

Day to Day Registry Operations and Management

Best Practices for New TLD Applicants

REGISTRY MANAGEMENT- WHAT COULD HAPPEN?

- **Whether you are considering a new Tld for your own brand or for marketing to the public, you need to be prepared for the probability that you will be issuing second level domains & running a business.**



- **It is likely that innovation will occur and that you will find yourself managing several layers of zone files, sub-domains, systems, processes, employees, and relationships.**



- **When the domain name system was created, no one imagined how big and unwieldy it would get. So with that in mind, we'd like to discuss the day to day operational aspects of running a registry.**



DAY TO DAY REGISTRY MANAGEMENT SUMMARY

- 1. Transactional Management**
- 2. Strategy & Marketing Management**
- 3. Technical Issues / Management**
- 4. Staffing**
- 5. Legal Issues**



REGISTRY MANAGEMENT- TRANSACTIONAL

- ✓ **New Registrations**
- ✓ **Domain Management / Modifications**
- ✓ **Renewals**
- ✓ **Domain Transfers**
- ✓ **Billing/Payment Systems**
- ✓ **Outsourcing**

- ✓ **Site Development and Upkeep**
- ✓ **Pricing**
- ✓ **Reputation Management**
- ✓ **Marketing & PR**
- ✓ **Competitive Analysis**

REGISTRY MANAGEMENT- TECHNICAL ISSUES

- ✓ **APIs and Channel Interfaces**
- ✓ **DNS Management**
- ✓ **Automation**
- ✓ **Server Provisioning**
- ✓ **Redundancy**
- ✓ **Scale**

REGISTRY MANAGEMENT- STAFFING

- ✔ **Customer Service**
- ✔ **Staff Management**
- ✔ **Distribution/Management**

REGISTRY MANAGEMENT- LEGAL ISSUES

- ✓ **End User Terms & Conditions**
- ✓ **Privacy Policy**
- ✓ **Acceptable Use Policy**
- ✓ **Reseller Terms**
- ✓ **Dispute Resolution**
- ✓ **Global Compliance**

THANKS FOR LISTENING - CONTACT INFORMATION

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