

NZRS 2015

Richard Currey, Chair

Jay Daley, CE

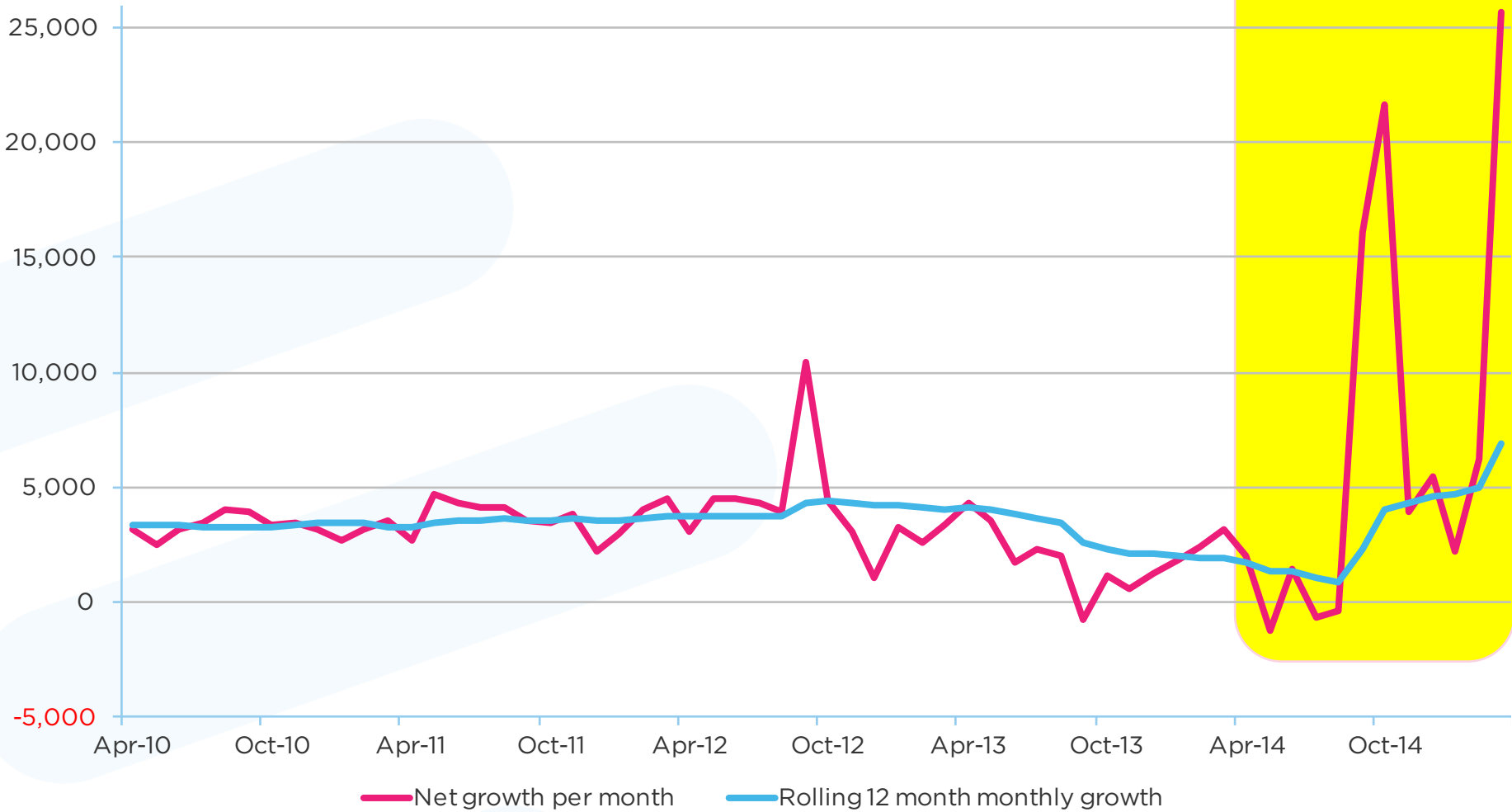


Major Developments

