



Domain Name Registration System

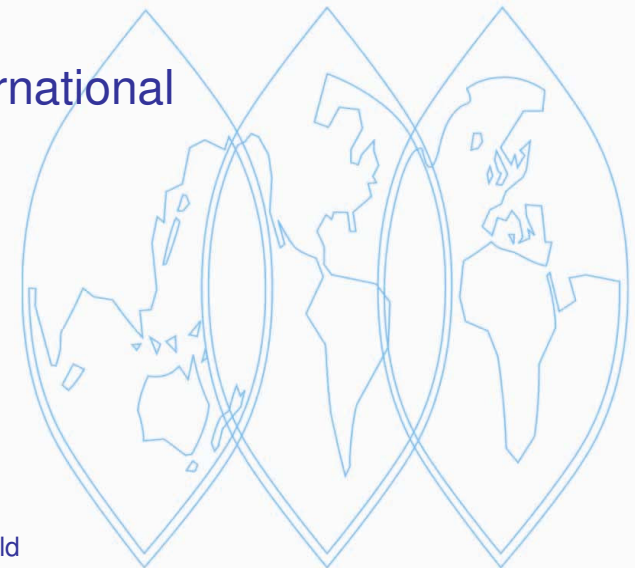
Domain Name Registration System

APTLD Non-Technical Training – Dubai

Tuesday June 5th 2007

Adrian Kinderis

Chief Executive Officer – AusRegistry International



WHO IS AUSREGISTRY?

AusRegistry

- Registry Operator for the .au ccTLD since July 2002
- Operates .au Domain Name Servers (DNS)
- Consultation to industry and government
- Website: www.ausregistry.com.au

AusRegistry International

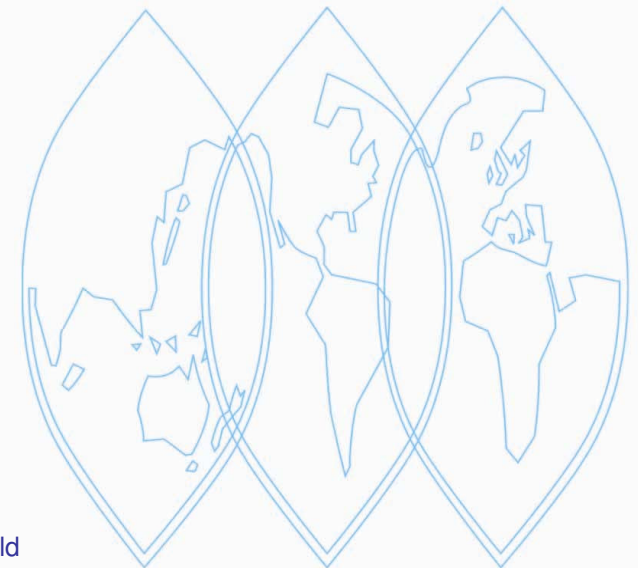
- Consults globally on ccTLD operations
- Registry Operator for the Australian ENUM Trial
- Registry Operator for the REC Registry
- Website: www.ausregistryint.com



BUY vs. BUILD

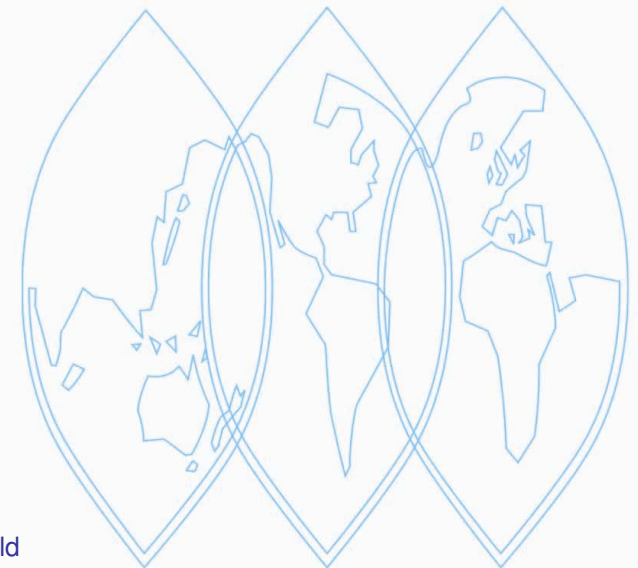
“...programming today is a race between software engineers striving to build bigger and better idiot-proof programs, and the Universe is trying to produce bigger and better idiots. So far, the Universe is winning...”

