



A Country Code Registry – Exploring New Services

Dave Chiswell

VP Product Development

CC Registry Operator Characteristics:

- Highly Skilled IT/Ops
- Known Channel Partners
- Compliance and Policy Expert
- One Product
- One Price
- Known Universe

Registry Extensions

- Registry Lock
- Alternative Names
- DNSSEC

LOW RISK

Market Extensions

- gTLD Registry Services
- Managed DNS Services
- Managed Forwarding & Notification

???

Technology Extensions

- Directory Services
- Business Directory
- State of the Internet in country

New

➤ **Every Registry's Market has Changed, More to Come**

- 1000 new names, Google is a Registry & Registrar
- Syrian Army is known for cyber crimes
- Growth has slowed
- Existing Channels are distracted
- Community & City TLDs are showing momentum

➤ **It can be very rewarding for a cc Registry**

- Benefits can out-weigh the perceived risks

Why a New Product Strategy?



• **Development/Delivery of New Product**

- Registry Lock
- Domain Name Spinning Service for Registrars
- Anycast DNS Service with DDOS Mitigation
- Registry Services for existing and new TLDs

• **Survey Shows Positive Impact on Corporate Culture**

- Engagement of employees increased – in some cases close to 20%
- 91% Staff: “Given the opportunity, I tell others great things about working here”
- 82% Staff: “I hardly ever think about leaving this organization to work elsewhere”
- Positive corporate momentum spills over into all aspects of company
 - Benefits
 - Pay
 - Retirement Savings



Thank You!

