



restena
réseau · sécurité · .lu

From RESTENA to Restena



2000 – 2020

RESTENA, a generic name

A foundation



RESTENA

A project

The 'Réseau Téléinformatique de l'Éducation Nationale et de la Recherche'

A network

The Luxembourg network infrastructure for research and education

A community

The research and education community

Research and education

The RESTENA scope of activities

Internet - .lu

The .lu registry + a .lu accredited registrar
= a registry/registrar activity



DNS-LU

MY.LU

An online platform for
registering .lu domain names =
a tool



A foundation



RESTENA

A project

The 'Réseau Téléinformatique
de l'Éducation Nationale et
de la Recherche'

A network

The Luxembourg network
infrastructure for research and
education

A community

The research and education
community

Research and education

Research and Education



Institutions and staff

Education

Research

Culture

Health

Adminis-
-tration

Internet - .lu



Internet
Service
Providers

Registrars

Holders of
.lu domain
names



Shared human resources

Administrative

21
employees

Security
and
Helpdesk

Tech
team

Communication Ambitions

1.

**Speak with
one voice**

Strengthen the
main brand

2.

**Make the
institution
known**

Promote all
activities led by
the foundation

3.

**Generate
interest**

Federate around
the main brand

What's that main brand?

RESTENA Foundation
or
RESTENA, Réseau
téléinformatique de
l'éducation et de la
recherche

Restena Foundation
or
Restena



- ✓ New pictogramme inspired from previous visuals.
- ✓ All pillars of activity included in a baseline.
- ✓ A more assertive and recognisable visual.



What about the two other brands ?

~~DNS-LU, the registry/registrar system~~

The .lu registry



- ✓ Inclusion of Restena pictogramme
- ✓ Build around the '.lu' term as in the Restena baseline

~~MY.LU, the online platform for registering .lu~~

An accredited registrar for .lu



The .lu service

BEFORE 2020

The **RESTENA** Foundation originates from the **RESTENA** project "Réseau Téléinformatique de l'Education Nationale et de la Recherche". It manages the **RESTENA** network for the **RESTENA** community.

DNS-LU is the **registry-registrar** for .lu domain names and you can buy .lu domain names online on

MY.LU.

AFTER 2020

The **Restena** Foundation originates from the **RESTENA** project "Réseau Téléinformatique de l'Education Nationale et de la Recherche".

Restena first manages the **RESTENA** network for **the research and education** community. Under the '**.lu service**' name, Restena also manages the **.lu registry** and acts as a **.lu accredited registrar**.

Thank you.

www.restena.lu