Knipp Case Study

MAN SE, München

The MAN Group is one of Europe's leading commercial vehicle, engine and mechanical engineering companies. MAN's business activities are grouped into the business areas Commercial Vehicles, comprising MAN Truck & Bus and MAN Latin America, and Power Engineering, featuring MAN Diesel & Turbo and Renk. With over 53,000 employees, the Group operates in more than 180 countries. MAN looks back on more than 250 years of corporate history and generated sales revenue of €13.6 billion in the reporting year 2016.

The MAN Group focuses on activities in the areas of transport and energy and develops innovative products which ensure efficiency and sustainability. The company supplies trucks, buses, diesel engines, turbomachinery and special gear units and holds leading market positions in all divisions.

MAN aims at profitable global growth and sustainable increase in the company value. Customer orientation, technology leadership, and the ongoing expansion of after-sales services are considered crucial in achieving these goals.

Requirements

In 2011, the internet authority ICANN approved the plan to increase the pool of available domain name endings and allowed the introduction of numerous new generic top-level domains (gTLDs). In addtion to traditional TLDs like ».de« or ».com«, new domain endings specific for cities or industries became possible, such as ».nyc« or ».shop«, for example.

More importantly, this extension of the domain namespace made it possible for trademark owners to bring their own brand TLD into life. This allows to actively protect a trademark on the Internet, to develop new marketing strategies and to benefit from new forms of quality control on the Internet.

The MAN Group immediately recognized the potential of owning their own generic TLD. The company thus looked for a partner to support them in applying for the top-level domain ».man« at ICANN as well as to take care of the TLD's technical operation.

Manfred Schurer, Head of E-Communications, explains why the MAN Group chose Knipp as their partner: »We have known Knipp for many years as an Internet provider and software house. Knipp has extensive know-how in Internet technologies and software development. Knipp's product TANGO REGISTRY SERVICES® complies with ICANN'S extremely high quality standards which is why we decided to use it for operating our TLD.«

Customer benefit

Knipp's many years of experience in the IT industry and especially in the introduction of new top-level domains allowed the MAN Group to successfully apply for their own TLD. The experts of Knipp helped with the creation of a professional concept for the introduction and operation of ».man«. The application submitted to ICANN surpassed the specified requirements in each module and was accepted in the first run already.

The MAN Group benefited further from Knipp's competent consulting and support, e. g. during the settlement of the registry agreement with ICANN and in the selection services partners such as the escrow agency.

Finally, Knipp Medien und Kommunikation GmbH launched its activities as the technical backend provider and started the operation of the ».man« TLD in its data centers. Knipp's Software TANGO REGISTRY SERVICES® also provides user-friendly Control Panel so that domains under ».man« can now easily be managed while being operated with the highest security standards.

Milestones on the way to ».man«

- Conception of the application for the introduction of the TLD ».man«

- Processing of ICANN's »Initial Evaluation«
    - Result: admission of ».man« as new generic top-level domain

- Selection of an escrow agency

- Subscription of the registry agreement

- Acknowledgement of ».man« as a brand TLD

- Pre-Delegation Testing

    - Result: the technical function tests confirmed that Knipp's TANGO REGISTRY SERVICES® complies with all technical requirements of the ICANN and that the TLD ».man« can be delegated

- TANGO REGISTRY SERVICES® software training for the MAN employees

- Delegation of ».man« to the root zone

- Launch of the new top-level domain ».man«