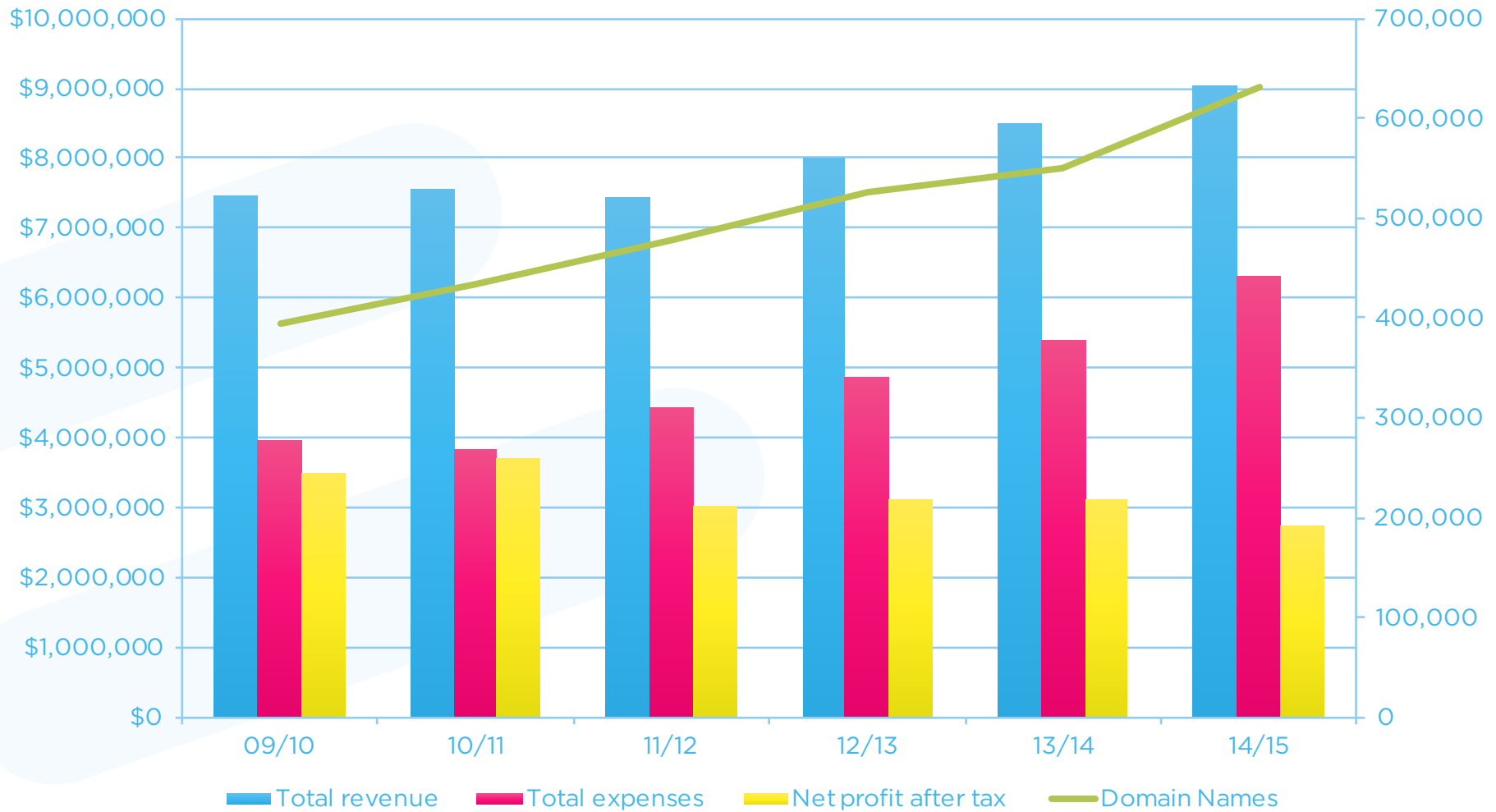
- Launch of registrations at second level
- Insourcing and creation of new team
- New brand

