A Country Code Registry – Exploring New Services

Dave Chiswell
VP Product Development
You are a CC Registry.....

CC Registry Operator Characteristics:
• Highly Skilled IT/Ops
• Known Channel Partners
• Compliance and Policy Expert
• One Product
• One Price
• Known Universe

Registry Extensions
• Registry Lock
• Alternative Names
• DNSSEC

Market Extensions
• gTLD Registry Services
• Managed DNS Services
• Malware Monitoring & Notification

Technology Extensions
• Directory Services/Authentication
• Business Directory
• State of the Internet in your country

Low Risk

New

???
Every Registry’s Market has Changed, More to Come
- 1000 new names, Google is a Registry & Registrar
- Syrian Army is known for cyber crimes
- Growth has slowed
- Existing Channels are distracted
- Community & City TLDs are showing momentum

It can be very rewarding for a cc Registry
- Benefits can out-weigh the perceived risks
Why a New Product Strategy?

- New Customers
- Potential New Revenue
- New Channels
- New Technology
- New Processes
- Advancement/Learning For Staff
- New Marketing
- R&D
- Recruitment
Development/Delivery of New Product
- Registry Lock
- Domain Name Spinning Service for Registrars
- Anycast DNS Service with DDOS Mitigation
- Registry Services for existing and new TLDs

Survey Shows Positive Impact on Corporate Culture
- Engagement of employees increased – in some cases close to 20%
- 91% Staff: “Given the opportunity, I tell others great things about working here”
- 82% Staff: “I hardly ever think about leaving this organization to work elsewhere”
- Positive corporate momentum spills over into all aspects of company
  - Benefits
  - Pay
  - Retirement Savings
Thank You!