

The DNSSEC Business Case (or how to create one)

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It's a challenge...

- Making a business case for DNSSEC is hard

However, we all know...

- DNSSEC is important - securing the DNS is a good thing

Shouldn't that be enough?

- So how can we help create a business case...



We can help if we...

- Reduce the effort (the cost)

and

- Provide incentive

Reducing the effort...

- This means bring down the cost of implementing DNSSEC
 - Research & Share
 - Simplify
 - Automate
 - Reduce risk

Reducing the effort - Examples

- Registrars
 - Toolkits
- Registrants
 - One click DNSSEC
- ISPs
 - Simple DNSSEC resolvers
- End Users
 - Build it into software and turn on by default

Providing Incentive...

- Two Ways
 - Top Down or ‘push’
 - Bottom Up or ‘pull’
- Top down will work (to an extent) but bottom up is better

Top Down

- Make DNSSEC a requirement:
 - Contractual obligation
 - Government mandate
 - ICANN
- Usually can only go as far as Registries, harder to do with Registrars
- Might be able to be done with ISPs but country dependent

Bottom Up

- Generate User Demand (Registrant or End User)

How?

- Need a reason to 'want' DNSSEC

Potential Reason - Security

- Increased Security
 - Really will only work if visible to end users
 - Think green-bar in a browser
 - Requires education

Potential Reason - Enabler

- Secure DNS as an enabler:
 - DNS is now 100% trust worthy, what can we do with that?
 - If what I can do is worthy I will NEED DNSSEC

Instant demand

Providing Incentive - Examples

- Target larger security conscious organisations
- Lobby software developers to implement
- Build DNSSEC as requirements into other applications (when it makes sense)
- Find innovative uses for a secure DNS (e.g.. to supplement CAs)

Summary

- Create a business case by...
 - Reducing the effort (cost)
 - Generating demand
- Then we can market that case
- As an industry we should do this consistently

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