

*Building on its legacy of successfully managing mission critical public resources, NeuStar seamlessly transitioned responsibility for the usTLD locality space within six days of the contract award, and significantly expanded the domain with a direct registration public offering in less than six months.*

## The mandate

Prior to NeuStar assuming control of the United States top-level domain (usTLD) space, the domain was largely underutilized due to a complex hierarchical structure, operational challenges, limited public awareness, service level issues, and infrastructure needs. Realizing the vast potential of the usTLD in helping American consumers, companies, and organizations communicate, find information, access services, and transact business, the Department of Commerce (DOC) awarded the contract for the administration of the usTLD to NeuStar with the following mandates:

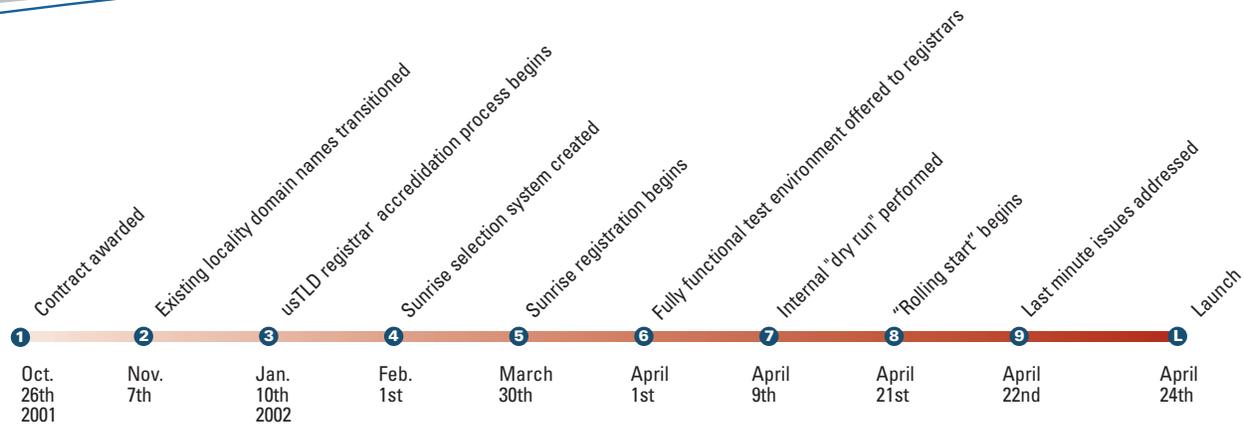
- Transition mission-critical infrastructure services from the previous administrator while ensuring the highest levels of stability and security;
- Expand and increase the utility of the usTLD by enabling second level, direct registration;
- Improve the level of service and responsiveness to the delegated manager of the existing locality space;
- Manage this important public resource as a neutral third party—providing equal access and high quality service levels to all;
- Implement advanced, reliable, secure, and scalable technologies to meet the demands of both the public and private sectors—now and in the future; and
- Facilitate policy in an environment of many diverse stakeholders.

## The results

NeuStar is meeting these mandates by leveraging:

- The significant experience and skills of its personnel;
- Proven technology and systems;
- A scalable shared registry system that stood up to an online, real-time “land rush”;
- Mature sales channel relationships and programs securing high registrar participation; and
- An in-depth understanding of the domain space market and policies.

Moreover, NeuStar’s ability to critically evaluate past performance and program risks—and innovatively respond to changes—proved particularly essential in the highly successful usTLD transition and launch. Further, NeuStar is uniquely positioned to ensure the ongoing success of the usTLD domain. NeuStar’s proven experience in implementing advanced technologies enables us to meet the many demands of usTLD registrants and roll out a full complement of enhanced domain services.



### The path to a successful launch

- 1 NeuStar is entrusted with the administration and operation of the usTLD. The scope of work included transition of the existing locality space and enabling direct, second-level registration to offer a more robust, reliable system that promoted increased usage and competition.
- 2 Existing locality domain names were transitioned to a NeuStar-owned and managed zone file without interruption or degradation of service. Improvements were immediately realized, by delegated managers. Prior to NeuStar's involvement, delegated managers were often required to wait weeks for critical changes in their domain registration to include modifications in an IP address, which often resulted in temporary loss of service. NeuStar immediately offered 24x7 support and reduced the change request response time, in most cases, to less than 48 hours, eliminating the three-month backlog of previous requests within four weeks.
- 3 NeuStar opened the doors to registrars who wished to pursue usTLD accreditation after securing DOC approval. NeuStar's neutrality-based relationship with registrars and delegated managers influenced the successful accreditation of 58 usTLD registrars, among them more than 21 new registrars not previously accredited by ICANN. Additionally, NeuStar's international relationships helped to secure 14 European, 3 Asian-Pacific, and 2 Middle East registrars.
- 4 NeuStar's policy experience and relationships proved critical to the creation of a Sunrise selection system that satisfied the registrar, policy, and DOC communities.
- 5 NeuStar began accepting "Sunrise" registrations via a batch interface for usTLD registrations from trademark owners and qualifying applicants. To secure adequate protection of intellectual property, these registrations were compared to the United States Patent & Trademark Office (USPTO) database.
- 6 A fully functional test environment was offered to registrars one week early, allowing for a full 23 days of interactive testing in preparation for the expanded usTLD "first come, first-served" launch.
- 7 The program team performed an internal "dry run." All Sunrise completion and launch preparation activities were executed, refined, and executed again.
- 8 NeuStar further leveraged lessons learned from other TLD launches to introduce a "Rolling Start" period, during which Registrars were offered 24x7 access and support to test connectivity and submit new contact information prior to launch. This helped registrars secure immediate and simultaneous access at launch, and allowed them to focus exclusively on revenue-producing activities after launch.
- 9 Solid planning, enhanced processing, and reduced error volumes helped the launch team complete activities early, allowing the program team to address any last-minute issues without schedule delays. These late-breaking, often complex issues could have easily delayed launch, but the preparation of the team ensured that no time was lost.
- L At exactly 10:00 a.m. Eastern Standard Time (EST), more than 100 connections were opened simultaneously to accept online usTLD registrations. Good planning and a solid architecture allowed NeuStar to respond to almost five million transactions in the first 24 hours. NeuStar's handling of this "landrush" on a first-come-first-served basis marks the first time that a major new domain space has been released using a real-time registration system.