MARKET POSITIONING OF .TEL

The .tel is more than a Top Level Domain. It is an Internet service powered by a Top Level Domain. This internet service has 3 main components:

1. It integrates all communication solutions such as email, phone, fax, premium numbers, call centers, IVR systems, vanity numbers and VoIP solutions, under a single brand-oriented solution -- *YourCompany.tel* or *YourName.tel.*

2. It provides an entry into a global directory that offers: customer control over published data and keywords, accessibility from any Internet enabled device, and searchability by all major search engines.

3. It uses innovative DNS technology that ensures speed of access, live data, clickable call-to-communicate links, ease of navigation and protection of private data.

The .tel cannot be measured against other Top Level Domains (TLDs) because it is fundamentally different. All existing TLDs map domain names to IP addresses. By contrast, the .tel maps domain names to *contact information and keywords* stored directly in the DNS.

As a Top Level Domain, the .tel has a unique purpose that is not in competition with other TLDs: the ultimate purpose for .tel is communication while the purpose for other TLDs is reaching content on websites.

However, as an internet service, the .tel may be compared to various other companies. The following provides a market positioning analysis of .tel for both the corporate and individual markets.

Corporate Market Positioning

To understand the value offered by .tel to businesses, Table 1 provides a comparative analysis of existing companies that offer somewhat similar services. While each of these company types contains some similarities with the .tel, none offer the complete set of features and benefits of the .tel.

As shown on the vertical axis of Table 1, these companies can be categorized into five distinct groups:

- Directory Services: such as online yellowpage providers

- Webpages: specifically the "Contact Us" pages

- Local searches provided by global search engines: such as Google Local

- Vanity name numbers: such as 1800-Flowers

- Voice or SMS based interactive applications: such as interactive voice response (IVR) systems

As shown on the horizontal axis of Table 1, the benefits and features of the .tel can also be broken into five distinct groups:

- Core Concept – addresses the primary reasons for corporations purchasing a .tel

- Value Added Features – addresses additional benefits offered by the .tel

- Speed of Access – addresses issues of data volume, download speed and navigation

- Search Capabilities – addresses the use of keywords

- Cost Benefit Analysis – addresses the cost of .tel versus other services

The corporate comparative table is provided on the following page.

Table 1

Value Proposal and Competition Analysis for Businesses						
	Telnic	**Directory Services**	**Web pages**	**Local searches provided by global search engines**	**Vanity names number**	**Voice or SMS based Interactive applications**
	.TEL	Online Yellowpage Providers	"Contact us" pages	Google Local, Yahoo Local	1800 brand names	Interactive Voice Reponse Systems
1- Core concept						
Provides a digital identity that is a brand	yes	no	yes	no	yes	no
Provides a digital identity that is independent of a service provider	yes	no	yes	no	limited	n/a
Publishes multiple points of contact under the digital identity.	yes	no	yes	limited	no	yes
Publishes all types of contact information (phone numbers, email, SMS, fax, VoIP,etc.)	yes	no	yes	no	no	n/a
Enables customer control over its contact information	yes	limited	yes	limited	yes	yes
Enables real-time publication and updating of contact information	yes	limited	yes	no	no	n/a
Makes contact information accessible from any internet-enabled device	yes	limited	limited	limited	yes	n/a
Consolidates all published contact information into a single global directory	yes	no	no	no	no	no
Ensures reliability of data due to customer control	yes	yes	yes	limited	yes	yes
2 - Value added features						
Enables easy navigation through multiple links	yes	limited	limited	limited	no	yes
Enables multiple customer actions (vote, purchase, bet, communicate etc…)	yes	no	no	no	no	yes
Enables a click-to-communicate functionality	yes	no	limited	no	yes	yes
Enables synchronization / integration with address books	yes	no	no	no	no	no
3 - Speed of access						
Type of data received	NAPTR and TXT records	web pages	web pages	web pages	n/a	voice or text description of options
Volume of data received	low	high	high	high	n/a	low
Download speed on mobile phones	fast	slow	slow	slow	n/a	n/a
Speed of navigation through multiple links	fast	slow	slow	moderate	n/a	fast
4 - Search Capabilities						
Provides customer managed keywords	yes	limited	no	yes	no	no
Provides multilingual keywords	yes	limited	no	yes	no	no
5 - Cost-benefit analysis						
Cost of implementation to the customer	low	high	moderate	package dependent	high	high
Cost to the customer's client	low	high when accessed through mobile devices	high when accessed through mobile devices	high when accessed through mobile devices	high when accessed internationally	moderate

