Joe Alagna

The *Successful* Registry of the Future
About Afilias

• Founded in 2000
• HQ – Ireland
• Global footprint
• 22M+ names
• 200+ TLDs

Business Lines

• Registry Operator
• Registry Services
• Secondary DNS
TLDs Afilias is involved with…

Generic and New gTLD Examples

As Registry Operator

Generic, New TLD, and Country Code TLD Examples

As Registry Service Provider
TLDs Afilias is involved with…

Newest Country Code TLD Example

As Registry Service Provider

au
The Successful Registry of the Future

- “Gentlemen, This is a football”
- Sorry, Is this a football?
- Just kidding, This is a football.
This is a Registry

- Domain Lookups
- Domain Registrations
- Domain Renewals
- Domain Transfers
  - (inbound and outbound)
- Internal Domain Changes
  - Transfers / Accounts
- Name Server Setups
- Name Server Changes
- Registering Name Servers
- Domain Forwarding
- Domain Redirects
- Email Forwarding
- Whois Identity Protection
- Default Settings
- Auto Renew Systems
- Domain Locking Systems
- Advanced Domain Lookups
- DNS Setup
- DNS Changes

And many of the above in bulk

Most of this isn’t going to change

And these are the easy things.
We will be defined by our challenges

1. All registries are global in nature.
2. Running a registry is not free
3. Regardless of character, we all need money;
   • For-profits
   • Non-profits or Universities - for whatever cause
   • Governments - to rely less on taxes – to do good things
4. We face growing pressures.
Growing Pressures Include:

Legal and Procedural

- GDPR
- ICANN
- Growing visibility of the registry
- Growing importance of registries
- Increasing liability
- 24/7 Operations
The Successful Registry of the Future

Growing Pressures Include:

- WHOIS / RDAP
- Cloud technologies
- IDNs / Languages - translations and transliteration *
- Pricing complexity
- Blockchain?

Source: http://www.scmp.com/infographics/article/1810040/infographic-world-languages
Growing Pressures Include:

Competition

- New TLDs including geos
- Platform competition
  - Facebook
  - WordPress
  - Google
  - Amazon
- Registrar attention is diminishing.
- Registrars are growing more powerful.
Growing Pressures Include:

Security

- DDoS
- Penetration attacks
- Data compromises
- Increasing cyber attacks of all kinds
- IOT
- DNSSEC
We Are Critical Infrastructure

• The TLD is critical infrastructure
• The DNS is critical infrastructure
• The registry of the future must do these things better
• The registry of the future must be able to scale these capabilities

Consider Typical Clients:

• Businesses
• Governments
• Hospitals
• Travel and Logistics

• Vital communications
• Email
• FTP
• What is the registry of the future to do?
What is the successful Registry of the Future to do?

Prioritize:

Security and stability are key; a registry must:

• Use a diverse set of technologies
• Consider connectivity, applications, and processes
• Mitigate zero-day attacks
• Deploy a Disaster Recovery Plan
• Have at least 2 independent implementations of everything
• Be prepared for increasing DDoS attacks
• Employee training and broad community engagement
• Don't assume anything - ask
• Promote awareness, planning, and preparation
What is the successful Registry of the Future to do?

Prioritize

Our industry has a marketing/communications challenge

• Global growth requires global relationships.
• We've got to work together to get our message out.
• How will we beat platforms and meet this challenge?

• Remember that most registrants are local
• Platforms aren't really theirs
• People want to work with locals
• A ccTLD says "I'm nearby"
Prioritize

Consider outsourcing to meet these challenges; ask...

• Can your supplier meet diverse operational requirements?
• Can your supplier meet increasing security needs?
• Global growth requires global relationships.
• Our world is a 24/7 operation.
• Our cultural needs can really vary
What is the successful Registry of the Future to do?

Five Pillars:

1. Transparency
2. Reach
3. Unhindered
4. Secure
5. Technology

www.CountryCodePeople.info
Thanks for listening!
Questions?

Joe Alagna
jalagna@afilias.info
M: +1 951-313-7200
O: +1 909-606-9175

https://afilias.info