



VERISIGN™

CASE STUDY



STAR ENTERPRISES

**A .COM WEB PRESENCE HELPS A MID-SIZED INDUSTRIAL
EQUIPMENTS COMPANY TO INCREASE ITS COMPETITIVENESS**

VerisignInc.com

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Mumbai-based Star Enterprises is a classic example of how an effective Internet presence can help increase business revenues for a mid-sized company. Set up in 1993, Star Enterprises specializes in manufacturing spare parts for induction furnaces. Over the last 18 years, the Company has built a strong client base with more than half its clients based in India and the other half located in international markets. But having a large and geographically dispersed client base also presented a unique set of challenges for this mid-sized organization. The key challenge was to ensure its availability to its customers at all times.

This prompted Star Enterprises to create an online presence nearly three years ago. This measure also helped boost, rather unexpectedly, the sales for the Company as well.

AN INTERNET PRESENCE HELPS IN BEING AVAILABLE 24/7

Having a Web site has enabled Star Enterprises to keep itself open for business 24 hours a day, 7 days of the week, in turn increasing the number of opportunities to engage with both existing and potential customers.

Additionally, a Company Web site has provided Star Enterprises the opportunity to showcase its business strengths in a cost-effective way. Whereas earlier, a lot of its resources were allocated to cold-calling potential customers in order to build awareness about the business, today the Company relies largely on its Web site to help increase its visibility in a cost-effective and simple way.

Mr. Ashish Shah, CEO of Star Enterprises, confirms the benefits of having a Web site, "Our Web site has helped us to keep in touch with customers. Besides it allows people to make an inquiry through our Web site at a time that is convenient for them. This has resulted in a substantial increase in business for us."

AN INTERNET PRESENCE HELPS ENHANCE COMPETITIVENESS

An Internet presence has also helped the Company increase its profit margins in the last two years. The Web site makes the Company more findable to a larger base of suppliers from whom it receives cost estimates for raw materials that are used to manufacture the induction furnaces. By virtue of receiving multiple competitive quotes, Star Enterprises is able to consistently and effectively negotiate lower purchase rates with its suppliers. "This has helped us, in turn, to offer better rates to customers. It has increased our competitiveness", says Mr. Shah.

"A .com domain name made perfect sense for us as it is one of the most recognized domain names the world over. In fact, .com is one of the oldest domain name extensions".

Mr. Ashish Shah, CEO
Star Enterprises



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A .COM PRESENCE HELPS ENHANCE VISIBILITY

Star Enterprises registered the domain name, www.induction-furnace-spares.com, in order to help make its Web site easy to find. It elected to register and use a domain name that clearly spelled out the industry within which it operates in order to help boost its rating in an Internet search done with similar key words.

In order to provide an additional fillip to its visibility, the Company listed its Web site address on popular business Web directories. These efforts have helped Star Enterprises acquire more clients and it has experienced a significant surge in inquiries. The Company receives over 100 inquiries per month and it has increased its sales by over 25% in the last three years through its Web site alone.

Mr. Shah gives credit to the Company's successful online presence to its .com domain name. "A .com domain name made perfect sense for us as it is one of the most recognized domain names the world over. In fact, .com is one of the oldest domain name extensions".

The Company registered its domain name with an accredited registrar listed on the Verisign.com and .net Domain Name Registries. The Verisign .com and .net Domain Name Registries are the authoritative registries for .com and .net domain names. Verisign manages relationships with close to 900 ICANN-accredited registrars who submit over 150 million domain name transactions daily.

KEY BENEFITS

Solution Summary

A mid-sized manufacturer of spare parts for induction furnaces wanted to acquire a domain name that was easy to find on the Internet and was connected with the industry that it operates in. A .com domain name has helped provide considerable visibility to the Company. The Company Web site played an important role in enabling the Company to establish a strong online presence and thereby locate new clients and suppliers.

Industry

Industrial equipment manufacturers

Challenges

- Wanted a domain name extension that was popular
- Wanted a domain name that was easy to search and remember
- Needed a domain name that could potentially enhance business opportunities

Solution

Verisign .com and .net Domain Name Registry Services

Results

- A .com domain name has helped prospective buyers and suppliers in domestic and international markets to locate the Company
- A .com domain name has helped increase the number of business inquiries it receives to over 100 per month
- Sales have increased by 25% with a .com domain name presence.