

CC BY Gear av Sonny
Abesamis

.se

We are driving the Internet forward

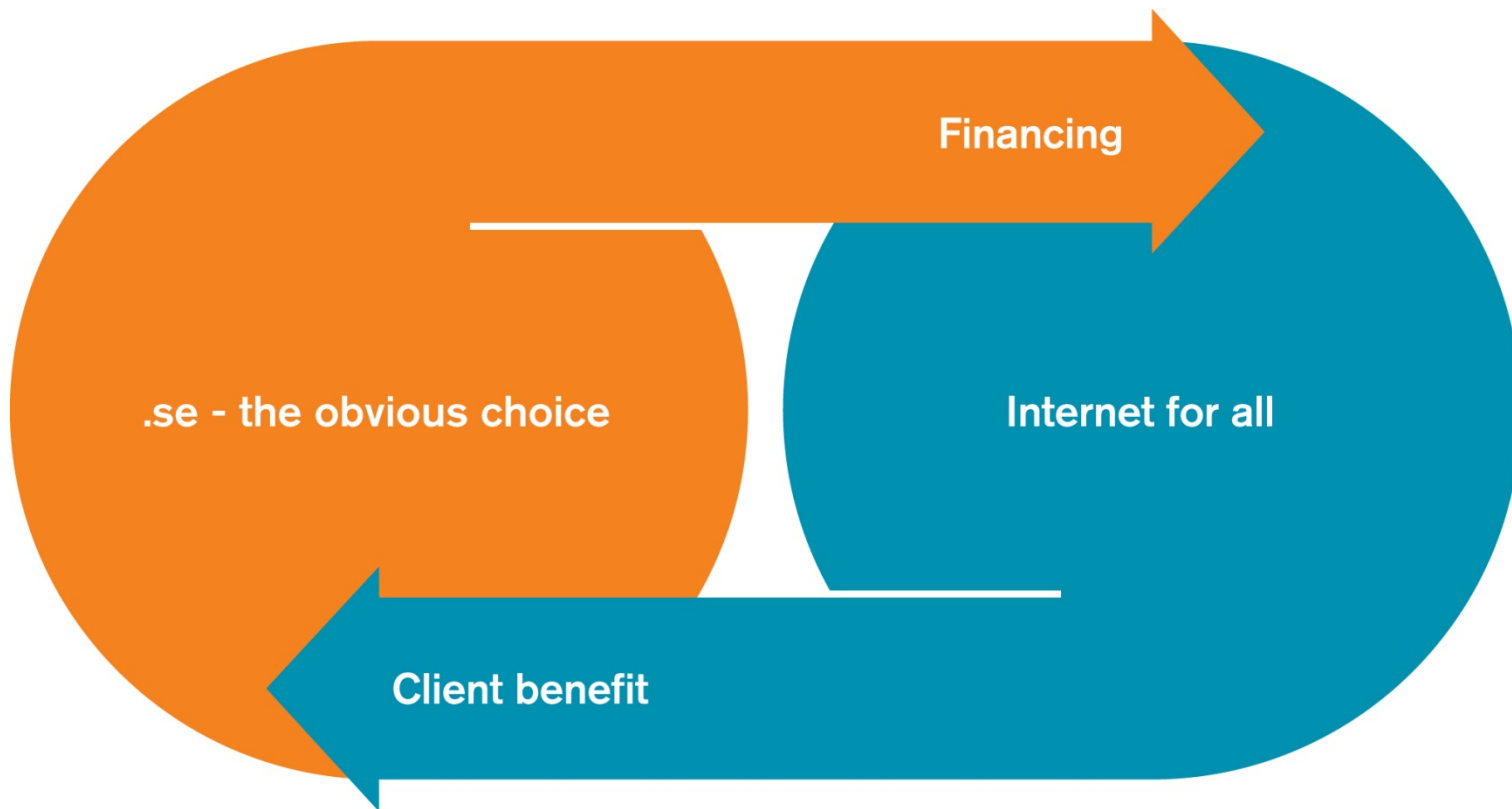
The winner of The Swedish Quality Award 2010



Why focus on Quality? Why the award?

