Network**Solutions**®

FACT SHEET

Network Solutions® Web Forwarding with Optional Free Masking

Network Solutions is offering a Wholesale solution that enables you to forward customer domains to another page on the Web, with the option to conceal the destination URL. This service is easy to activate and use; yet has the power to stimulate new domain sales for your business.

How to Position the Service

There are two basic ways to use Network Solutions Web Forwarding with Masking service. You can forward one or multiple customer domain names to a new page on the Web without activating the masking feature. This means the destination URL will appear in the browser address bar when the visitor arrives at the new Web page. Or, you can forward a new customer domain name to a pre-existing Web page in which the destination URL is masked. This means the new domain name (initially entered into the browser by a visitor) will remain visible in the browser address bar even when the visitor arrives at the pre-existing Web page.

Understanding the ways in which Web Forwarding with Masking can be used, will help you position this service according to the needs of your customers. For example:

Increase Web Site Traffic	Small business customers can capitalize on known Web browsing behavior by registering and forwarding common variations of their existing domain name (misspellings, abbreviations, alternate extensions) to their Web site.
Improve Profit Margins	Web services companies experiencing sudden growth can control operating costs while still maintaining the appearance of one Web site by forwarding their domain name to other production-related destinations on the Web and activating the masking feature.
Preserve Brand Value	Any customer in the midst of a change of ownership or repositioning will find value using Web Forwarding with Masking in order to avoid the appearance of confusion associated with the integration of multiple Web sites and brands.
Capture Qualified Leads	Growth companies can accelerate lead fulfillment processes by purchasing additional domain names that highlight upcoming promotions and products, and forwarding them to specific pages on the Web designed to capture and automate lead information.

Network Solutions® Web Forwarding with Optional Free Masking

Web Forwarding	For a nominal annual fee (per domain name), you can offer customers the flexibility to forward domain names to new or temporary destinations on the Web.
Optional Masking	A free Web Forwarding feature that conceals the destination URL of your customer's redirected domain names.
Branding Preference	You have the option to keep the Network Solutions brand, co-brand with Network Solutions, or self-brand when you market the service to customers.
Portal Integration	The service is intuitively integrated in the Partner Portal's domain registration and management processes, making it easy for you to add the service to new and existing domain name accounts.

Real-Time Activation	The service is immediately activated upon completion of the domain name registration or modification process. If your customer experiences delays, it may be associated with an Internet Service Provider's WHOIS directory update.
Bulk Processing	If your customer would like to forward a large number of domain names to a single Web page, you can upload customer information into an easy-to-use application that automatically processes the data into Network Solutions Wholesale domain name accounts.
Packaging Options	The service can be offered as a stand-alone product (as long as it is associated with a Network Solutions Wholesale domain name account); or bundled into your other Web-related services.

How to Activate the Service

Partner Portal Users	Web Forwarding with Masking is fully integrated in the Partner Portal's domain registration and management processes. In order to add the service to new or existing domains, the domains will need to be registered as, or converted to an Advance DNS account. This means the domains will be hosted on Network Solutions name servers free of charge.
Partner Protocol Users	Web Forwarding with Masking is fully integrated in the XML 4.0 release of Network Solutions back-end fulfillment application. Any Partner using a release lower than 4.0 will need to upgrade their XML code in order to take advantage of this service.

As a Network Solutions Partner, you receive the type of services and support that enable you to build loyal and profitable relationships with your customers. For more than a decade, Network Solutions has been the preferred domain provider for thousands of companies in the U.S. and abroad. Our scalable infrastructure, state-of-the-art reseller tools and around-the-clock support make Network Solutions a provider businesses can grow with and trust.

Let Network Solutions help you uncover new revenue opportunities for your business. Activate Network Solutions Web Forwarding with Optional Free Masking service today!

For more information, please contact your Partner Support representative or e-mail premiersupport@networksolutions.com.