

**Before the
South Dakota Public Utilities Commission
Pierre, South Dakota 57501**

In the Matter of the Application of)
GoDaddy.com, LLC)
for a Certificate of Authority to) Docket No. _____
Provide Interexchange)
Telecommunications Services in the)
State of South Dakota)

APPLICATION

In accordance with S.D. Codified Laws §§ 49-31-3, and 49-31-76, and S.D. Admin. R. 20:10:24:02, GoDaddy.com, LLC (“GoDaddy.com” or “Applicant”) hereby submits this Application to provide interexchange telecommunications services in the State of South Dakota (“Application”).

Pursuant to S.D. Codified Laws § 49-31-76 and S.D. Admin. R. 20:10:32:03, GoDaddy.com provides the following information in support of its Application:

1) The applicant’s name, address, telephone number, facsimile number, web page URL, and E-mail address:

GoDaddy.com, LLC
14455 N. Hayden Road, #219m
Scottsdale, AZ 85260
Tel: (800) 477-1477
Fax: (888) 475-3433
Email: mforkner@godaddy.com
Website: www.GoDaddy.com

2) A description of the legal and organizational structure of the applicant’s company:

GoDaddy.com is a Delaware limited liability company with its principal place of business at 14455 N. Hayden Road, #219m, Scottsdale, AZ 85260. Applicant is authorized to

do business in the State of South Dakota. Please see **Exhibit A** attached hereto for a copy of GoDaddy.com's Certificate of Formation.

3) The name under which the applicant will provide interexchange services if different than in subdivision (1) of this section:

Applicant shall provide resold interexchange telecommunications services in the State of South Dakota under the name "GoDaddy.com."

4) A copy of the applicant's certificate of authority to transact business in South Dakota from the Secretary of State:

GoDaddy.com is in the process of obtaining a Certificate of Authority issued by the Secretary of State granting it authority to do business in South Dakota and will supplement the record once it is obtained.

5) The location of the applicant's principal office, if any, in this state and the name and address of its current registered agent, if applicable:

GoDaddy.com will not maintain an office in the State of South Dakota. Applicant's registered agent in the State of South Dakota is as follows:

Corporation Service Company
503 South Pierre Street
Pierre SD 57501
Hughes County

6) A list and specific description of the telecommunications services the applicant intends to offer:

GoDaddy.com proposes to provide resold interexchange telecommunications services throughout the entire State of South Dakota. Specifically, Applicant will utilize a proprietary interactive voice response ("IVR") and unified messaging platform. Applicant will purchase toll free and direct inward dialing ("DID") numbers, and resell those numbers as part of a virtual office service. Small business customers then can use those numbers to access Applicant's integrated suite of additional services and functionality, including: auto attendant, call

forwarding/distribution, call queuing, call screening, Internet fax/fax back, and enhanced voicemail capabilities such as voice-to-text conversion and email delivery of voicemails.

7) A detailed statement of how the applicant will provide its services:

GoDaddy.com's proposed service offerings will be provided on a resold basis utilizing the services and facilities of underlying carriers as necessary.

8) A service area map or narrative description indicating with particularity the geographic area proposed to be served by the applicant:

GoDaddy.com will provide its proposed services throughout the entire State of South Dakota to the extent permitted by law or Commission order. Accordingly, as Applicant proposes to provide its services on a statewide basis, it is hereby requesting an exemption from the requirement of providing a service area map with this Application.

9) For the most recent 12 month period, financial statements of the applicant including a balance sheet, income statement, and cash flow statement. The applicant shall provide audited financial statements, if available:

GoDaddy.com possesses the financial resources necessary to provide reliable telecommunications services. The most recent financial statements for GoDaddy.com's ultimate parent, GoDaddy Inc., are available in GoDaddy Inc.'s most recent Form 10-K filed with the Securities and Exchange Commission on March 2, 2016 (*available at: <http://www.sec.gov/Archives/edgar/data/1609711/000160971116000048/gddy-12312015x10k.htm>*).

- 10) **The names, addresses, telephone number, facsimile number, E-mail address, and toll free number of the applicant's representatives to whom all inquiries must be made regarding complaints and regulatory matters and a description of how the applicant handles customer service matters:**

Correspondence regarding this Application should be directed to:

Kevin E. Burr (South Dakota Bar #3455)
Kutak Rock LLP
1650 Farnam Street
Omaha, NE 68102 -2186
Tel: (402) 346-6000
Fax: (402) 346- 1148
Email: kevin.burr@kutakrock.com

with a copy to:

L. Charles Keller
Jennifer L. Kostyu
Wilkinson Barker Knauer, LLP
1800 M Street, NW, Suite 800 North
Washington, DC 20036
Tel: (202) 783-4141
Fax: (202) 783-5851
Email: jkostyu@wbklaw.com
ckeller@wbklaw.com

Correspondence concerning the Applicant's ongoing regulatory compliance should be directed to:

Matthew A. Forkner
Jessica L. Hately
1455 N. Hayden Rd., #219m
Scottsdale, AZ 85260
Tel. 480-505-8800
Fax 480-366-3460
mforkne@godaddy.com
jhately@godaddy.com

Correspondence concerning customer inquiries and complaints involving the Applicant should be sent to:

Cedar Coleman

169 Saxony Road, Suite 206
Encinitas, CA 92024
Tel: (800) 477-1477 x 807
Fax: (800) 477-1477

GoDaddy.com provides live customer service twenty-four hours a day, seven days a week. Customers may contact GoDaddy.com regarding complaints, repairs, sales, and other inquiries via telephone at 480-505-8877 or 866-463-2339, as well as online through the company's website at www.godaddy.com.

