

# Expert in domain name registration

**KBC is more than just a bank. The international group has many daughter and sister companies that offer a multitude of services. Each one of them has its own website. To be able to keep up, KBC went looking for a partner that registers and manages Internet domains.**



Frank Terlinck, Jeroen Pulinckx and Philippe Quisquater take care of Internet domain management for KBC. "The 640 Internet domains are now managed by Combell. They are all separate websites for our daughter and sister companies and for different KBC services. Our relationship with Combell has actually come to exist quite indirectly. In the past, the registration of our domain names was performed by several registrars. A consolidation exercise showed that there was a more efficient way to go about those things. KBC thus decided to let a single company

handle the registration of all its domain names. When this company was taken over by Combell, the collaboration remained. An important reason to this is Combell's great expertise on the level of international domain name registration. The rules differ from one country to another and that does not make domain name registration abroad any easier." Next to registration, Combell also advises KBC on different subjects. For instance, with the launch of a new extension, like it was done in the past for the .eu and the .asia. Combell is affiliated with several local DNS organizations and is one of the few Belgian companies that are also an ICANN agent (the international organization that makes

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*Philippe Quisquater, Jeroen Pulinckx and Frank Terlinck*

## KBC's ISSUE

KBC was looking for a partner that could register KBC domain extensions worldwide and manage them as well. In doing so, KBC wanted to avoid losing domain names.

## KBC's SOLUTION

Combell is one of the few actors on the market that is able to register all domain extensions. Combell can register international domain names as well, even if that procedure is far from clear-cut. This is a very important service that Combell provides, which is interesting for companies that are also active on an international level. Besides registration, Combell can also support KBC with its other questions, or act as an intermediate. Moreover, Combell also registers and manages all domain names for campaigns. One of the things Combell follows up while managing domain names is their expiry date. Long beforehand, Combell notifies KBC so that possible renewals can be handled in time. This guaranteed and proactive follow-up offers the advantage to KBC that those expiry dates are never forgotten, e.g. because of personnel changes.

## COMBELL'S ASSETS ACCORDING TO KBC

Optimum service, great expertise, relationship based on trust. Combell offers global solutions for corporate clients who want to optimize the management of their domain names.

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domain names available). This way, Combell is informed much faster of all developments at ICANN, like e.g. the launch of new extensions, which allows for faster reservation for KBC as well, and is able to register domain names directly without intermediates.

### Cultural differences

In its capacity of one of the few actors on the market, Combell can register all domain names. But it does more than that. “Next to registering Internet domains at the local DNS entity of a certain country, Combell also supervises the renewal of certain registrations, which entails major research efforts. Say, for instance, that we want to register a domain name in Uzbekistan. Combell will then research which things are necessary to make this possible. Thanks to that expertise, KBC does not have to take care of this on its own”, say the gentlemen. The registration of a domain name may seem simple, but it is often far from that. “In some countries of Central and Eastern Europe – which are the second home market for KBC – there used to be a very different administrative culture as the one we knew in Western Europe. The many documents, stamps and requirements that came into it sometimes caused a domain name registration to take more than a year! Fortunately, this has already improved in the meantime. Nowadays, it is often a matter of a couple of hours.”

### A relationship based on trust

Combell also assists KBC with transferring or taking over domain names when the structure of the company changes. “We have now been collaborating with Combell for a couple of years already, and we never had any reason to complain”, says Frank, and his colleagues concur. “Combell’s service is optimum and often goes much further than we asked. Through the years, we have built a genuine trust relationship, which means that Combell often makes KBC’s job easier. For instance, when the registration of a domain name is very urgent for commercial reasons, Combell will first and foremost make sure that the registration is performed on time. Such a trust relationship makes it much easier to react fast.”

## IDENTIKIT KBC

About KBC Group NV: [www.kbc.com](http://www.kbc.com)

KBC is a banking and insurance company that focuses on its home markets in Belgium and Central and Eastern Europe (Czech Republic, Slovakia, Poland, Hungary and Bulgaria) for individuals, SMEs and mid cap clients.

KBC’s main office is located in Brussels, in the heart of Europe.

KBC Group has about 54,000 employees and provides its services to 12 million clients.

KBC Group NV is listed with NYSE Euronext Brussels.

## INTERESTING FACTS

### Confusion of tongues

Did you know that in certain countries, only documents in the official language of that country may be signed? Up until a short while ago, that was the case in Italy. If you wanted to register a domain name there, you had to master Italian, fluently even, or be able to count on a good interpreter. If you are faced with such a situation, Combell can also assist you with the entire process: from translation to manual processing with the local registration offices.

More info about this solution?  
Contact one of our account managers on  
**0800-8-567890**