Day to Day Registry
Operations and Management
Best Practices for New TLD Applicants

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REGISTRY MANAGEMENT - WHAT COULD HAPPEN?

- Whether you are considering a new Tld for your own brand or for marketing to the public, you need to be prepared for the probability that you will be issuing second level domains & running a business.

- It is likely that innovation will occur and that you will find yourself managing several layers of zone files, sub-domains, systems, processes, employees, and relationships.

- When the domain name system was created, no one imagined how big and unwieldy it would get. So with that in mind, we'd like to discuss the day to day operational aspects of running a registry.
DAY TO DAY REGISTRY MANAGEMENT SUMMARY

1. Transactional Management

2. Strategy & Marketing Management

3. Technical Issues / Management

4. Staffing

5. Legal Issues
REGISTRY MANAGEMENT - TRANSACTIONAL

- New Registrations
- Domain Management / Modifications
- Renewals
- Domain Transfers
- Billing/Payment Systems
- Outsourcing

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Site Development and Upkeep
Pricing
Reputation Management
Marketing & PR
Competitive Analysis
APIs and Channel Interfaces

DNS Management

Automation

Server Provisioning

Redundancy

Scale
Customer Service
Staff Management
Distribution/Management
REGISTRY MANAGEMENT - LEGAL ISSUES

- End User Terms & Conditions
- Privacy Policy
- Acceptable Use Policy
- Reseller Terms
- Dispute Resolution
- Global Compliance
THANKS FOR LISTENING - CONTACT INFORMATION

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