

EPP-DRS WHITEPAPER

This document is addressed to individuals or companies that are planning to start domain selling business or considering migration to EPP-DRS.

It tries to explain what EPP-DRS was created for, why it is better than any other system domain system on the market, applied to both ROI and technical implementation.

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DOMAIN NAMES MARKET AT THE WHOLE

TODO: Researches, big dollars.

THE CURRENT SITUATION WITH THE DOMAIN NAMES SOFTWARE

SOFTWARE FOR REGISTRARS

Most of domain selling systems available on the market exist as plug-ins or modules for shared hosting selling systems. None of these systems are consistent and robust enough to be considered by serious domain market players.

General problems that most of them were not able to solve thus far:

- Based on bad codebase. They are victims of backward compatibility requirements.
- Poorly-customizable and translatable, very often using proprietary template engines and not well-structured HTML.
- Unclear, procedural API. Mostly undocumented. Module creation involves frequent calls to support and a lot of guessing.
- Poor scalability. They try to unify things that cannot be unified (for example, different registry requirements for contacts format). As a result, interface is either overloaded with fields that end users (registrants) do not understand, or does not implement all functionality exposed by specific registry.

Some registries and alliances provide software of their own, usually distributed exclusively among authorized registrars. Such software mostly implements only basic functionality, lacking a lot of features, and developed with no interface usability in mind. It is usually not being actively maintained and being presented mostly for testing purposes.

REGISTRIES

At the other side, various Registries and SRS (Shared Registry Systems) offer access for registrars via various kinds of incompatible protocols, including plain TCP/sockets, RRP, EPP, proprietary API, E-mail, etc., making integration process a hell for both domain selling service owners and developers.

With standardization of EPP protocol, many registries started moving their software and databases to support EPP. But still, many of them use EPP extensions to implement specific features.

As a result, you still have to wrap every registry

Developers have to learn tons of documentation, perform testing on testing environments (so-called OT&E's).

So, till now, you have had 2 options to choose:

1. Purchase a cheap shared hosting selling system or take the one offered by registry, and spend times (and times!) more money to get it working, customize it, and then, if you need a custom module, hire developers.
2. Write your own system from scratch (big time to find developers that have a clue, big money to develop and support).

EPP-DRS being developed to change this situation and offer registrars the stable, robust and scalable domain registration and management software at a reasonable price.

WHY EPP-DRS?

TECHNOLOGICAL ADVANTAGES

1. EPP-DRS is based upon well-planned and designed framework (Core) , written on pure PHP5.
2. Exceptional, thoroughly planned web interface, tested and polished during years.
3. Communicates with registries/SRS and payment gateways via modules.
4. Clean and well-documented, truly object-oriented SDK with samples.
5. Whenever you want to start selling one more domain extension, just plug in the appropriate module.

FLEXIBLE PRICING

You have the following licensing options:

- Permanent license. Locked to your hardware.
- Leased license. You pay a small fee each month.