- We live on trust; “we are the trustees for the delegated domain, and have the duty to serve the community” (RFC 1591)
- We all are unique (or not?!)
- To say “Hi” to the world
- We all have to handle strong growth

.se



.se



Benefit for the Internet's users

- The Internet in schools
- Internet for all

Vision and information

- .SE's Internet guides
- Internet days
- Internet statistics
- Websites

Internet infrastructure

- DNSSEC
- IPv6
- Reliable e-mail (anti-spam)
- The health of the Internet in Sweden
- Broadband Check

.SE Internet Fund

- Projects

What do we want?



+
Maintain 
quality

=
.se

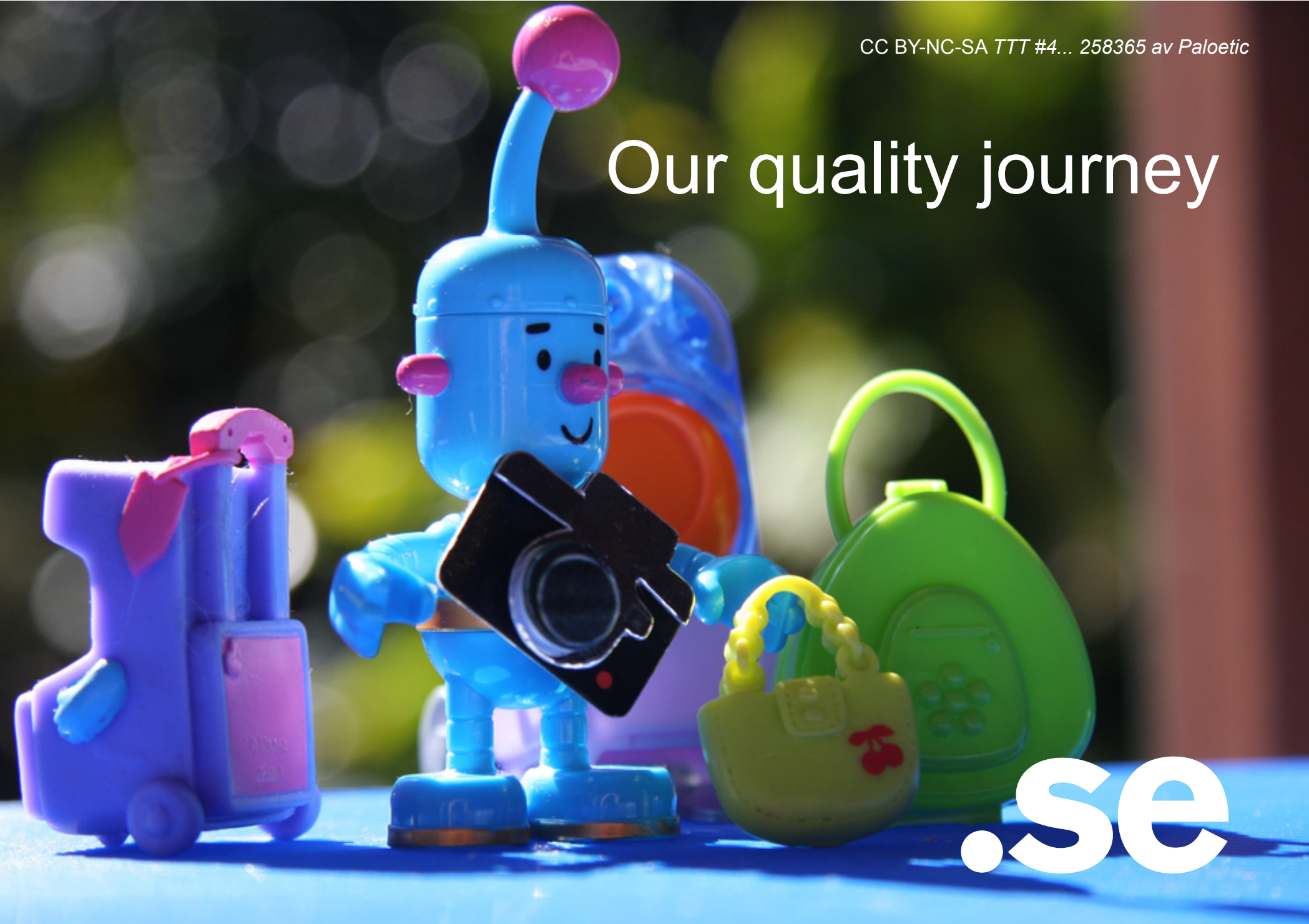
The obvious choice



Increased resources to
Internet development

.se

Our quality journey



.se

In-house developed quality programme “.SE Upp!”

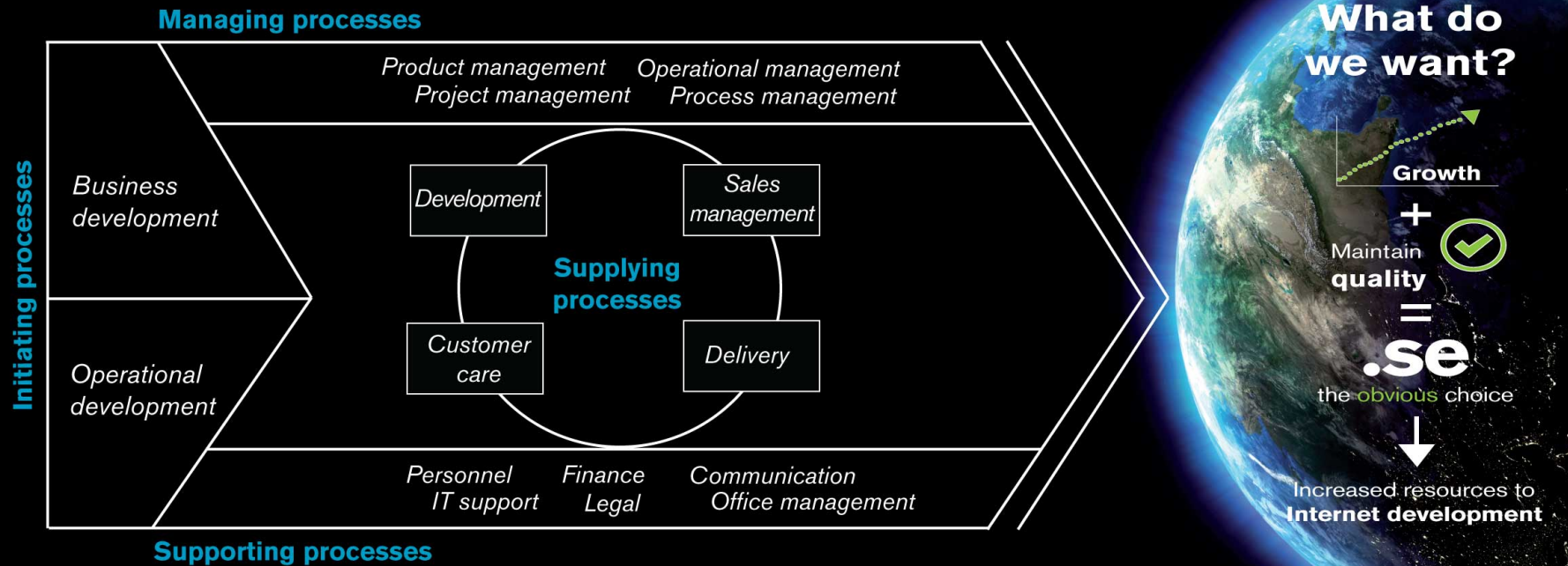
.SE days and benchmark trips

We have educated ourselves within the quality teams



.se

The Rocket



Work with intelligible imagery:
A process map is turned into a rocket!

