

Industry Information

IN THIS ISSUE

Digital City Brands

The race for the future for cities and regions will also be decided in the internet
p.1

COMPASS Gruppe

The Viennese company with a long corporate tradition is a pioneer in digitisation p.2

The Interview

Hermann Futter has been managing the COMPASS Group, which also includes domainworx, for 30 years p.3



Digital City Brands

- Vienna, April 08 2021

How a digital brand supports cities and regions in the inter-communal competition for economic growth and attractiveness

Vienna, Wien - that is the Metropolis at the Danube or the City of Walzer. Vienna, that's Lipizzaners, Fiakers, Sis(s)i and Wiener Schnitzel. Vienna, that's Mozart, Beethoven, and Strauss. Vienna, that's Falco.

Sure, all these are clichés. But ask around the world what is associated with Vienna. There is a good chance that one or more of these terms will come up. The image of this city in people's minds is shaped by its history, its culture, and its prominent personalities. And the wonderful thing about this for Vienna is that the images are consistently positive.

Even for people who do not know Vienna at all from their own experience, these annotations work. The city's good international reputation is based to no small extent on such positive prejudices.

It is well known that a brand is perceived as the sum of all the annotations that the brand name triggers in many people, even if they may not be able to judge from personal experience.

The conclusion is obvious: Vienna is not just a geographical entity - Vienna is also a brand. And what applies to this example naturally applies to every other city or region worldwide.

This insight is by no means new; "city marketing" has become an integral part of municipal administration in recent decades. It is used to give the city (the region) advantages in the competition for the attraction of industry and trade, and thereby to counteract the increasing ageing of European metropolises. It is crucial for their prospects that they attract a younger target group.

And because we are talking about a digital generation, this is where, at the latest, the entity's geographical name turns into a digital brand.

The communication of a city's image no longer takes place via print media only, even radio and TV play a subordinate role. The focus of attention, on the other hand, is the internet and social media.

And there is another phenomenon to consider: Content is increasingly less communicated via text; messages and values are perceived almost exclusively via images and taglines. The success of platforms like Instagram or TikTok prove this.

This leaves city marketing with essentially two elements to convey the brand core of a municipality. Elaborate and target group-oriented pictures and the sustained repetition of the central key words, especially those of the brand name: lipizzaner.wien, hofburg.wien, alles-walzer.wien. And, if the brand is well placed, these positive associations also radiate to terms that may not be associated with this city at first, but which are essential for its development: innovation.wien, soziales.wien, eco.wien nachhaltiges.wien.

The conclusion is obvious. The introduction and well-thought-out use of its own top-level domain by a city or a region is a strategically important element of successful city marketing. It makes it possible to link the city name as a brand to the desired keywords in a targeted and concise manner. A city that is building its digital future should therefore not miss out on an own TLD.

Are you interested in using your name or brand as your own top-level domain? Contact us at sales@domainworx.consulting - we will be happy to develop a customised solution with you.

COMPASS Gruppe, Vienna

150 years of experience as a publisher of business information and in data processing



 COMPASS GRUPPE
WIRTSCHAFTS- UND DATENVERARBEITUNG

domainworx GmbH is not an insolate consulting company but embedded in a lasting and innovative network of digital companies: the COMPASS Gruppe (Group). domainworx draws its unique competence from the fact that we are concerned with all practical aspects of digital communication in our daily work. We don't build castles in the air; we deliver solutions that work.

The company's history goes back to 1867, when Compass-Verlag and the COMPASS Gruppe, which later emerged from it, have developed into the leading publisher of business information in Austria. Always on the pulse of time, the company has mastered all crises of the past 150 years with supreme ease. One of the decisive reasons for this is that the company has never "stood still"; instead, it has adapted to the requirements of the times both in its internal structure and in its products.

Best Practice



Relevant information and community visibility on one of the most important issues of our time.

With www.impfservice.wien, the City of Vienna uses the local TLD in an exemplary manner.



The Digital Pioneer

_ Vienna, April 08 2021

For more than 30 years, Hermann Futter has been managing the Compass Gruppe, the leading Austrian provider of business information. We met him for an interview at the new company headquarters in Vienna's 12th district.

Mr. Futter, we are sitting here in the CUBE at the new company head-quarters of the COMPASS Gruppe in Schönbrunner Straße in Vienna with a magnificent view over the city. So, the first question is obvious: Do you already feel at home in your new surroundings?

