



Benefiting you with world-class ICT

MM Domain Commercial and Technical Plan



Agenda

1. Frontiir Domain Name Related Product Sale
2. Target Segment and Channel to Market
3. Customer Service and Support
4. Product Specification and Pricing
5. Bank guarantee, Deposit and Yearly estimate Sale
6. Operational and Technical Readiness
7. Proposed Registry, DNS and EPP System

Frontiir Domain name related Product Sale

- .com.mm Domain Sale (.com.mm/.net.mm/.org.mm/.biz.mm/.edu.mm/.gov.mm)
- Hosting & SSL
 - a) Dedicated and Shared Hosting
 - b) Colocation Service
 - c) SSL service
- Web design and development
- Enterprise email service

Targeted Segment & Channel To Market

- Dedicated well-trained team for a strong marketing and domain name sales force.
- Promote and explain on how customers can benefit from domain name marketing.
- Benefit of choosing the right domain name for customer's business.
- Frontiir aims to provide service initially targeted to:
 1. Enterprise customers
 2. Online business owners
 3. Advertising companies
 4. Marketing industry
- Strategies for channel to market will include:
 1. Direct Sale
 2. Website
 3. Sale representative
 4. Revenue sharing partner

Customer Service and Support

- 24 x 7 Customer calls will be answered by a well-trained customer support personnel with domain name service knowledge.
- All customer complains are recorded and tracked in both ERP and RT ticketing system.
- Objectives of our customer service are to:
 1. Meet customer satisfaction
 2. Proactive/Reactive customer issues and resolve accordingly
 3. Follow up through on every issue to completion
 4. Quick response and resolution time
 5. Confirm back with customer for in time service resolution

Product Specification & Pricing

- Pricing will be based on penetration pricing to attract early adopters and gain quick market share.
- Special pricing will be offered to business subscribers who require additional domain name services beyond single domain name and sub-domain.

No	Type of Services Offer	Frontiir YRC (MMK)
1	.com.mm domain Sale (.com.mm/.net.mm/.org.mm/.biz.mm/.edu.mm/.gov.mm)	50,000
2	Dedicated and shared Hosting and colocation Package (Websites, Email)	Not Define yet
3	Enterprise Email (Mail Box with Customer's domain) 5GB to Unlimited	Not Define yet
4	Website Package + CMS	Not Define yet

Bank guarantee, Deposit and Yearly estimate Sale

No	Deposit total amount (MMK)	Num of domain sale for first Year	Per Domain Price (MMK)
1	3,000,000	60	50,000

- Yearly estimated domain sale (3 Years)

No	Description	Year 1	Year 2	Year 3
1	Domain Name Sale	60	100	140
2	Investment	20,000\$	30,000\$	40,000\$
3	Employment	5	10	15

Operational and Technical Readiness

- DNSSEC implemented
- Blade Servers farm and high performance applicable database system
- Email, web and DNS dedicated server
- Primary and secondary data centre are located both YGN and MDY
- Highly protected 100G internet upstream capacity over three different tereserial route
- The majority of system platforms are based on Linux, which is extremely hardened and secure.
- MySQL database system supporting PHP and Python
- Dedicated engineering resource allocation for system update and upgrade for both DNS system and EPP system

Proposed Registry, DNS and EPP System