.se

The work to improve quality must be divided into edible, “tasty” pieces

.se

Plan for the time
it takes and
adjust resources

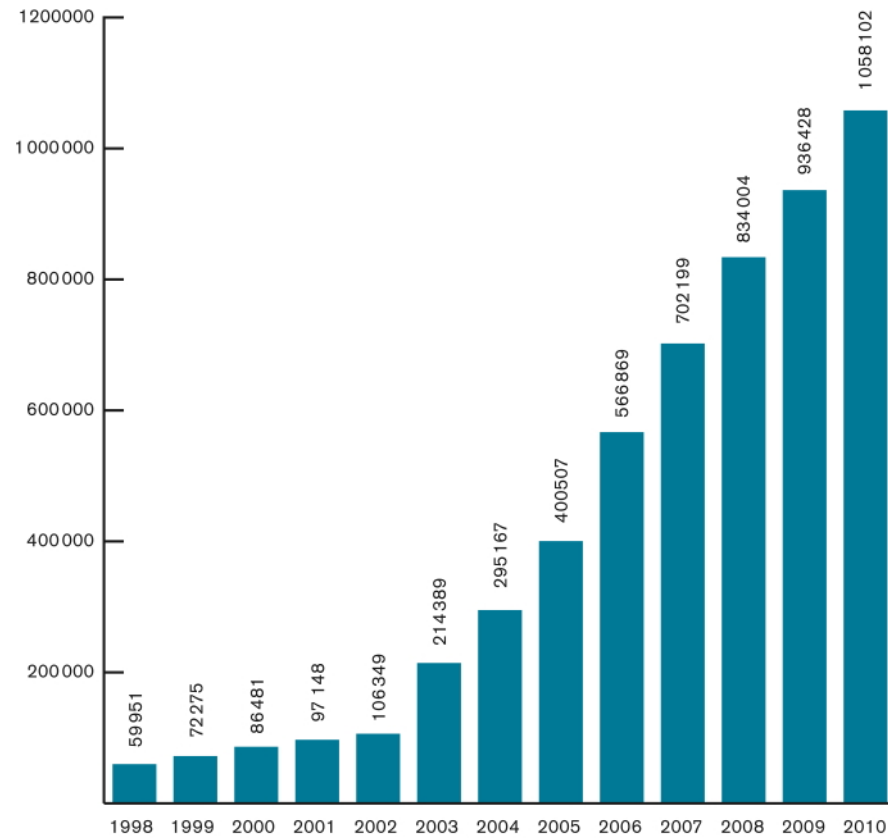


Results of our quality work

A staircase constructed from colorful LEGO bricks, with the text ".se" overlaid at the bottom right.