Rick Cook



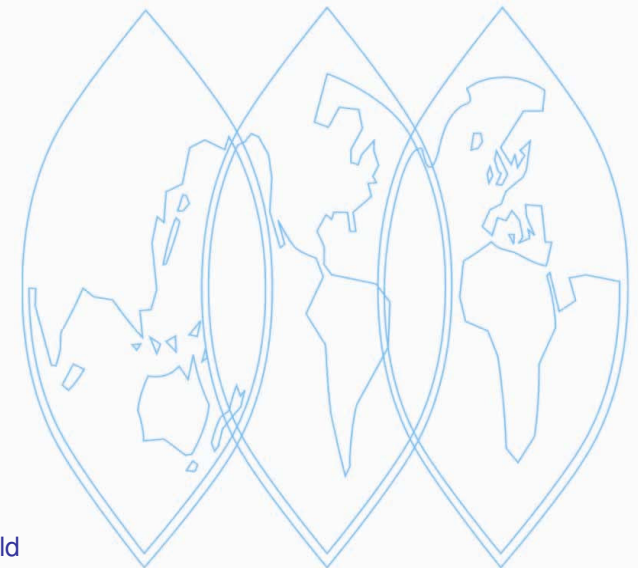
BUILD – CONSIDERATIONS

- Starting from scratch, why re-invent the wheel?
 - Time to deploy
 - Cost
 - Available resources
 - Available infrastructure
 - Experience / expertise
 - Service levels
 - End user experience
 - The unknown



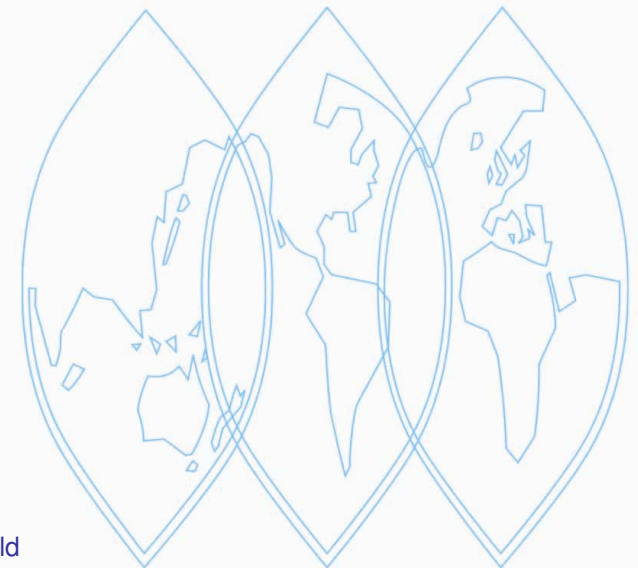
BUILD – CONSIDERATIONS

- Many factors need to be taken into account:
 - Accountability and sovereignty
 - Size of Registry
 - Size of population
 - Enhancing local skill base
 - Building local infrastructure



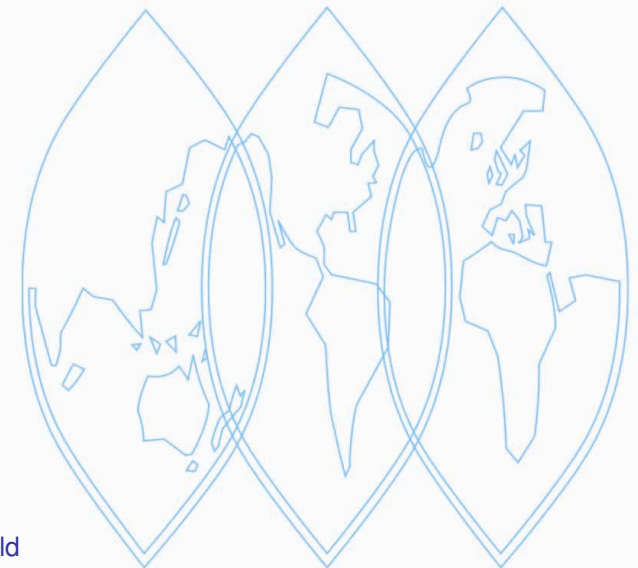
BUY – CONSIDERATIONS

- Outsourcing may save money, improve quality, or free company resources for other activities
- To outsource all or parts?
 - It's a critical resource
 - Value for money
 - Sovereignty, security & control
 - Service levels
 - Maintenance options
 - Experience



