

Directi & Resello complete deal to move domains, resellers & customers from OFAC related countries

Resello enables the continuation of businesses of thousands of resellers that could no longer be served through the systems of ResellerClub due to OFAC stipulations

Business Partner Summary

Resellerclub is a global leader in the domain-names and web-hosting industry powering more than 100,000 resellers worldwide. Resellerclub serves over 5 million domain names and offers a proven multi-tier reseller platform for domains, web hosting and other web services products including eMail Hosting, website builders and SSL Certificates.

Business Challenge

At the end of 2013 ResellerClub was faced with a change in the legal jurisdiction it fell under as it was poised to become a US based entity. As a result ResellerClub could not continue serve partners and clients from Cuba, Iran, North Korea, Sudan and Syria (so called OFAC countries) any longer. Around 160,000 domains, 9,000+ Resellers and 70,000 end-user customers needed to be migrated to another provider. After a search for partners throughout the industry, Resello was picked as the only provider capable of facilitating a migration of this scale and offering a compatible structure, within a very tight timeline of only 6 weeks.

Solutions

After a very short negotiation-phase, agreement was reached on the main parameters of the partnership and an interdisciplinary team of ca. 20 Resello staff was setup to start immediate work on the project.

Information pages were added to the websites of both ResellerClub and Resello to inform Resellers about the general background of the transition as well as to post regular updates and migration timelines. A virtual workgroup and chat room was established with software engineers and developers from both sides to plan and execute the migration. Negotiations with the registries to make the bulk transfer of domains were monitored daily and supported by the highly skilled staff at Realtime Register, the registrar of Resello. The international support desk of Resello was engaged 24/7 in assisting resellers through the Resello ticketing system, emails, telephone and online chat. Account managers were allocated to resellers and also open lines were established at the management level to guarantee seamless continuation of the project in all its aspects.

At the end of the first 3 weeks Realtime Register and Resello were able to augment their portfolio of accreditations in order to match the offering of ResellerClub. All necessary bulk transfers were negotiated and approved by the registries. Reseller accounts were already imported into the Resello system before the migration in order to give them time to familiarize with the new Resello environment. Export and import scripts were developed and tested by the teams at both sides to ensure secure and reliable execution. Status updates were sent daily by email to all first level resellers and immediate response was given to any incoming support requests.



key accomplishments & insights gained

- ✓ Unique expertise acquired
- ✓ Bulk transfer support provided
- ✓ Customer down time minimized
- ✓ International support ticketing system developed
- ✓ Custom adjustments to the system made
- ✓ Executed in extremely short time
- ✓ Executed at minimal operational costs

"In our evaluation of companies across the industry, Resello was our unanimous choice for their capability to handle a migration of this scope and



structure within the very tough deadlines we had to adhere to. It has been a great joy to work with the Resello staff and their enthusiasm and skill were to the successful execution of this move!"

Shridhar Luthria
- General Manager ResellerClub



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