How to write an RFP for your ccTLD

Adrian Kinderis
AusRegistry International
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AusRegistry International

• Based in Melbourne, Australia
  – Founded in 1999
  – ICANN Accredited Registrar since 2000
  – .au Registry Operator since 2002

• Domain Name Registry Services
  – Registry Systems and Software Provider
  – Consultancy and training services
  – Works with ccTLD managers and new gTLD applicants
Major Registry Projects

• Australia
  – .au ENUM Registry Trial 2004 – 2005
  – Australian REC Registry since 2005

• Registry Software & Consultancy Services
  – United Arab Emirates since 2006
    • .ae ccTLD
    • IDN ccTLD Fast Track
    • امارات
  – Qatar (2009)
    • .qa ccTLD
Agenda

• Why is writing a good RFP important
• What are your requirements?
• Be clear about what it is that you actually want
• Technical vs. policy considerations
• Provide all required information
• Response timelines
• Comparison and evaluation
Why is writing a good RFP important?
Why is writing a good RFP important?

• The audience is Registry Services providers like us
• Maximise the opportunity for organisations to respond to the RFP
• It’s not wise to reduce the total number of respondents due to
  – Lack of clarity in the RFP
  – Short timeframes to respond
• Expensive and time consuming exercise for all parties involved
What are your requirements?
What are your requirements?

- Do you need external expert assistance in writing the RFP?
- What you need the respondent to do?
- Future requirements
- Consensus from stakeholders
- Budget
  - Total cost of process
  - Total cost of ownership
What are your requirements?
What are your requirements?

• Sovereignty is important
• Which parts of the solution are you willing to outsource and to where?
What are your requirements?

• Registry Model
What are your requirements?

- Registry Model
What are your requirements?

- Registry Model
Technical vs. policy considerations
Policy vs. Technical

Simple Policy + Simple Technical Solution = Does not meet needs
Policy vs. Technical

Complex Policy + Complex Technical Solution = Costly & Time Consuming
Policy vs. Technical

Appropriate Policy + Appropriate Technical Solution = Fit for Purpose
Provide all the information you can...
Provide all the information you can...

- Describe your
  - Objectives
  - Requirements
  - Constraints
- Provide externally referenced documents
- Describe your evaluation criteria
- Include sample contracts
RFP Timelines
RFP Timelines

• Plan, research and document
  – Know what you want and need
• Distribute the RFP
  – Target respondents if and when appropriate
• Vendor response timeframe
  – Draft RFP prior to launch, or question period
  – Respondents may need time to gather information
  – Extensions if required
• Evaluate responses
Comparison and Evaluation
Comparison and Evaluation

• External assistance in evaluation may be required
• Background of respondent
  – Experience / skill
  – Understanding of requirements
  – Fit for your needs
• Financial evaluation
  – Price vs. Value
• Technical Evaluation
  – Are you comparing apples with oranges?
Comparison and Evaluation

• Value for money
  – The most economically advantageous proposal may not be the most beneficial, unless it offers the best value for money
  – Customisation of the solution
  – Ongoing support
Conclusion

• Why is this topic important... Changes are coming
  – IDNs
  – DNSSEC
  – New TLDs

• Your ccTLD is an important asset, ccTLD managers you need to be
  – Prepared
  – Well informed
  – Act in the best interests of your community