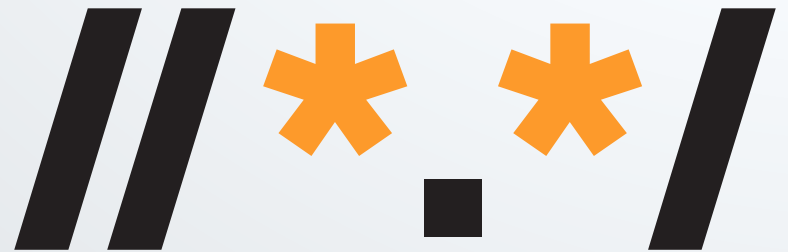


# UA-Ready: Ry-Rr Considerations

Excerpts from a case study

Richard Merdinger, Go Daddy

Dennis Tan Tanaka, Verisign



Universal Acceptance

# Eating your own dog food!



# Approach

- 100% open discussion
  - Confidential
  - Collaborative
  - Developmental
- Identified core system elements
- Engaged Internal Experts
- Painstakingly reviewed details
- Extrapolated issues to apply broadly



# What's Involved?

- System Integration
- Data Integrity
- Customer Data
- Customer Communication
- Policy Compliance
- Customer Satisfaction



# System Integration

- EPP is already UA-friendly
- Surprisingly few elements require special handling
- Some do...
  - Most important: host names and labels
  - System configuration complexities



# Data Integrity

- Don't make assumptions
- Be explicit
  - A-label/U-label usage
  - Have a defined defaults
- Robust implementations
  - Be prepared to validate input
  - Handle exceptions
  - Enforce Storage fidelity



# Customer Data

- Input from customer is unpredictable
  - Contact data includes UTF-8 Data (RFC5730 recommends use of UTF-8)
  - Current Whois does not support it
- Validation and homogenization necessary
- Develop processes to deal with issues that cannot be immediately remedied



# Customer Communication

- Where UA-Readiness hits home
- When possible, have multiple means of communication
  - Troubleshooting EAI issues via email not reliable





# Policy Compliance

- UA-Readiness can prevent RAA compliance relative to Registrant Validation
- New policies increasingly rely on being able to contact Registrants (e.g., IRTP)
- “Real Name Validation” in China and other regions could also be affected



# Customer Satisfaction

- We provide Domains – Our products have to work
- Failure to do so could lead to alternate technologies being developed
- UA-UNReadiness = Customer DISSatisfaction



# It's still early...or is it?

- New gTLDs are not new...we're really in Round 4
- IDNs are a reality
- EAI is a reality
- Ry-Rr UA issues are everyone's issues



# Q&A