



# **Business Intelligence (BI) in SGNIC**

Mon-Loi Perez

Associate Consultant

Singapore Network Information Centre Pte. Ltd. (SGNIC)

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# Agenda

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- Background
- Benefits
- Lessons Learned
- What's Next

# Background

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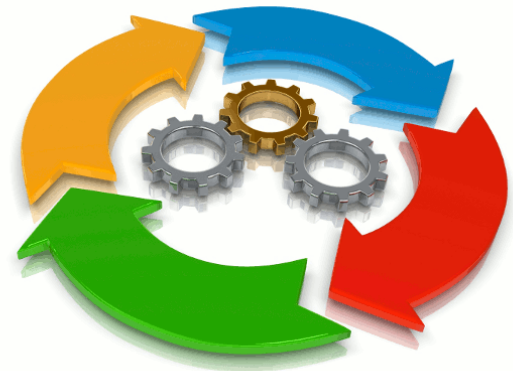


- SGNIC wanted a way to gain some insights from registration data
  - Domain registration trends
  - Registrant profile (e.g. industry, location)

# Background (cont.)



- Gathered users' BI report requirements
- Conducted a PoC with several BI vendors
- Chose vendor with the most intuitive solution
- Extracted and analyzed data from registration system to create reports and published it for end-users.



# Benefits



- Monitor Domain registration trend (Registrar's health)

## Monthly Domain Registration by Registrar

REGISTRAR	2014											
	Q1			Q2			Q3			Q4		
	January	February	March	April	May	June	July	August	September	October	November	December
Registrar A	708	557	595	618	575	611	537	542	628	716	676	764
Registrar D									33	23	25	25
Registrar E					178	262	331	788	619	311	324	521
Registrar F	1,323	1,101	1,202	1,112	1,065	1,055	1,376	1,670	1,092	1,029	1,047	1,178
Registrar M	36	44	70	62	30	33	58	47	37	37	29	55
Registrar N	270	274	355	357	228		269	362	391	431	352	325
Registrar O	1,432	1,508	1,602	1,513	1,427	1,499	1,544	1,392	1,354	1,399	1,381	1,850
Registrar P	389	305	483	470	291	197	175	214	209	181	82	288
Registrar Q	697	640	715	726	759	674	721	673	661	774	691	699
Registrar R	1,720	1,830	1,878	2,013	1,939	1,896	2,177	2,409	1,795	1,844	1,939	1,764

No. of Registration

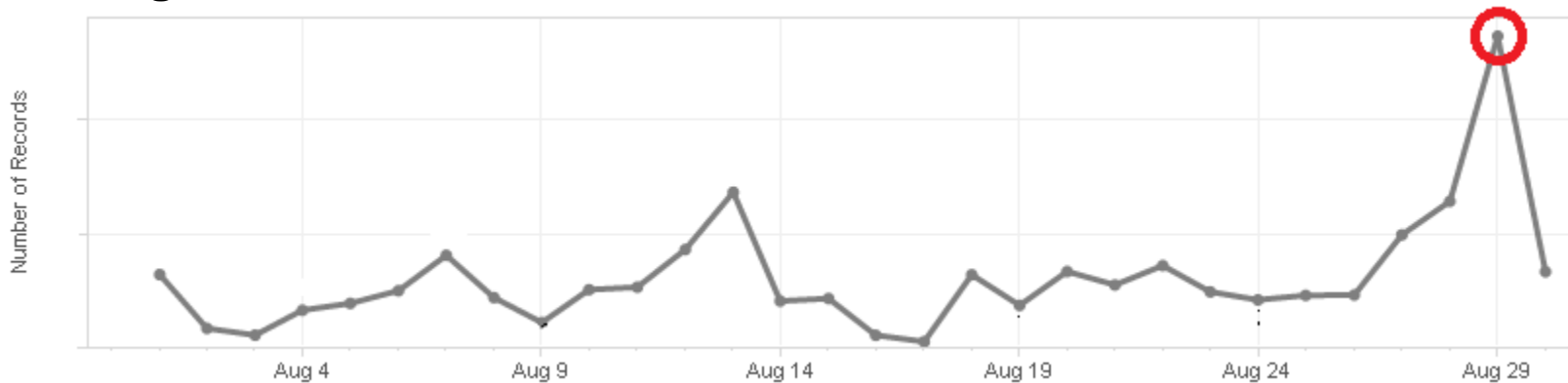
23  2,409

# Benefits (cont.)



- Detect potential abuses of (marketing) promotions

## Registration Trend for Promotion A



# Benefits (cont.)



- Triggers probing questions (what happened here?)

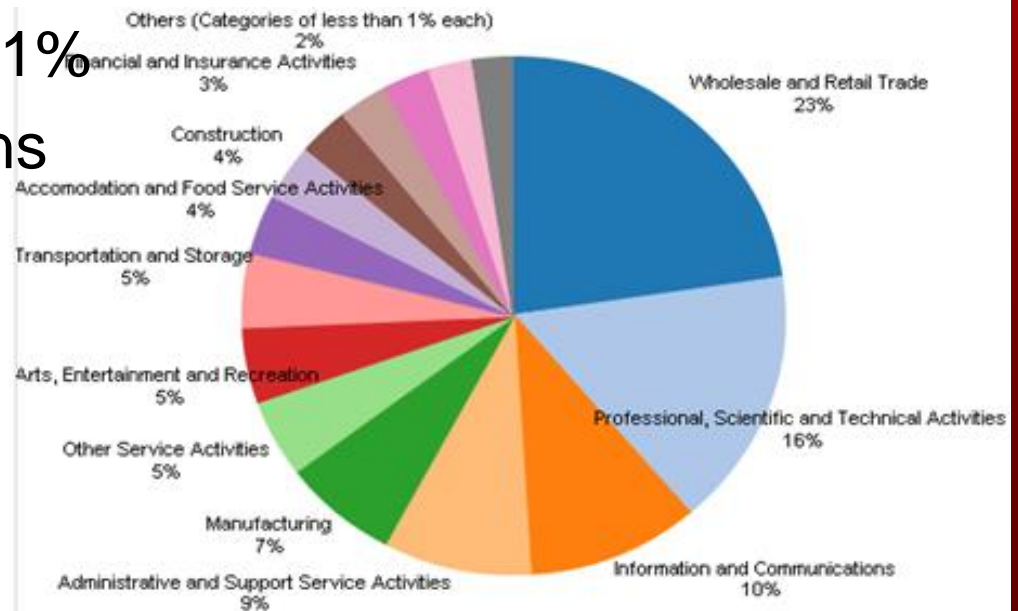
## Registrant by Country



# Benefits (cont.)



- Industry distribution of Registrants (Aug 2014)
- How? Through sampling.
  - Population = 110,000 (domains with webserver)
  - Confidence Level = 99%
  - Error Rate = +/-1%
  - =15,000 domains





# Benefits (cont.)



- Clearer scope (division of work) for parties in the BI workflow (IT does data integration while business users create reports and analyses)
- End-users have more power on their reports (self-service reports)

IT



Business Users



# Lessons learned...

- Get support from the end-users
- Understand your data (data flow, entity relationship)
- Recognise differences between BI (noun) and BA (verb)
- Research, research and research...



# What's Next?

- Integrate more data for correlation and to support organisation's decisions (e.g. Website ranking, Registrant data from external sources, etc.)
- Merge Operational Intelligence with BI (e.g. Web server logs, WHOIS logs, etc.)



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**Quick demo...**

**Thank you!**

**Questions?**