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 - the obvious choice

Client benefit

Financing

Internet for all
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?

Growth

Maintain quality

= .se

The obvious choice

Increased resources to Internet development
Our quality journey
In-house developed quality programme “.SE Upp!”

.SE days and benchmark trips

We have educated ourselves within the quality teams
Work with intelligible imagery:
A process map is turned into a rocket!
The work to improve quality must be divided into edible, “tasty” pieces
Plan for the time it takes and adjust resources
Results of our quality work
Growth of the .se domain
Satisfied customers and employees
Production costs per domain
Cost of .se-domain/year

2005  SEK 250
2010  SEK 80
Financial surplus for Internet initiatives
Summary

• We all want to stand for quality, this is one way to prove 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.