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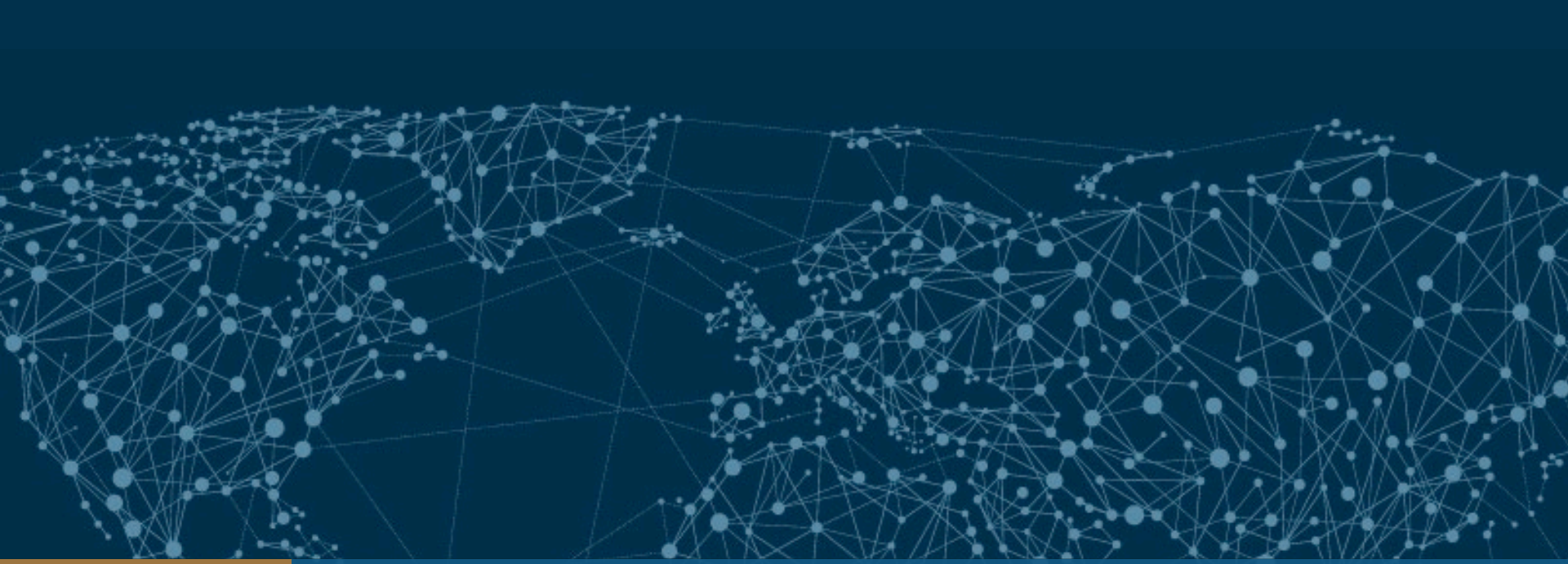


All About AROS: The Automated Registrar Onboarding System

Mert Saka & Steve Allison | ICANN 52 | 11 February 2015

Agenda

1. AROS Overview
2. System Demonstration
3. Q&A Session

AROS Overview

What is the Automated Registrar Onboarding System?

