

# Process description, domain registration & **nomenclature**

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DB AG

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Brand Management, CD/CI and Sponsoring (GNM 11)

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# 1 Nomenclature

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## 1.1 Domain nomenclature at the DB Group

The domain nomenclature serves to strengthen the appearance of the DB brands in the digital sphere. The central pillars of the domain nomenclature are based on domain strategy.

## 1.2 Scope of validity and target group of the nomenclature

The nomenclature is binding for all companies in the DB AG Group (with the exception of Arriva).

It is to be used by all management and staff entrusted with the responsibility of domain registration.

Please take note of the "Policy governing domain registration requests" (139.1001A01 in the Group Regulation Database), which belongs to the nomenclature.

## 1.3 Queries regarding nomenclature

The Brand Management, CD/CI and Sponsoring department (GNM 11) is responsible for this document.

# 2 Decision processes

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## 2.1 Proposals for domain names

Domain names are to be developed taking into account applicable fundamental principles of nomenclature.

Brand Management, CD/CI and Sponsoring department (GNM11) provides functional advice.

## 2.2 Functional verification

Domain names proposed by the divisions will be reviewed the Brand Management, CD/CI and Sponsoring department (GNM 11) as regards their compliance with applicable fundamental principles and regulations.

Requests concerning new domain names may be submitted using the online form that can be found at <http://db.de/domainregistrierung>.

When submitting requests, please pay attention to the "Policy governing domain registration requests" (139.1001A01 in the Group Regulation Database) or obtain information from the DB marketing portal at [www.deutschebahn.com/marketingportal](http://www.deutschebahn.com/marketingportal).

## 2.3 Functional approval, registration and adjustments to domains

Functional approval and the application to register the domain are carried out solely by the Brand Management, CD/CI and Sponsoring department (GNM 11).

Extensions to a domain, such as a new subdomain or direct access for internet and intranet sites or internet applications, are implemented by DB Systel's Online Media service team ([domainmaster@deutschebahn.com](mailto:domainmaster@deutschebahn.com)), following authorisation by the Brand Management, CD/CI and Sponsoring department (GNM 11).

Sub-domain requests for Intranet applications (such as \*.intranet.deutschebahn.com) are approved and initiated by DB System Change Management Process (specimen change C30002402).  
 Specimen change C30023009 applies to Internet sub-domain requests.  
 Sub-domains for dual DNS use the C30431955 specimen change.

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## 2.4 Documentation

Documentation on the fundamental nomenclature principles is published online on DB-net (www.intranet.deutschebahn.com), in the Central Regulation Database (139.1001) and on the DB marketing portal (www.deutschebahn.com/marketingportal).

Please note the Checklist for domain registration requests (139.1001A01, Central Regulation Database) which belongs to the nomenclature.

Please also observe the applicable website principles regarding a consistent appearance of websites. These can be found on the DB Marketing Portal ([www.deutschebahn.com/website-prinzipien](http://www.deutschebahn.com/website-prinzipien)).

## 3 Fundamental principles of nomenclature

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### 3.1 Internet

It is possible that your "own" domain must not be communicated, but just registered, so that no third party registers this domain. Please take note of the diagram entitled "Main domains permitted at the DB Group".

<b>Websites</b>	<b>Applications</b>
*.deutschebahn.com *.dbschenker.com *.dbcargo.com *.dbnetze.com *.Domain.land <sup>2</sup> *.forum.extranet.deutschebahn.com forum.gesellschaft.land *.blog.extranet.deutschebahn.com blog.gesellschaft.land	*.deutschebahn.com *.dbschenker.com *.dbcargo.com *.dbnetze.com *-test.deutschebahn.com *.extranet.deutschebahn.com <sup>1</sup>
<b>Technical sub-domains</b>	<b>Cloud services (external hosting)</b>
*.tech.deutschebahn.com	*.db.app

<sup>1</sup> for customer applications with authentication

<sup>2</sup> see the "Main domains permitted at the DB Group" diagram on the following page

## Main domains permitted at the DB Group 1

DB				DB NETZE	DB SCHENKER
Corporate deutschebahn.com	DB Cargo dbcargo.com	DB Services Facility Management dbservices.de	DB Connect deutschebahn connect.com	DB Netze Track dbnetz.de	DB Schenker dbschenker.com
Passenger Transport bahn.de	DB Netze Stations bahnhof.de	DB Systel dbsystel.de	DB Security dbsicherheit.de	DB Netze Energy dbenergie.de	
DB Sales db-vertrieb.com	DB Engineering & Consulting db-engineering- consulting.de	DB Heavy Maintenance dbfzi.com	DB Project Stuttgart-Ulm bahnprojekt-stuttgart- -ulm.de		
DB Regional dbregio.de	DB Systemtechnik dbsystemtechnik.de	DB Communications Technology dbkommunikations- technik.de	DB Rail Construction bahnbaugruppe.de		

**This portfolio of primary domains is required for all appearances under the brands DB, DB Netze or DB Schenker!**

## 3.2 Intranet

Websites	Applications	Technical sub-domains
*.intranet.deutschebahn.com *.extranet.deutschebahn.com <sup>1</sup> *.forum.intranet.deutschebahn.com *.blog.intranet.deutschebahn.com	*.intranet.deutschebahn.com *.intranet-test.deutschebahn.com	*.tech.rz.db.de *.tech.db.de

<sup>1</sup>only for Intranet sites at the Internet (employee applications) with authentication

Technical sub-domains can be created for processes without any external effect (this refers to technical interfaces such as server clusters, for example), which are not subject to the regulations specified. The Computing Center and the network operations management are responsible for reviewing and assigning sub-domains, aliases and host names.

Personalized blogs for individuals or OUs are also possible on the intranet by way of direct access. Examples:

- dbsystel.blog.intranet.deutschebahn.com/svl43
- vorstand.blog.intranet.deutschebahn.com/drrichardlutz
- www.blog.intranet.deutschebahn.com/firstnamelastname

## 3.3 Dual DNS/split horizon DNS

Dual DNS and split horizon DNS refer to distinct, non-synchronised internet and intranet DNS systems that are administrated separately from one another.

### 3.3.1 Dual DNS für technische Services

- \*.service.deutschebahn-test.com

- \*.service.deutschebahn-abn.com
- \*.service.deutschebahn.com

This domain can be used to implement technical services that must be accessible from both the intranet and internet via the same DNS entry and that for technical reasons cannot be implemented in any other way. Verification and allocation of the sub-domains are the responsibility of the DDIN service team.

### **3.3.2 Own dual/split domain for apps**

- \*.app.db.de

This means the following subdomains can be used for the individual systems:

- \*.sharepoint.app.db.de
- \*.android.app.db.de
- \*.ios.app.db.de

The authorization is granted on the assumption that only the main domains in accordance with the nomenclature are used for communication (e.g. on flyers, websites, e-mails, etc.).

This means that a future "DB App Store" would only be allowed to be accessible at e.g. [www.deutschebahn.com/apps](http://www.deutschebahn.com/apps) or [www.intranet.deutschebahn.com/apps](http://www.intranet.deutschebahn.com/apps), and only these addresses would be allowed to be communicated.

The same applies to all other technologies.

### **3.3.3 Dual DNS for Group applications (employee applications)**

- \*.app.db.de

In future, this domain can be used to develop Group applications for employees so that Group applications that previously could only be used internally can be used on mobile devices.

To ensure a consistent online appearance of the Group, a CD-compliant login screen is required for accessing the internet. Information on applications of this subdomain is to be communicated in DB internal publications only.

Websites and applications that are intended primarily for external customers do not use this subdomain but rather brand-specific domain names.