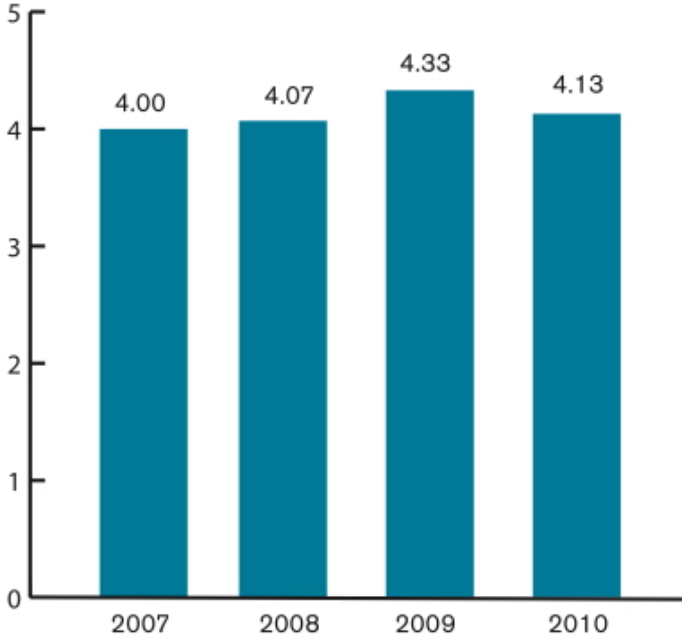
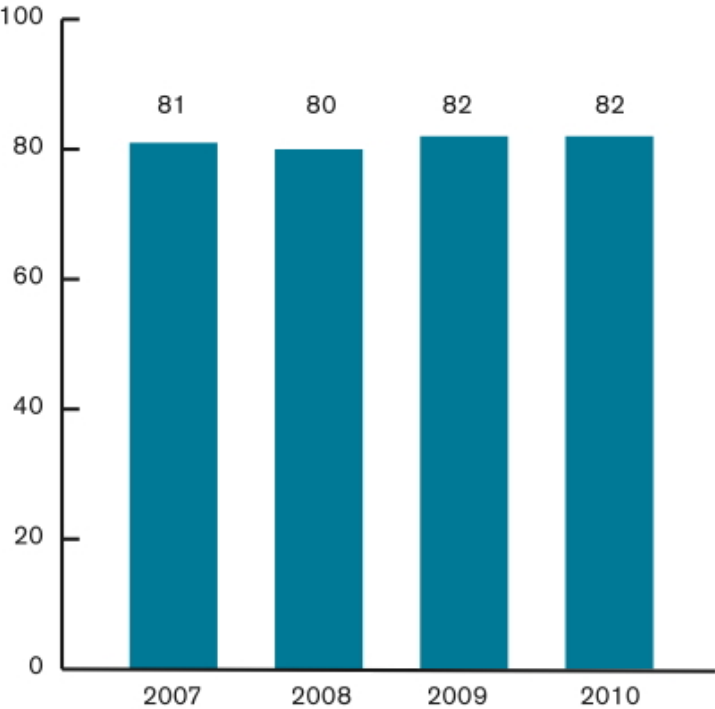
.se

