



## Dial a domain name instead of a phone number



**Free Apps** for iPhone, Blackberry and Android



**25 million telephone numbers** already in our database

**Integrate to our Partner-API** and allow your customers to Domain Dial (patent pending)

**\*At the ICANN meeting** visit Siter's booth and assign a phone number to your domain for free.



# integration

## Easy to Integrate XML + Soap



```
partner-api.xml
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/">
  <soapenv:Body>
    <insertWebAddress xmlns="http://ws.partner.api.site.com/">
      <partner xmlns="">
        <apiKey>999999999</apiKey>
        <name>Partner Name</name>
        <password>123456</password>
      </partner>
      <partnerType xmlns="">REGISTRAR</partnerType>
      <webAddress xmlns="">onydomainname.com</webAddress>
      <user xmlns="">
        <email>email@onydomainname.com</email>
      </user>
      <phone xmlns="">
        <areaCode>212</areaCode>
        <countryCode>1</countryCode>
        <countryCodeAlpha2>US</countryCodeAlpha2>
        <name>My Number</name>
        <number>9999-9999</number>
      </phone>
    </insertWebAddress>
  </soapenv:Body>
</soapenv:Envelope>
```

Steps to Integrate:

1. Request API Key and Password
2. Integrate XML + Soap

## Advantages for Registrants

1. Branding: promote the name of your company
2. Domain dialing is a new use for your main domain name
3. Portability: domain name is always the same
4. Makes life easier for your customers

## Advantages for Partners

1. Create a new feature for any domain name: gTLD or ccTLD
2. Easy to integrate: XML + Soap
3. Helps increase the renewal rate
4. Revenue share

# Example of Control Panel

Integration with:

## Domain dialing

### Registries, Registrars and Hosting Companies

Create a new feature for your domain names

It is easy to Integrate

Create an opt-in option in your control panel

#### Activate Domain Dialing



Yes, assign a phone number to  
**mydomain.com**

- Caller must use **Siter** a free app for iPhone, BlackBerry or Android
- Allow people to call you using your domain name

## Email dialing

### ISP's

(Internet Service Providers)

Create a new feature for your emails

It is easy to Integrate

Create an opt-in option in your control panel

Email dialing will help you reduce churn



Yes, assign a phone number to  
**email@mydomain.com**

## Name dialing

### Telco's

You are not a number, you are a name

Customers can define their name

Increase number of calls

Differentiation in the face of competition



Yes, assign a phone number to  
**myname (siter id)**

# Call to action!

visit [siter.com/partner](http://siter.com/partner) and fill out the form with your interest.

## Articles about Siter



## testimonials

*Siter is a practical example of a good idea with great implementation: they accomplished a feat and made it look easy! It's easy to use both for the company and (especially) for their clients.*

*Nowadays everyone remembers - or intuitively knows - the domain of a company and therefore, correlating it with telephone numbers and location is very useful. Thus, in an extremely simple way, we are able to offer a service of great value to our clients.*

**Claudio Almeida Prado** — Bank Santander's CIO

*In my opinion the importance of domain dialing is that a client can choose an easy way to call a doctor, a friend, a company, or a store. Fantastic idea!*

**Tatiana Chirev** — head of ccTLD.md Monitoring

*A free application for mobile phones is a huge success in the world. It's Siter and its distinguished feature is dialing a domain instead of a phone number: a great innovation in the area of telecommunications.*

**Ethevaldo Siqueira** — Telecommunications journalist

## Contact

 call [siter.com](http://siter.com)

+55 11 3079 6036  
info@siter.com  
Avenida 9 de julho, 4939, cj 52  
Torre Europa  
01407 200 - São Paulo - SP - Brazil