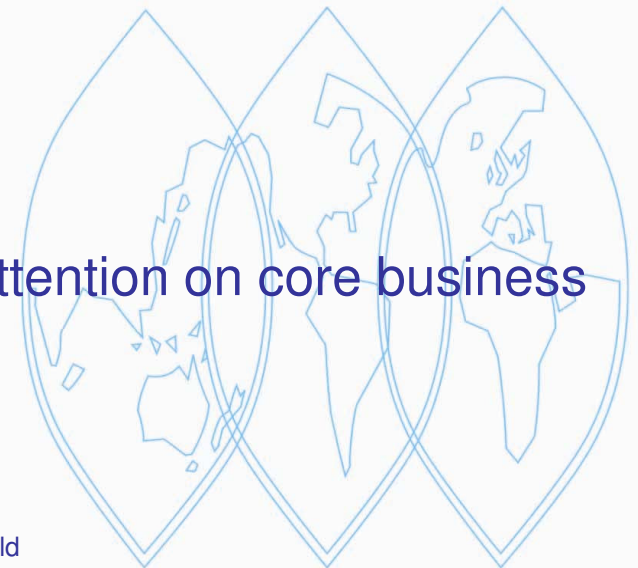
OUTSOURCING APPROACH

- If outsourcing is the chosen option:
 - Competitive tender
 - Detailed research
- Both options will require:
 - Technical expertise in the evaluation process
 - Time
 - Money
 - Legals



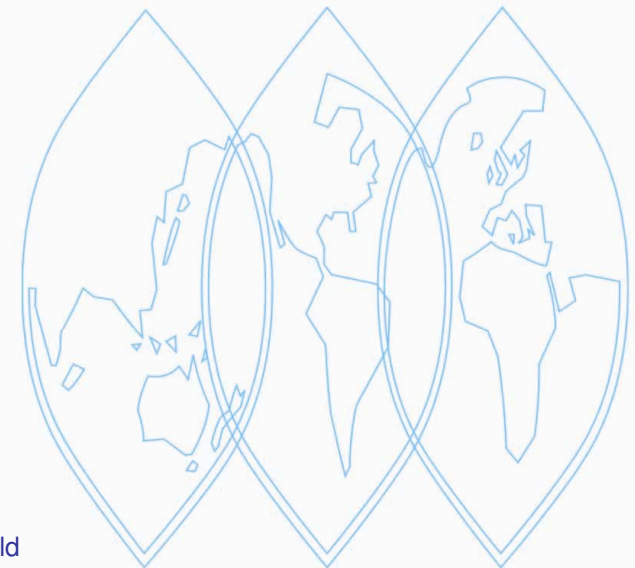
OUTSOURCING APPROACH

- Risks:
 - Not clearly defining goals and objectives before starting the process
 - Not casting the net widely enough and thus missing good vendors
 - Contingency planning for major disruptions at the service provider
- Benefits:
 - Financial savings
 - Ability to focus resources and attention on core business initiatives
 - Technical burdens are lowered

