not only maintaining the highest quality of our services, but also assisting our clients in all operations associated with our services: from problems with making payments, difficulty in choosing the optimal solution or service, to troubles with self-identifying the source of problem with the service, should any occur. Active assistance in solving our clients' problems helps to overcome the initial lack of trust, resulting from their past bad experiences with other service providers (recurring failures and downtime incidents, difficult to understand terms and conditions, differences between the provider's offer and reality).

IMPLEMENTATION



DOMAIN NAME REGISTRATION / PRIVACY PROTECTION / SSL CERTIFICATES

We make a constant effort to adapt **Domeny.tv** to the needs of our clients. In order to provide a wide variety of domain names we work with many different suppliers that are integrated with our site. These include NASK, eurID, our partners in global domain names registration, national registries, etc.

In order to enable our customers to centralize services allowing full management of their domain names, apart from domain registration we also offer a wide range of additional services, such as our own DNS infrastructure, domain parking, privacy protection, virtual servers and SSL certificates.

We realize that these days a consumer wants to have an uninterrupted access to services and a possibility

to manage them themselves whenever the need arises. Therefore, we automated the entire ordering process to the maximum so we could reduce the average time of order execution; on top of that, we created a functional administration panel which enables you to easily manage your domain at any time without having to contact our customer service team.

For the convenience of our clients we also offer a variety of payment methods: in addition to providing standard methods (wire transfer, debit card) we integrated the site Domeny.tv with such intermediaries as PayU or PayPal. As a result, our customers can choose the form of payment that suits their needs best.

One of the top priority issues in case of online services is security. To ensure domain protection our site is regularly safety tested, and all reports of observed errors or irregularities are also analyzed in this respect.



IMPLEMENTATION



DOMAIN NAME REGISTRATION / PRIVACY PROTECTION / SSL CERTIFICATES

It is not enough to install a high-level SSL certificate, however it is absolutely necessary. In addition, the entire server architecture must be designed and implemented in such a way that all the critical system components were separated from each other.

A potential significant threat to the domain safety can also be a human error. Hence the strict procedures for accessing system's critical components only by authorized persons and after a detailed verification.

Also, we protect our customers by reminding them of all their expiring subscriptions, protecting their accounts from any unauthorized access and responding instantly to any reported breaches of the law.

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Safety of online services and protection of our clients is our top priority.





WIDE RANGE OF DOMAIN NAMES

SYSTEM GUARANTEEING SECURITY

TOP QUALITY SERVICES

RESULTS

Thanks to continuous improvement of **Domeny.tv** today we can offer you a fully functional site, a broad selection of domain names (both Polish and foreign), a system guaranteeing their security and a wide range of services that help our customers effectively manage all their domains from one place.

Whatever the case we serve our customers with advice and assistance in solving everyday problems so that they had the best possible experience with using our site without encountering any system failures.

All the measures we take to improve **Domeny.tv** ensure delivery of top quality services and building trust in our site, which most of our clients decide to use for many years.