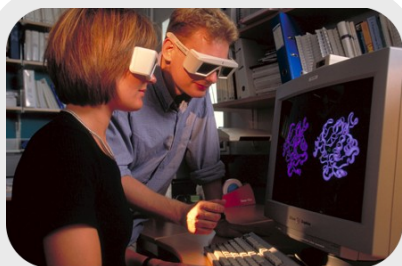


## Novozymes Saves Time and Money by Outsourcing to Melbourne IT



**Client:** Novozymes A/S

**Industry:** Biotechnology

**Key facts:**

- Provider of 600 biological solutions
- Available in 40 industries spanning 130 countries

**Trademark and Domain Portfolio:**

- 6,500 trademarks globally
- 250 domain names across 30 countries (reduced from 400)

Novozymes A/S, based in Bagsvared, Denmark, is a world leader in the development of enzymes and microorganisms. With a goal of improving industrial performance everywhere while saving water, energy, raw materials, and waste, the company offers over 600 biological solutions, available across 40 different industries and 130 countries. In turn, these products are key components in the manufacture of thousands of consumer products, impacting millions of people.

Worldwide, the company has an active portfolio of 6,500 trademarks and more than 250 domain names including the international versions of each registration. Their online presence extends to 30 countries which require having numerous country-code top-level domain names (ccTLDs) to support the business.

The Legal Affairs group for Novozymes A/S is chartered with managing both the company's brand names and domain names. As Claus Michael Andersen, senior manager for Novozymes A/S describes it, "We used to maintain an in-house database to track our domain name portfolio and publish it on our intranet so that everyone could access renewal dates and request updates. When we reached just over 400 domain registrations, keeping track of payment obligations, renewals, and so on, became a major task. Our in-house processes became very unwieldy and proved to be an inefficient way to handle domain name management, given the time consuming nature of the task."

### Outsourcing Domain Name Management

"We believe you need a high level of competency to actually administer a domain name portfolio, and as legal professionals we found it to be a taxing, tedious task to keep track of all the payments and renewal dates," reflected Andersen. "Outsourcing this function enables better use of internal resources and improves our ability to manage our domain name portfolio at the same time." Andersen considered several options including legal firms specializing in intellectual property management. But in the end it was determined that working with a company that has global expertise and is skilled in working with various registries and understands the various requirements for registering and protecting domain names was of prime importance. And Anderson wanted a partner he could depend on. "Melbourne IT has what's required to be a long-term partner," said Andersen, "they are financially solid and highly experienced across administration, transfers, consolidation processes, and they provide their services at a reasonable price."

### Melbourne IT DBS Stands out

The Legal Affairs group is complimentary of the consultative approach Melbourne IT takes. Over the years the company had registered numerous domain names that were no longer needed.

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Claus Michael Andersen,  
Senior Manager,  
Novozymes A/S

“They worked with us in the process of designing an overall domain name policy,” reflected Andersen. “This also showed us how we could use selective domain name registration – in some situations also the names of our affiliates – to reduce infringement and improve our website traffic.” The effort reduced the overall portfolio by about 200 domain names.

### Time to Focus and Improve

Novozymes praises the Digital Brand Manager portal for providing significant time savings. The portal simplifies the company’s domain name administration requirements including registration and renewal of top level domain names, name creation, the handling of contacts and registrant information changes with the Domain Name System (DNS). The biggest measurable impact that Melbourne IT DBS services provided, says Andersen, has been freeing up time for the Legal Affairs group.

“There’s been a significant decrease in internal resources consumed by domain name administration by using the online portal”, says Andersen, “and from a business perspective, I found the ability to monitor hit statistics on our whole domain name portfolio extremely valuable. For example, we have used the data to identify a number of misspellings of our company name for domains. We then registered these and direct them to our correct corporate website enabling many more people to find us.”

### Mitigating Business Risk

In addition to managing domain names, Novozymes relies on DNS services provided by Melbourne IT DBS. “We decided to subscribe to DNS Assurance for our two most critical domains, the corporate website, [www.novozymes.com](http://www.novozymes.com), and [www.mynovozymes.com](http://www.mynovozymes.com) which is our e-commerce site. We made the decision that our critical sites absolutely could not be off-line. It’s hard to put a measure of success on risk aversion, yet the loss would be significant if either of the sites would go down.” stated Andersen. What appealed to Anderson are multiple redundancies in the DNS Assurance network that makes it extremely unlikely for a hostile attack to entirely shut everything down. After all, a substantial part of the turnover is generated through e-commerce and the importance of these services being available uninterrupted has increased.

### A Powerful Partnership with Melbourne IT

Melbourne IT consultants are always accessible to provide assistance. He noted, “Melbourne IT account executives are viewed as part of our team. They follow up on all the questions that we have, and it’s been a very positive relationship.

I’m delighted they are so eager to assist us. Andersen concluded, “Not only have we consolidated our domain name portfolio, but Melbourne IT has helped us improve our efficiency in the Legal Affairs department and we now maintain a much higher quality domain name portfolio.”

“ Outsourcing this [domain administration] function enables better use of internal resources and improves our ability to manage our domain name portfolio at the same time. ”  
Claus Michael Andersen