

LogicBoxes – Case Study/Problem Definition

(Press Release is prepared based on the below information)

LogicBoxes provides B2B technology solutions and its flagship platform is called OrderBox. The platform is leased out to large players in the domain name industry – called Domain Registrars & Domain Resellers. For every order placed on OrderBox by a Registrar or Reseller's customer, we charge the Registrar or Reseller a small transaction fee. Said Registrar / Reseller can in turn charge their customer whatever amount they choose. For eg. If a customer buys a \$10 domain name from a Registrar, we charge the Registrar \$1 as a transaction fee.

Management has recently decided to start 'Project Zero' - an initiative where we will completely waive off the transaction fee for specific large and high potential clients. To avail of this offer, a company has to meet specific set of criteria that includes but is not limited to

- No. of domain names they manage
- No of years in the industry
- Geographic spread of customers

We will be formally launching this program at an upcoming industry event - ICANN Dublin , Ireland. At the event, we will have a booth to meet partners and give personal demos of OrderBox.

As part of the content team for LogicBoxes, we want your help in drafting a Press Release announcing the launch of 'Project Zero'. The objective here is to spread awareness about this new Program. The target audience for this article is all players in the domain name & internet industries.

During your research, you may find that LogicBoxes has a vast suite of offerings, but for the sake of this case study, here are a few assumptions to help you on your way:

- LogicBoxes only caters to Domain Registrars & Domain Resellers
- The only product we sell to these partners from OrderBox is Domain Names

Some notes on what is expected from your submission:

Your output for this assignment should be a written Word/PDF document of no more than 500 words. Here's what we will look for in evaluating your assignment: structure, analytical thought & logical ability, practicality, your prowess to communicate in the written, and the ability to make and sustain arguments. Feel free to make any assumptions or other variables you need to for the purpose of your submission or reach out to us for help with this.

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Assumptions:

1. Target audience for announcement of Project Zero is limited to Domain Registrars and Domain Resellers only.
2. Offerings/services of OrderBox other than Domain Name are not considered.
3. Verbatim statement from company's CEO is constructed for sake of this assignment only.
4. Judicious attempt is made to mention **LogicBoxes** and **OrderBox** as a marketing stint to popularize both.
5. Assignment is restricted within 500 words as per instructions.

LogicBoxes to launch Project Zero for Domain Registrars and Domain Resellers

Opportunity knocks your door, but rarely so. LogicBoxes offers limited edition of benefits for Domain Registrars and Domain Resellers.

MUMBAI, INDIA – March 2, 2016: Through its flagship and end-to-end automation platform - OrderBox, LogicBoxes is poised to launch Project Zero. This never-before initiative for large and potential clients operating as Domain Registrars and Domain Resellers initiative will offer a unique opportunity to save substantial amount of money that is otherwise spent as transaction fee for leasing a domain name.

Commenting on this upcoming launch, Mr. Bhavin Thurakhia, CEO- [LogicBoxes](#) said “We have always believed in offering business opportunities to our partners that integrate technology, automation, integration and scalability. Project Zero is a simple yet affective idea that would directly contribute to business growth of entities associated with Domain Name and related services. We expect this initiative to create a cascading innovative affect to leverage untapped business potential all over the world.”

While highly competitive domain and internet industry is pressed for saving every single penny, such programs will give much needed break from normal business approach and provide opportunities to design disruptive business models. Simply put, Project Zero initiative built on OrderBox’s B2B technology platform will exempt the domain entities from paying any kind of transaction fee associated with registering a domain name. Yes, it is absolutely free.

Project Zero initiative from LogicBoxes allows Domain Registrars and Domain Resellers to focus on delivering value added services to its customer, and not just selling the domain name. Experts in the internet industries are already vouching an unprecedented innovation breeze from such offering from LogicBoxes. Such a win-win situation for everyone will chart a new journey in delivering high performance internet experience.

The program Project Zero will extend this limited period offer for large companies that meet specific criteria. This includes, though not limited to parameters such as number of active domains managed, years of experience in the industry, geographic reach, and technology & infrastructure capabilities. Based on company’s interest and feasibility for further improvements, LogicBoxes will also provide required support in terms of free consultation and implementing scalable strategies for long term sustainability.

This much awaited program will be launched at the forthcoming industry event ICANN Dublin, scheduled between 15th to 20th March, 2016 in Dublin, Ireland. Interested partners can visit OrderBox booth #009 for enquiries and personal demos between 9 AM to 6 PM.

About OrderBox

OrderBox is a one-stop-shop technology platform that caters to every requirement in domain name and related internet services. It also specializes in providing regular and customized services to New gTLD Registries, ccTLD Registries, ICANN Registrars and ISPs. For more information or queries, please visit [OrderBox](#).

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