Updating NIC Argentina

The Process

- Awareness
- Obsolete Platform
- Satisfy the user needs

CHANGE THE USER EXPERIENCE
August 2013 - Launch

New System

• Update on our Policy
• Username & Password
• Dashboard: Easier domain administration
• Validation Process
• Dispute Resolution System (DRS)

March 2014 – Fee

• Impact on our:
  • Users
  • Organisation
  • Registration & Renewals
Validation

Are you who you say you are?

CLARK KENT → ??

BRUCE WAYNE

Taking responsibility

Solid Registration policy → Database cleaning
Dispute Resolution System
Renamed & Relaunched

Any domain es eligble

Anyone can start the DRS
Zone Specification
Policy Update – How does this apply?

- .tur.ar
- .org.ar
- .net.ar

✓ Works both ways
✓ Content Identity

- .gob.ar
- .int.ar
- .mil.ar
Introduction of a fee
March 5th - 2014

• After 25 years....

$160.-

Time to catch up
Impact on our Users

NEW PLATFORM
SOCIAL MEDIA
CUSTOMER CARE
DRS
DNS REFRESHING
Impact on our Organisation

• Improvement in our infrastructure
• Cleansing in our database
• Customer Service
• DNS Refreshing

• Future Projects:
  • DNSSEC
  • IPv6
  • Provide special services for governmental departments
  • Cybercrime
Impact on our R&R

Before

- 30k
- 8k

- Registration
- Not Renewed

After

- 35k
- 10k

Changing the curve
Updating NIC Argentina

NEW SYSTEM

ZONE SPECIFICATION

ADDED VALUE.ar

VALIDATION

DRS
MUCHAS GRACIAS

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