Individual Market Positioning

To understand the value offered by .tel to individuals, Table 2 provides a comparative analysis of existing companies that offer somewhat similar services. While each of these company types contains some similarities with the .tel, none offer the complete set of features and benefits of the .tel.

As shown on the vertical axis of Table 2, these companies can be categorized into five distinct groups:

- Online Whitepages: such as Yahoo! People Search

- Address Books: such as PC-based Outlook or Mobile-based Blackberry address book

- Unified Communication Solutions: such as UNYK, Skype and GrandCentral

- Professional Community Sites: such as Plaxo

- Social and Student Community Sites: such as Facebook

As shown on the horizontal axis of Table 2, the benefits and features of the .tel can also be broken into five distinct groups:

- Core Concept – addresses the primary reasons for corporations purchasing a .tel

- Value Added Features – addresses additional benefits offered by the .tel

- Speed of Access – addresses issues of data volume, download speed and navigation

- Search Capabilities – addresses the use of keywords

- Cost Benefit Analysis – addresses the cost of .tel versus other services

The individual comparative table is provided on the following page.

Table 2

Value Proposal and Competition Analysis for Individuals	Telnic	Online White Pages	Address Books		Unified Communication Solutions			Professionnal Community sites	Social and Student Community sites
	.TEL	Yahoo People Search	PC-based Outlook, AppleMail	Mobile-based Blackberrys, Smartphones	UNYK	Skype	GrandCentral	Plaxo	Facebook
1 - Core concept									
Provides a digital identity that is a name	yes	no	no	no	yes	yes	no	no	no
Provides a digital identity that is independent of a service provider	yes	no	n/a	n/a	no	no	no	no	no
Enables customer control over contact information management	yes	no	yes	yes	yes	yes	yes	yes	yes
Enables real-time publication and updating of contact information	yes	limited	no	n/a	yes	yes	no	yes	yes
Makes contact information accessible from any internet-enabled device	yes	no	limited	yes	limited	limited	yes	yes	yes
Publishes all types of contact information (phone numbers, email, SMS, fax, VoIP,etc.)	yes	limited	no	no	yes	no	no	no	no
Publishes multiple points of contact under a single digital identity.	yes	yes	yes	yes	yes	yes	no	yes	yes
Consolidates all published contact information into a single global directory	yes	no	no	no	no	no	no	no	no
Ensures reliability of data due to customer control	yes	limited	yes	yes	yes	yes	yes	yes	yes
2 - Value added features									
Enables protection of private data	yes	no	n/a	n/a	yes	no	no	yes	limited
Enables publisher to grant individualized access to private data	yes	no	n/a	n/a	yes	no	no	yes	no
Enables profile switching	yes	no	no	no	no	limited	limited	no	no
Enables a click-to-communicate functionality	yes	limited	no	yes	no	yes	yes	limited	no
Enables synchronization / integration with address books	yes	no	n/a	yes	yes	no	yes	yes	no
3 - Speed of access									
Type of data received	NAPTR and TXT Records	web page	contact file	contact file	web page	VoIP/IM Protocol	PSTN	contact file	web page
Volume of data received	low	high	high	moderate	high	high	n/a	moderate	high
Download speed on mobile devices	fast	slow	n/a	n/a	slow	slow	n/a	slow	slow
5 - Search capabilities									
Provides customer managed keywords	yes	limited	no	no	no	no	no	no	yes
Provides multilingual keywords	yes	limited	no	no	no	no	no	no	no
6 - Cost-benefit analysis									
Basic package cost to customer	low	free	high	high	free	free	free	free	free
Additional cost for preimium services	no	yes	n/a	n/a	yes	yes	still to be determined	yes	no