Industry in the Past

TLD 1

TLD 2

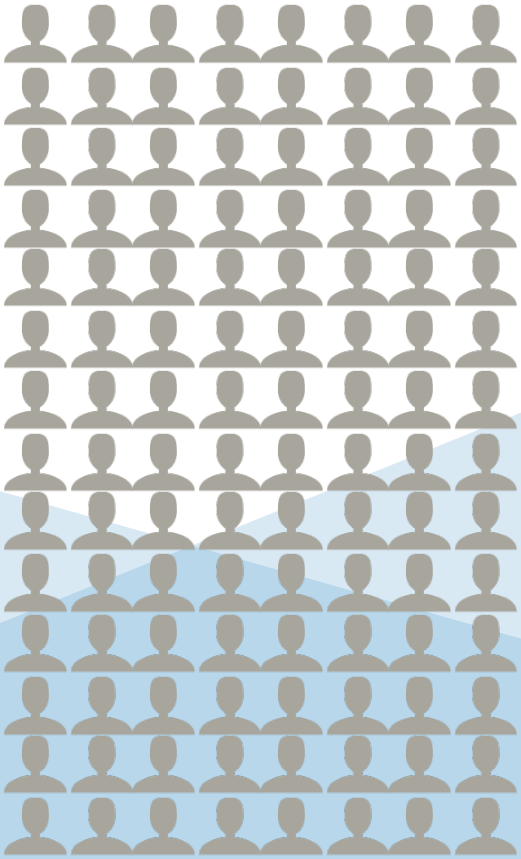
TLD 3

TLD 4

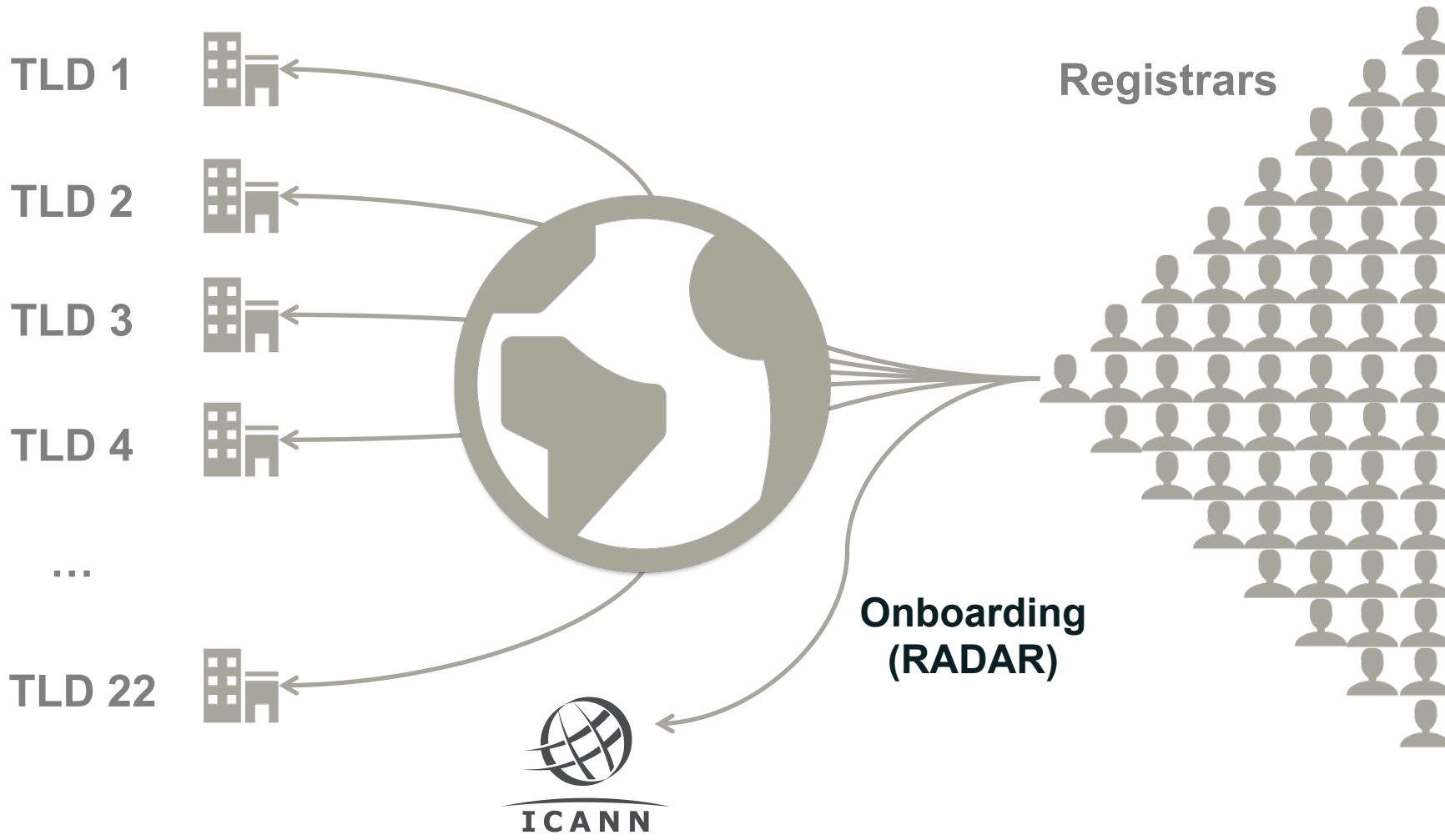
…

TLD 22

Registrars

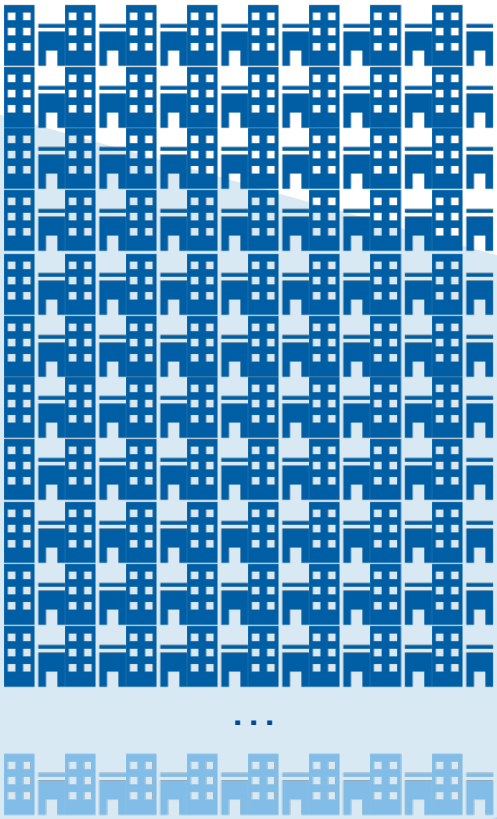


Contracting in the Past

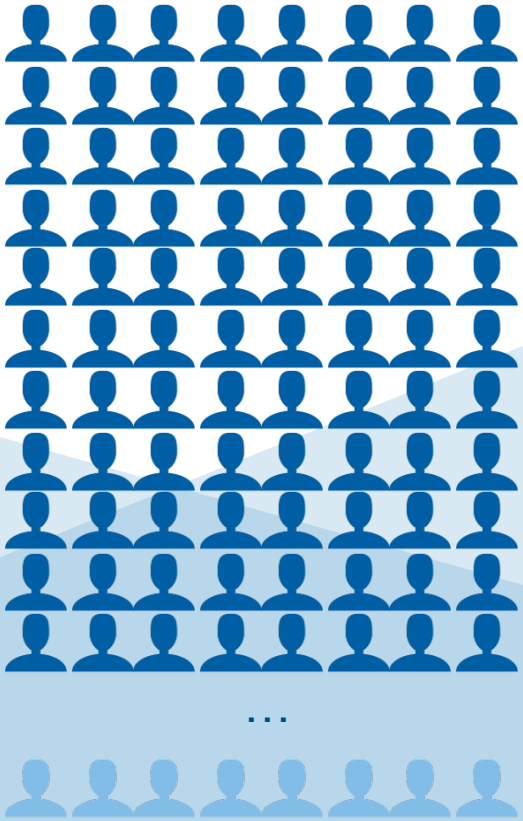


Industry Today

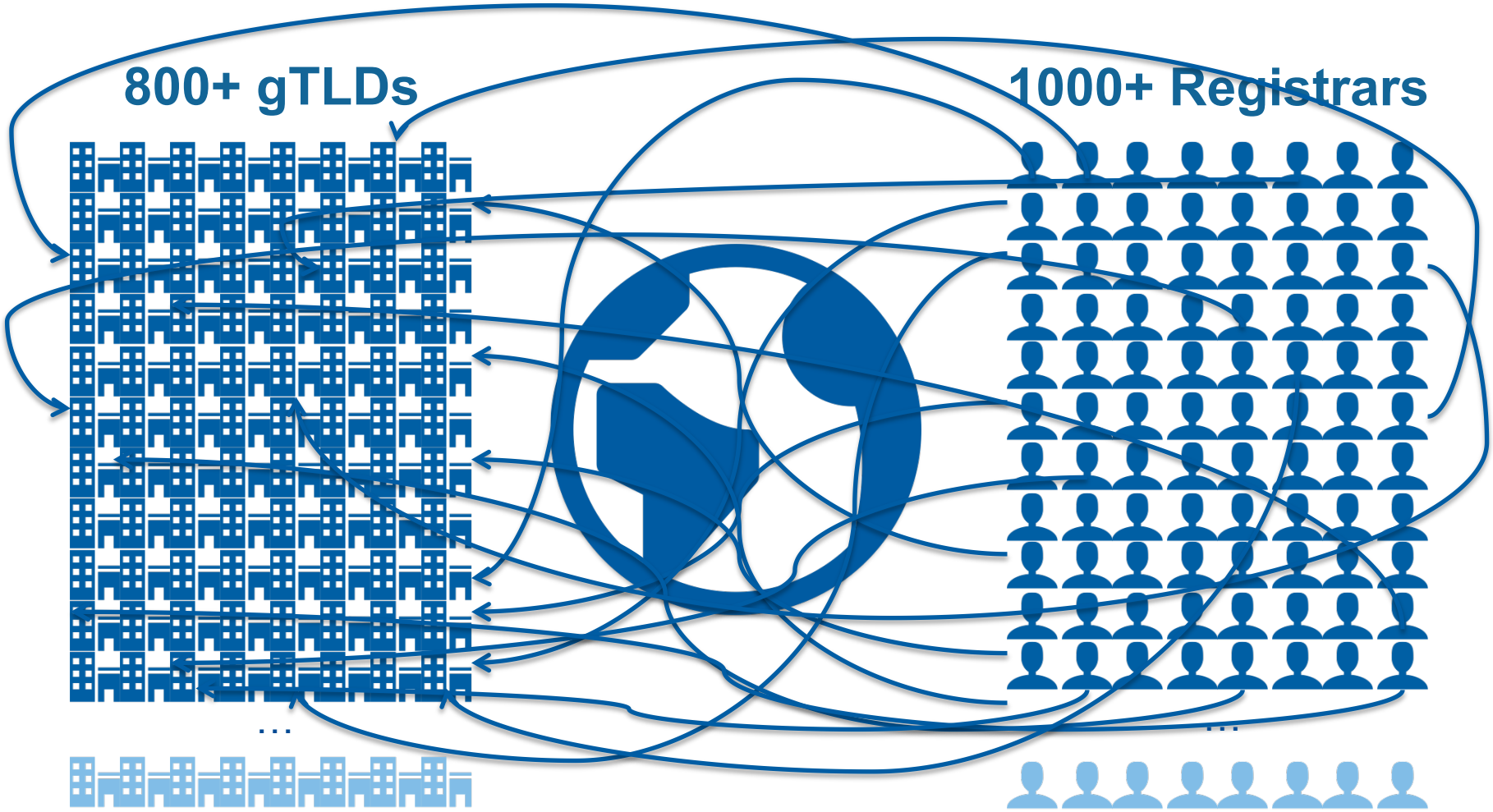
800+ gTLDs