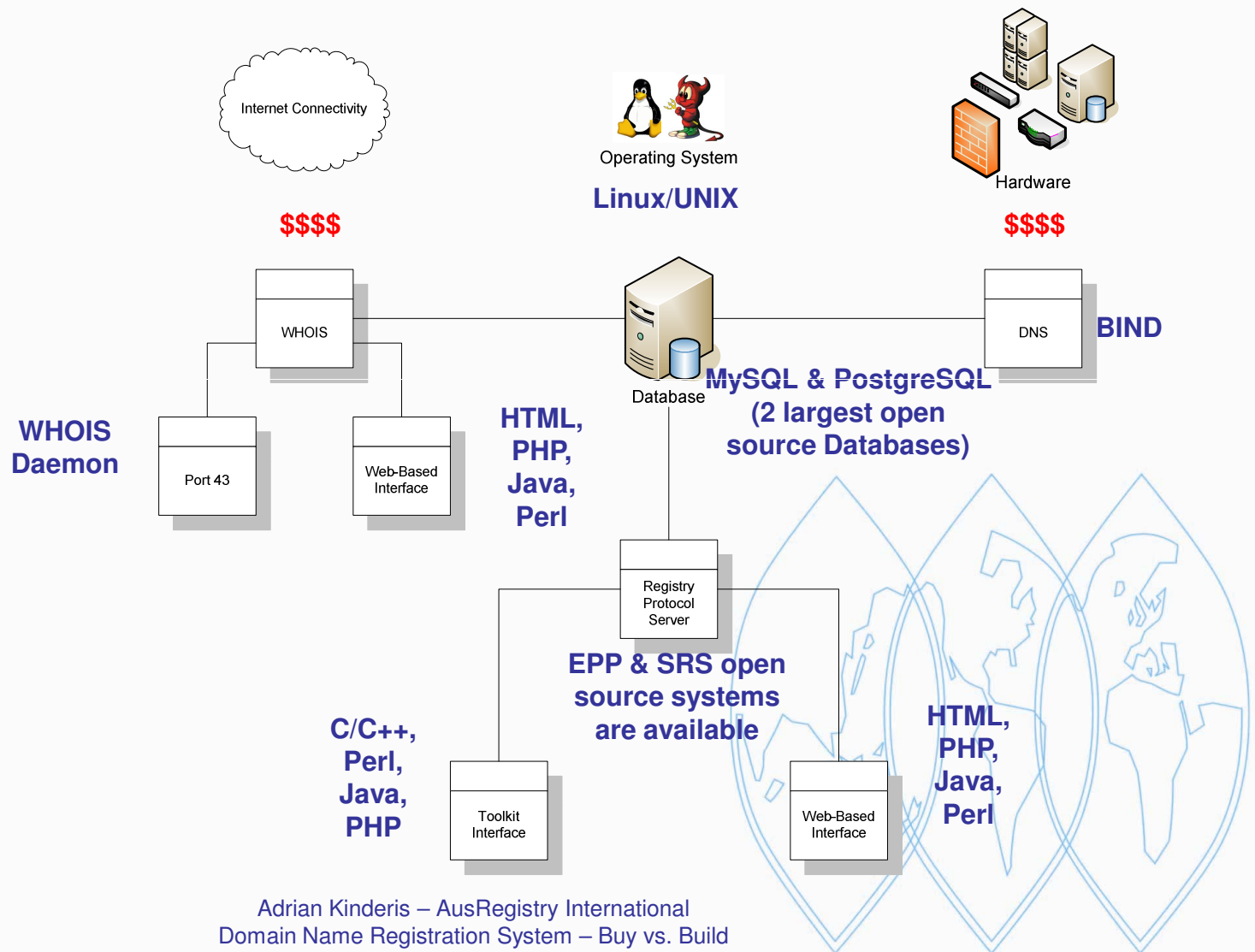


BUY – WHO IS OUT THERE?

- AusRegistry International
 - www.ausregistryinternational.com
- i-dns.net
 - www.i-dns.net
- Afilias
 - www.afilias.info
- VeriSign
 - www.verisign.com
- NeuLevel
 - www.neulevel.biz



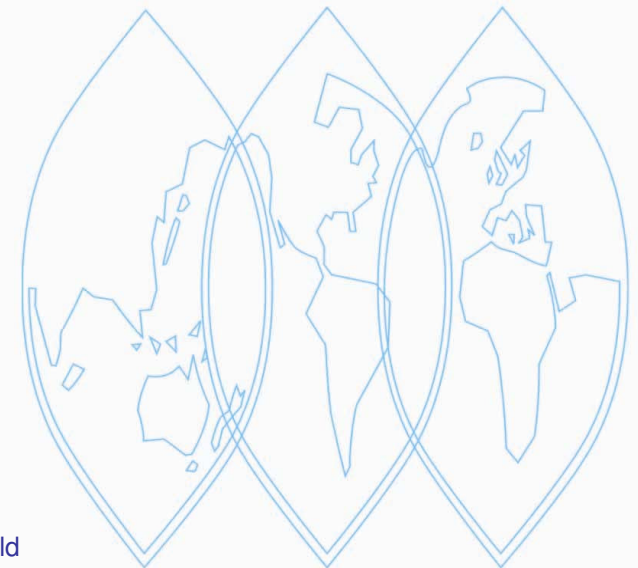
OPEN SOURCE



Adrian Kinderis – AusRegistry International
 Domain Name Registration System – Buy vs. Build

OPEN SOURCE

- Open Source
 - Still requires customisation
 - Still requires upgrades
 - Not everything is free – connectivity and equipment
 - Who's to blame when things go wrong?



CONCLUSION

- Nothing is without risk
- What is right for the current state of the ccTLD:
 - Social factors
 - Economic climate
 - Technical resources
- It's been done before!

“...good design can't fix broken business models...”

Jeffrey Veen



