



About

Microsoft Corporation is an American multinational corporation and technology company headquartered in Redmond, Washington. Its best-known software products are the Windows line of operating systems, the Microsoft 365 suite of productivity applications, the Azure cloud computing platform, and the Edge web browser.

gTLD use case

.microsoft

Category

brand

Registry Operator

Microsoft Corporation

Contact

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What motivated you to apply for a new gTLD?

We were interested in exploring how a dotBrand namespace could provide new opportunities to optimize many of our products and experiences through URL consistency, security, brand recognition, user trust, and more – starting at right at the root of the domain, which is simply not available under an open TLD. Our flagship brand name would be built right into the domain at the extension, where there is no risk of squatting or confusability.

How are you using the gTLD?

After a period of vetting scenarios for our first major use case, we launched cloud.microsoft, the new home for all Microsoft 365 SaaS applications. This has been an incredible catalyst to generate awareness and interest throughout the company for other use cases, which are currently being discussed.

What were some of the considerations you made before applying?

We partnered with an outside consultant to help us organize the conversation internally within and among our legal, brand, and marketing teams across the business group verticals. They helped us define and understand the new gTLD value proposition and determine which brands we would apply for. This professional service took some patience and effort, and was indispensable in our experience.

gTLD



Learn more at:
newgtldprogram.icann.org

How has your organization benefited from operating a gTLD?

Choosing our own dotBrand as the TLD for our new home helps us ensure URL consistency, security, brand recognition, user trust, and more – starting at right at the root of the domain – something that is simply not available under an open gTLD.

How has having a gTLD changed or impacted your business?

Moving workloads to our dotBrand TLD enables us to improve user trust and confidence, simplify our naming strategy, and strengthen our brand.

“We saw applying for a new gTLD as an opportunity to be an investor in virtual real estate, like going from renting a handful of flats in different apartment buildings throughout a city to being the owner of an entire city block for our exclusive use and development.”

– Microsoft Corporation, Registry Operator