11) Information concerning how the applicant plans to bill and collect charges from customers:

GoDaddy.com bills any applicable initiation fees and monthly recurring charges in advance of the month of usage. GoDaddy.com invoices customers on a monthly basis for recurring monthly charges for the specific plan purchased by the customer and minutes used above the plan allowance for the previous month. Usage charges are billed in arrears for the previous month. At the time the customer signs up for service via GoDaddy.com's website, the company obtains credit or debit card information from the customer, and automatically bills the customer's credit or debit card each month for the invoiced charges.

12) Information concerning the applicant's policies relating to solicitation of new customers and a description of the efforts the applicant shall use to prevent the unauthorized switching of interexchange customers:

GoDaddy.com adheres to all federal and state-specific anti-slamming rules. Applicant will ensure that its customers knowingly and affirmatively accept the Applicant's services. GoDaddy.com will provide its customers with clear order forms indicating the service(s) chosen by the particular customer. All affected employees are aware of these procedures, and will be immediately disciplined, including termination, if the procedures are not followed. Applicant

will solicit new customers utilizing: SEO, SEM, Facebook, and online advertising in compliance with all federal and state-specific anti-slamming rules.

13) Information concerning how the applicant will make available to any person information concerning the applicant's current rates, terms, and conditions for all of its telecommunications services:

Information concerning GoDaddy.com's current rates, terms, and conditions of its services will be available on Applicant's website: www.godaddy.com.

14) Information concerning how the applicant will notify a customer of any materially adverse change to any rate, term, or condition of any telecommunications service being provided to the customer. The notification must be made at least thirty days in advance of the change:

Notice of any materially adverse change to any rate, term, or condition of any service offered by GoDaddy.com to customers in the State of South Dakota will be provided in writing via U.S. mail to customers at least thirty (30) days prior to the effective date of the change.

15) A list of the states in which the applicant is registered or certified to provide telecommunications services, whether the applicant has ever been denied registration or certification in any state and the reasons for any such denial, a statement as to whether or not the applicant is in good standing with the appropriate regulatory agency in the states where it is registered or certified, and a detailed explanation of why the applicant is not in good standing in a given state, if applicable:

GoDaddy.com is not currently authorized to provide telecommunications services in any state, but is currently applying for such authorizations in all 50 states, the District of Columbia, and Puerto Rico – to the extent required by the laws and regulations of the specific jurisdiction. GoDaddy.com has never been denied registration or certification in any jurisdiction.

16) A description of how the applicant intends to market its services, its target market, whether the applicant engages in any multilevel marketing, and copies of any company brochures used to assist in the sale of services:

As stated above, GoDaddy.com will solicit new customers utilizing: SEO, SEM, Facebook, and online advertising. The company does not engage in multi-level marketing. The

company does not at this time have copies of brochures which the Applicant might use to assist in the sale of services.

17) Federal tax identification number and South Dakota sales tax number:

GoDaddy.com's federal tax identification number and South Dakota sales tax number are as follows:

Federal Tax Identification Number: 86-0850417

South Dakota Sales Tax Number: 1028-8317-ST

18) The number and nature of complaints filed against the applicant with any state or federal regulatory commission regarding the unauthorized switching of a customer's telecommunications provider and the act of charging customers for services that have not been ordered:

There have been no complaints filed against GoDaddy.com in any state or federal regulatory commission regarding the unauthorized switching of a customer's telecommunications provider, and the act of charging customers for services that have not been ordered.

19) A written request for waiver of those rules the applicant believes to be inapplicable:

GoDaddy.com requests that the bonding requirement as set forth in ARSD 20:10:24:04(5) be waived. Applicant does not collect deposits, advance payments, or prepayment of recurring fees, nor does Applicant provide prepaid services. Applicant further requests that any rule that has been deemed inapplicable to competitive interexchange carriers and waived for other interexchange carriers, be waived for the Applicant.

20) Other information requested by the commission needed to demonstrate that the applicant has sufficient technical, financial, and managerial capabilities to provide the interexchange services it intends to offer consistent with the requirements of this chapter and other applicable rules and laws:

GoDaddy.com is guided by an experienced and highly capable management team that includes individuals who have distinguished themselves in executive positions within the telecommunications industry. Applicant's management team possesses extensive business, technical, operational, and telecommunications experience. Attached hereto as **Exhibit B** are descriptions of the managerial and technical qualifications of GoDaddy.com's management team.

CONCLUSION

WHEREFORE, GoDaddy.com, LLC respectfully requests that the Commission grant it authority to provide resold interexchange telecommunications services throughout the entire State of South Dakota.

Respectfully submitted,



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Dated: August 15, 2016