Growth of the .se domain

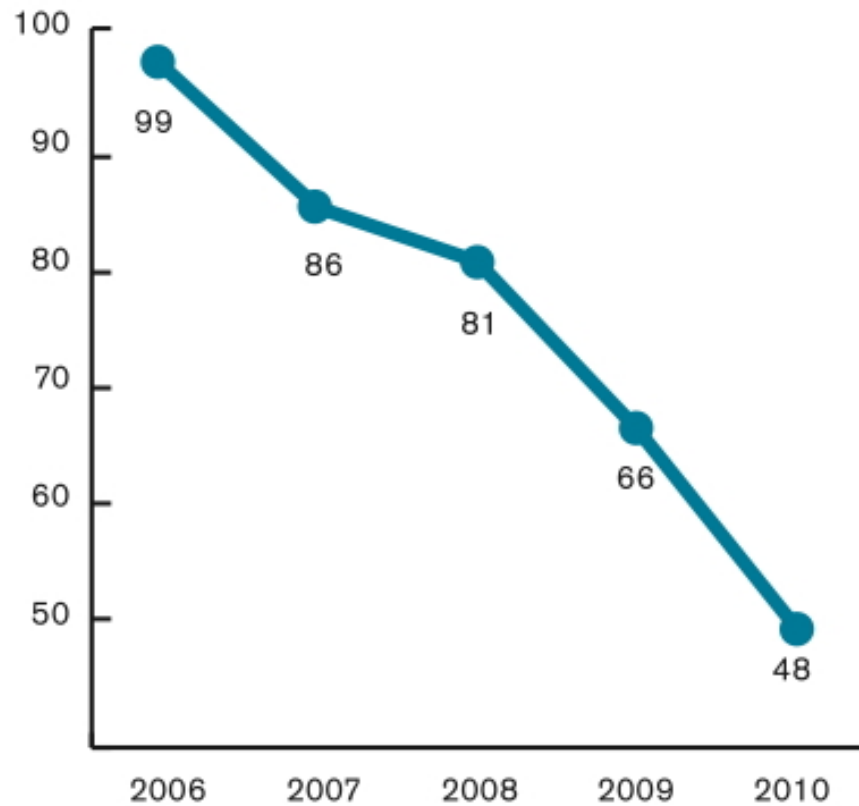


.se

Satisfied customers and employees



Production costs per domain



.se



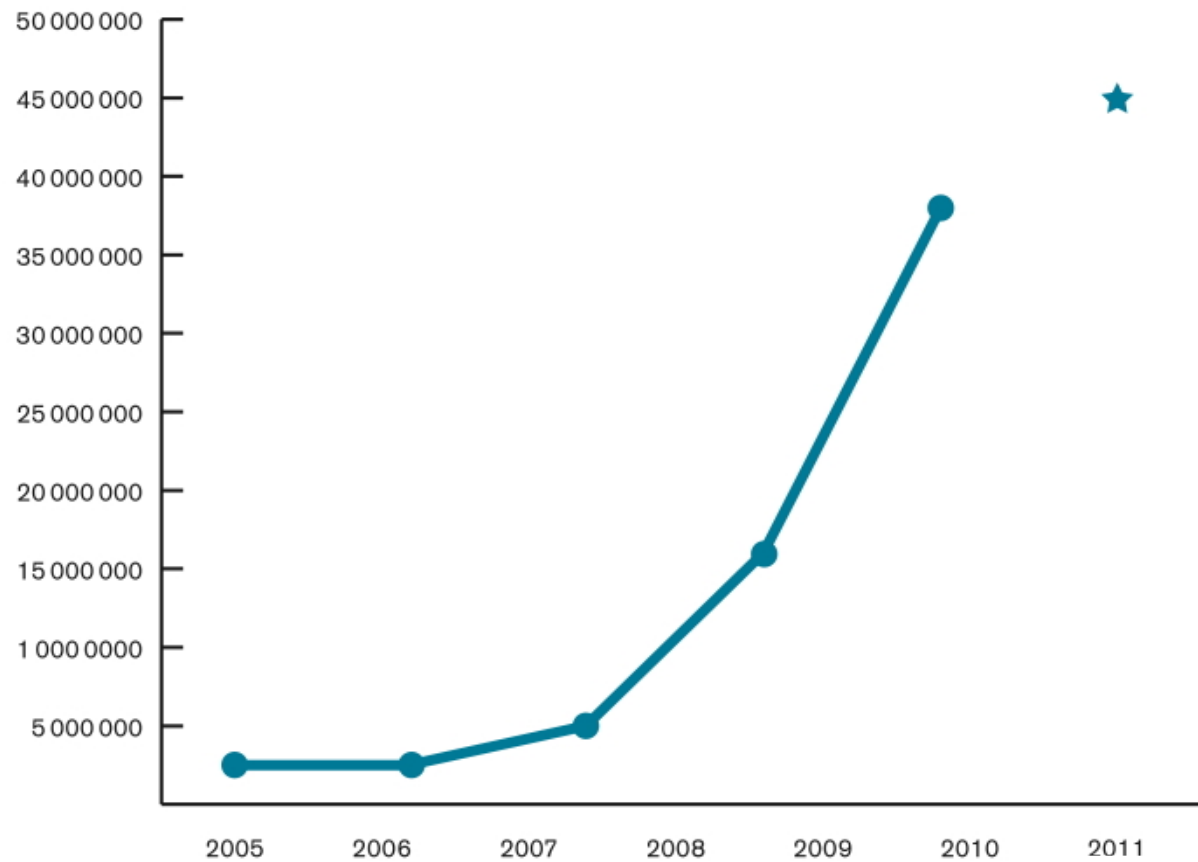
Cost of .se-domain/year

2005 SEK 250

2010 SEK 80



Financial surplus for Internet initiatives



.se

Summary

- We all want to stand for quality, this is one way to proof that you stand for quality. You will be the obvious choice in your community!
- Benchmarking helps to improve your organisation
- It puts focus on the processes and interactions with customers and registrars
- We have a lot for free that looks good!
- Our social responsibility and good citizenship gave us extra points
- It is a way to create energy and vision for your staff.

.se