I grew up in the twelfth district and, with a short interruption, have lived in Meidling since I was born. So, I have always been at home here. If you focus the question on the new office building, I can only say: I entered my new office on the day of the move, sat down and was happy. And by all accounts, many of our employees feel the same way.

The COMPASS Gruppe, which you manage, comprises a number of companies dealing with the qualification and provision of business information. This includes important directory media such as firmeninfo.at and the Wirtschafts-Compass. You recognised the signs of the times early years ago and consistently focused on digitising your services. Most other companies in your sector were simply lifting existing directory media onto an internet platform. You went much further and founded a registrar with netzadresse.at, a registry with punkt.WIEN and a consulting company for the domain sector with domainworx.

What interaction do you see between the "traditional" parts of the company and these firms? Or do you see this group rather as an extension into a new market segment?

The entire domain business was a consequence of digitisation. In our core business, we are known for being 100 per cent reliable. Reliability and accuracy are also the basic requirement for the operation of top level domains. Our calculus was: If we can achieve this reliability with registers, we can also achieve it in other sectors.

COMPASS Gruppe

Continued from p.2

Over the decades, the publishing house has become a group of companies with 16 brands. Its core is still the Wirtschafts-Compass (Business Compass), which provides a comprehensive picture of Austria's companies. The subsidiary HF Data, the largest clearing house for the online data banks of the Republic of Austria, provides company and land register excerpts as well as all data from the Central Register of Residents.

An important milestone far beyond the company's own history is the year 2005: Since that year, access to the data provided by COMPASS has been possible exclusively via online portals. The company was thus one of the pioneers in the digitisation of the country.

The establishment of the registry for the top-level domain .WIEN in 2011, the founding of the Domain Group with the subsidiaries domainworx, netzadresse.at (registrar) and RyCE (backend provider) as well as the takeover of the TLDs .KOELN/ .COLOGNE in 2018 complete the picture of a group of companies that will certainly maintain its high standing within the Austrian economy in the future.

Company website
<https://compass.at>

Video on the company history:
<https://youtu.be/PWg68uQz4Tc>

Your family and the COMPASS group of companies have both been closely connected with the city of Vienna for a long time. It seems obvious for you to operate the registry for the local top-level domain .WIEN. Is it necessary to be "on the spot" as a company in order to successfully market a geographical TLD?

When ICANN announced that it would allow new TLDs, we were immediately convinced that this was something for us. By chance, we found out that the City of Vienna did not want to run the business itself but was not averse to a bidding process. Of the five companies that took part in the tender, we had the best concept. In this phase it was certainly an advantage to be on site. However, the fact that the operation per se is not tied to a specific location is more than sufficiently proven by our operation of .KOELN and .COLOGNE. In the end, what counts in such a low-margin business is knowing how to work in a cost-optimised way.

ICANN is preparing for a new round of top-level domain registrations. It is becoming apparent that this time the focus will be on trademarks and geographical names. What requirements should a company or a municipality have in order to operate its own top-level domain in a useful way?

This will be an extremely exciting situation for the entire Internet industry! Having your own TLD certainly makes you stand out from the competitors. Especially for companies that operate across borders, unimagined new possibilities for communication will open up, detached from any geographical limitations.

The advantage for municipalities or regions is exactly the opposite: the possibility to identify with one's hometown brings "visibility". Municipalities locate themselves on the internet landscape, so to say.

Finally, the currently unavoidable pandemic question:

With primarily digital products and an IT infrastructure that is state-of-the-art due to the relocation, the COMPASS Gruppe did very well last year. You have also ensured optimal equipment and support for your employees in the home office right from the start. Many entrepreneurs still view this form of work with scepticism and fear a decline in productivity. What are your experiences? What are the advantages and disadvantages of home office for you?

The really important thing is what the employees want. And here we have made the experience that everyone wants to go back to the office. People are social beings, and no technology can replace that! According to our surveys, a lot of people like the possibility of being in the home office one day a week, but the office day will remain the standard. In terms of productivity, I have not had any bad experiences. However, I think this is because I have an excellent team!

Mr. Futter, thank you for this interview.

Imprint:

domainworx

Service & Management GmbH

Schönbrunner Str. 231

1120 Vienna, Austria

www.domainworx.consulting

sales@domainworx.consulting

+43 (0)1 98116 706