



## Melbourne IT partners with Jamcracker to offer on-demand domain name registration and eBusiness tools

Melbourne IT's eBusiness services to be provided through communications and IT service providers via Jamcracker Services Delivery Network

### MOUNTAIN

VIEW, CA, 24 June 2010 Melbourne IT, a global provider of online business services, and Jamcracker, the unified cloud services delivery and management company, today announced the availability of domain name registration services for resale through the Jamcracker Services Delivery Network (JSDN). JSDN allows service providers, cloud services vendors and enterprise IT organizations to unify the delivery and management of disparate cloud services. The partnership with Melbourne IT will initially enable Jamcracker to offer domain name registration and domain-related services through its global services-delivery network to resellers including communications and IT services companies, and later offer other value added services that complement the domain offering. When starting a business, the first online service most small and medium sized businesses (SMBs) need is a domain name to identify who they are on the web. But they are also seeking a broad range of services once they own the domain, such as email marketing and web publishing tools to build their business on the Internet they seek integrated eBusiness solutions, said Lori Harmon, executive vice president & general manager of Melbourne IT Global Partner Solutions. This strategic relationship is an important channel for service providers to implement our domain name registration services, and in turn increase the number of critical eBusiness services that can be offered through Jamcracker's global network of service providers and resellers.

### Jamcracker

enables communications and IT services providers to create their own branded marketplaces and deliver best-of-breed cloud services to their business, government and other organizational customers.

We are pleased to add Melbourne IT's Domain Name Registration Services to our services portfolio said Steve Crawford, vice president of marketing and business development at Jamcracker. The recent introduction of the Jamcracker Platform Enterprise Edition also allows IT departments to make Melbourne IT's services available to their internal customers.

### Melbourne

IT's domain name registration services provide a full range of ICANN names

(.com, .co, .net, .org, .biz, .info, .name, .eu) and ccTLDs (for over 100 countries), including .us (United States), .de (Germany), .au (Australia), .fr (France), .jp (Japan), .es (Spain), .ca (Canada), .eu (Europe), .nz (New Zealand), .in (India), .uk (United Kingdom).

#### Melbourne

ITs domain name registration system supports the following functions: (1) registration; delegation;; (2) domain name backordering; (3) domain name forwarding ; (4) domain name locking; (5) private registration; (6) premium names; (7) offline registration (continuing to store orders if the registries are not operating).

#### JSDN

enables communication service providers, IT distributors, and IT vendors to deliver cloud services to their customers and through their channels without incurring complex, costly technology investments. The JSDN streamlines all of the operational processes required to offer private labeled services including a hosted services-delivery platform, content/ISV wholesale distribution agreements, help desk services, billing, collections, settlement, and infrastructure management. JSDN seamlessly integrates with reseller and service provider web sites and networks, allowing customers to choose from a catalogue of hundreds of leading cloud services. The new Jamcracker Platform Enterprise Edition is a comprehensive services delivery and lifecycle management solution that aggregates all cloud services and provides a central point of control, enabling enterprise IT departments to become their own cloud service brokers.

#### Melbourne

ITs Global Partner Solutions division supplies technical and support solutions to a global network of reseller clients targeting small, medium-sized businesses (SMBs) and enterprises. For more information, visit [www.melbourneitgps.com](http://www.melbourneitgps.com).

ENDS.

About

Melbourne IT

Melbourne

IT (ASX: MLB) helps organizations of all sizes to successfully do business online. Our complete portfolio of Internet-based technology services drives business effectiveness and profitability for more than 350,000 customers and partners around the world.

The

breadth of Melbourne ITs offering extends from helping small businesses build an online presence through to managing the complex technology environments of large enterprises and governments including Internet domain name services, web hosting, online brand protection and promotion, video content delivery, managed IT services and more.

Melbourne

ITs culture of integrity, innovation, collaboration and customer centricity has been built by more than 690 employees spread across 18 offices in 10 countries. Our customers include Volvo, GlaxoSmithKline, LEGO, Queensland Department of Education and Training, Socit Gnrale, Aurecon Asia-Pacific, Coca-Cola Amatil and Twitter. For more information, visit [www.melbourneit.com](http://www.melbourneit.com)

About

Jamcracker

Jamcracker

enables Service Providers, Cloud Services vendors and Enterprise IT organizations to unify the delivery and management of disparate cloud services. Jamcracker was founded in 1999 by K.B. "Chandra" Chandrasekhar, the founder of Exodus Communications and chairman of e4e Services. For more information, visit [www.jamcracker.com](http://www.jamcracker.com)

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