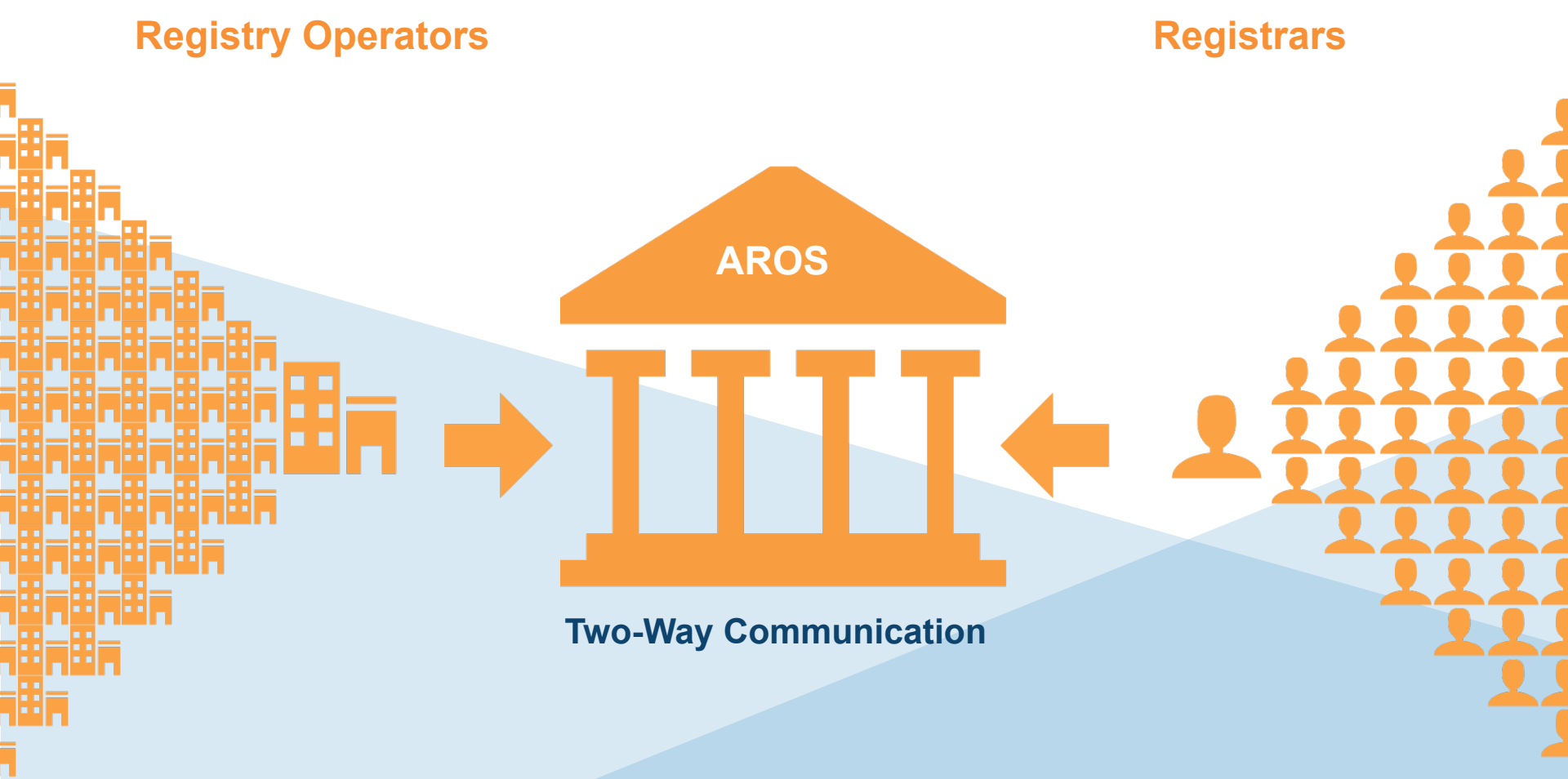
1000+ Registrars



Contracting Today



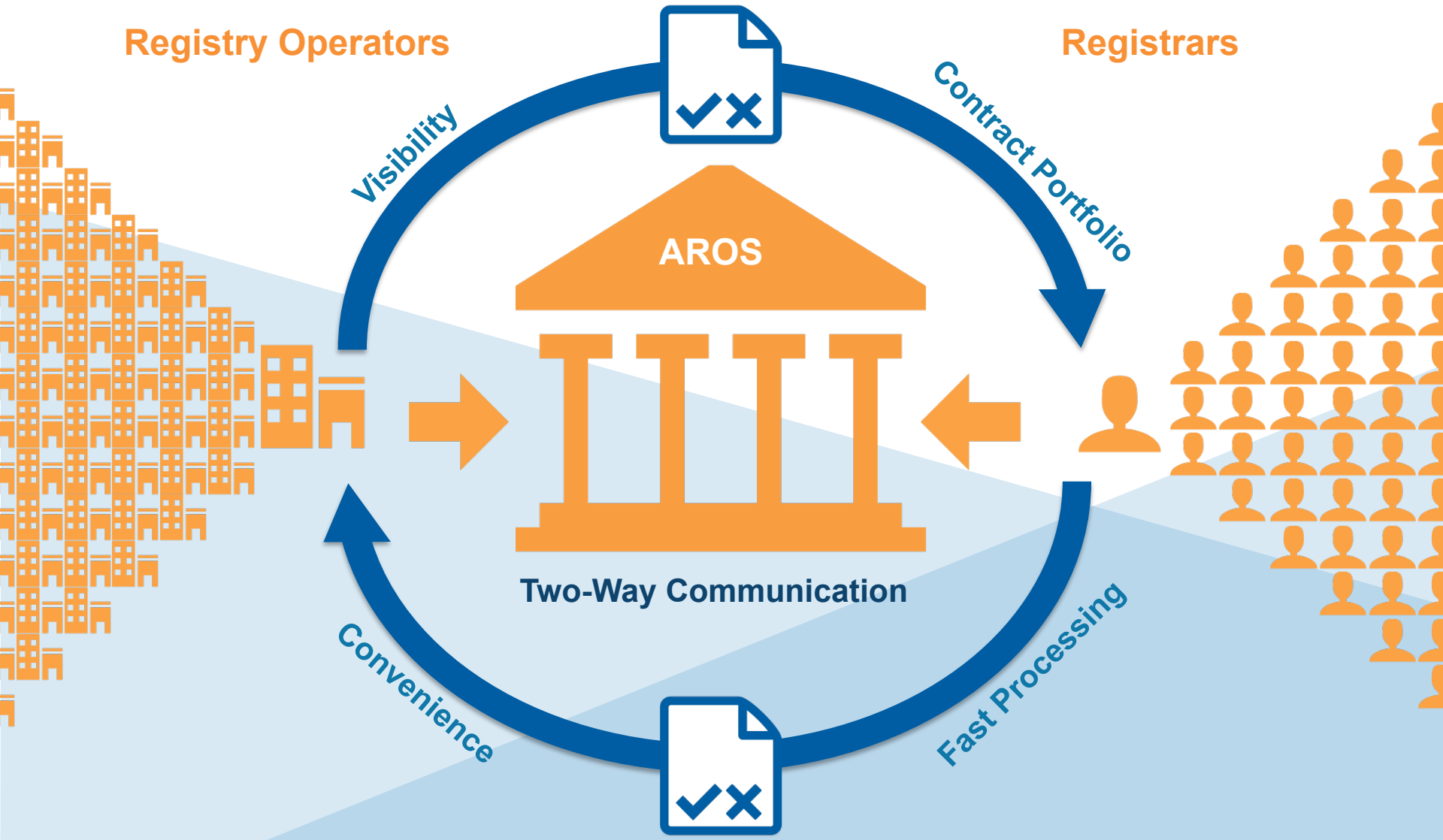
Industry of the Future



To Summarize

AROS provides a centralized location for communications between registry operators and registrars.

Industry of the Future



Benefits for Registry Operators

1

Enhanced Visibility

All TLDs will be listed and contacting information will be broadcasted making both more visible at the same source.

2

Two-Way Communication

Both Registry Operators and Registrars will have the opportunity to communicate to each other through a tool tailored for their needs.

3

Re-usability

Registry Operators will be able to prepare a template and re-use it for all TLDs and Registrars.

4

Convenience

Key functions like e-signature and knowing that only ICANN accredited Registrars are allowed in the system will make it easier to establish relations.

Benefits for Registrars

1

Market of Available TLDs

As TLDs become available for applications, Registrars can show their interest and make themselves visible to Registry Operators.

2

Fast Processing

The user-friendly interface allows for easy management of applications and contracts in real-time.

3

Contract Portfolio

All relevant data and key documents remain safely stored in AROS, making it much easier to find up-to-date versions.

System Demonstration
See AROS in action!

Q&A Session