Growth

2014-15



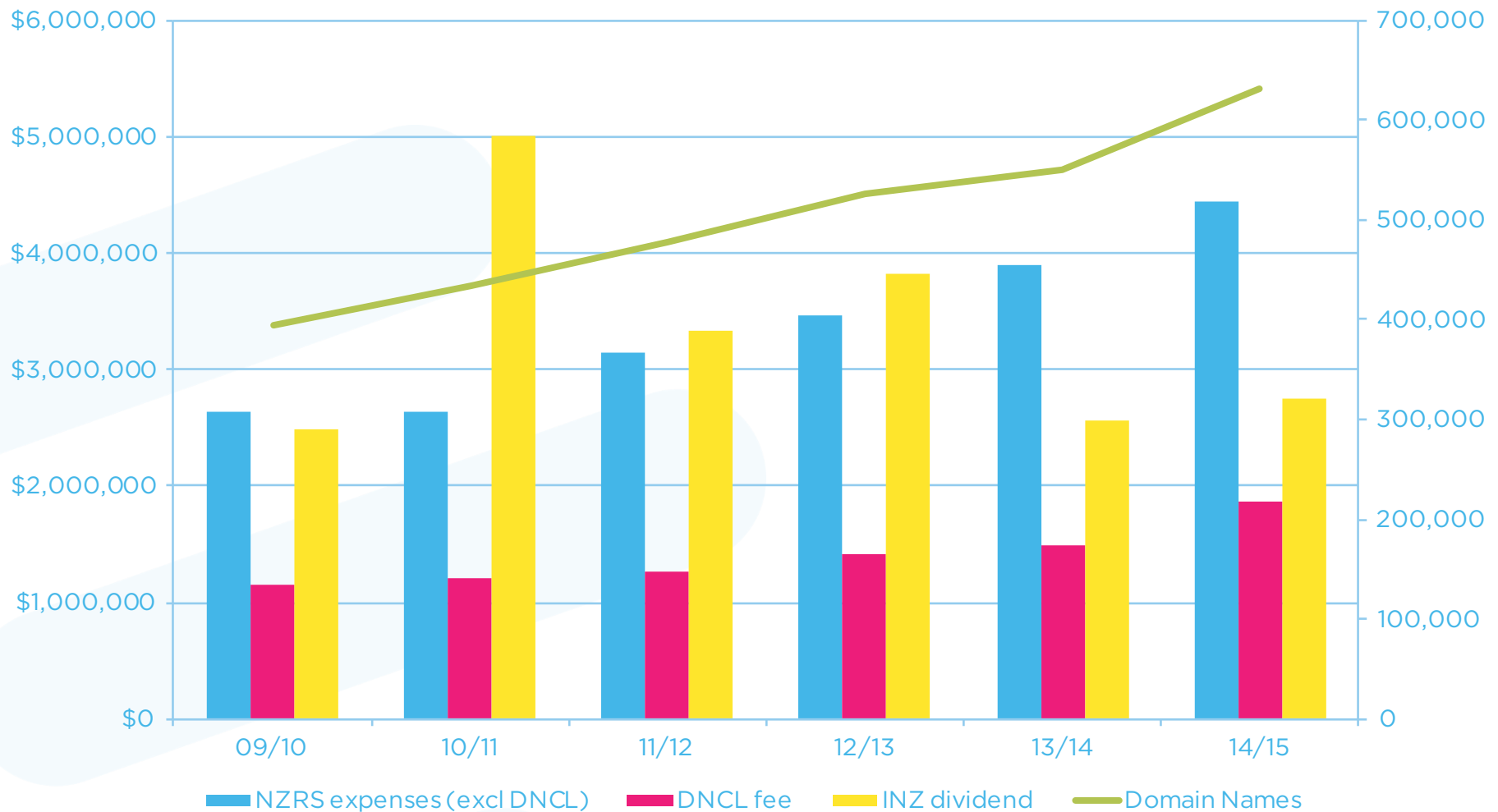
Revenue, Expenses, Profit



Four Years of Investment

- 2014-15 Launch of the second level
Major changes to DNS and to SRS to support preferential registration, reservations and conflicts
Also launch of registrar portal
- 2013-14 Delivered rewrite of SRS and EPP
Also totally new database architecture
- 2012-13 Implementation of DNSSEC
Also data capture/analysis system
- 2011-12 Began DNSSEC and SRS rewrite
SRS 10 years old at that point

Application of Revenue





Strategic Goal 1

Deliver continuous domain name availability to registrars, their customers and all Internet users.

- Operational management taken in-house
- New third party monitoring
- SLA achieved 12 months out of 12



Strategic Goal 2

Deliver world-class registry services that continually improve.

- Opening of the second level
- New registrar portal
- New monitoring
- SLA achieved 11 months out of 12

Strategic Goal 3

Support InternetNZ through tangible contributions of income, governance and management resources, and expert knowledge.

- Dividend payments
- Close collaboration between CEs on key strategic initiatives
- Rebranding to align with InternetNZ brand

Strategic Goal 4

Develop our services and technology within a long-term evolutionary framework to meet the future needs of Internet users.

- Opening the second level
- Expanded NTP network
- RPKI validator
- Working on business development opportunities



Strategic Goal 5

Deliver, in partnership with DNCL, a successful long-term strategy for .nz.”.

- .nz Framework – roles and responsibilities
- Full joint .nz strategy



Marketing

- Customer/Consumer Research
 - Multiple research surveys
 - Identify key issues and messages
 - Assess .nz brand recognition and attributes
- Channel Management
 - Active support of registrar marketing and sales
 - Huge factor in success of second level launch
 - Understanding their data needs
- Marketing
 - getyourselfonline.nz - newcomers to domains
 - Digital promotion of key messages



Technical Research

- DNS data capture and analysis
Botnet detection
- .nz Zonescan
Deployment metrics - IPv6 and DNSSEC
Health metrics
- Topology maps
BGP and IP
- Collection of broadband map layers
- Popularity ranking of domain names
- Industry coding of the register



Since the End of the Year

- **Broadband Map**
Developed over much of last year
Already launched
Better data arriving every day
- **Internet Data Portal**
Publish open data from our zonescan, registry stats and other sources
Part of our obligation under .nz policy
Launches any day now

Thanks

Any questions?

Contact: jay@nzrs.net.nz
www.nzrs.net.nz