> **"OPTIMISE unlocks so much value for our members, who otherwise would not have the expert guidance to enhance their online presence."**
>
> Brian McGee, Market Development Director of the Design & Crafts Council of Ireland.

Designer and founder of Liadain Aiken Knitwear

liadainaiken.ie

.ie is your **Irish** online **identity**

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IE Domain Registry

IE DOMAIN REGISTRY

IE Domain Registry is the national registry for .ie domain names and is responsible for the management and administration of Ireland's official internet domain, .ie, in the interest of the Irish and global internet communities.

It operates the domain name system (DNS) for the .ie namespace, facilitates independent dispute resolution services and operates a GDPR-compliant public WHOIS lookup service for .ie domains. It provides a secure DNS option (DNSSEC) and also a registry lock service to protect brands and high-profile domain holders. Its Anycast service protects the .ie namespace from DDoS attacks. All of its mission-critical services are securely provided from Tier IV data centres. Access to those services is controlled by two factor authentication.

In cooperation with registrars, partners and stakeholders the company helps shape the development of the internet landscape and ecosystem and as such, it is an important part of the national internet infrastructure.

IE Domain Registry has been identified as an Operator of Essential services (OES) under the EU NIS Directive and in due course, will work closely with the DCCAE (Department of Communications, Climate Action and Environment) to ensure compliance. It also acts as a training service provider for the 'Digital Skills for Citizens' programme run by DCCAE.

The company's mission is to provide unique, identifiably Irish domain names, along with registry and related services to businesses, residents and citizens who want an online identity. It has a multi-stakeholder Policy Advisory Committee, to advise the Board of the company. Policy development for the .ie namespace follows a bottom-up, consensus-driven and consultative approach. Currently, there are over 273,000 registered .ie domain names.

Keeping in touch with the needs and wants of the SME community is an important part of the company's remit. This is achieved by sponsoring and attending business events aimed at SMEs, as well as building relationships with stakeholders such as the LEOs, Retail Excellence, the Small Firms Association, IBEC, the Hardware Association, the Royal Institute of Architects, the Design & Crafts Council and others.

Research undertaken by IE Domain Registry into SME's and micro enterprises' online presence found that the vast majority of companies are not fully utilising the internet or online sales opportunities - often through a lack of resources and a lack of knowledge about how to use digital tools to help grow their businesses. In response, the company set up OPTIMISE – the e-Commerce Website Development Fund in 2011. The Fund supports Irish SMEs and micro enterprises with professional consultation to plan and develop website enhancements and e-commerce improvements. To date, OPTIMISE has worked shoulder-to-shoulder with 170 companies to enable them to make greater use of existing web technologies to grow their existing business via the internet.

In 2018, IE Domain Registry launched the 'Digital Town' initiative which highlights the benefits of the internet and celebrates the digital achievements of a local town. The Digital Town concept is centered on supporting the community by creating a day of celebration promoting awareness, knowledge, use and understanding of the internet among citizens, businesses and the wider community. Gorey, Co Wexford was selected as the first Digital Town in 2018 and Sligo is the Digital Town 2019.

For their continued support and protection of .ie domain names, IE Domain Registry have been awarded the 2019 Excellence in Business Award

BE IDENTIFIABLY IRISH WITH A IE ONLINE ADDRESS.

ie tells the global community you are Irish and tells the community that you are local.

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