

ENUM Federation

CZ.NIC

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ENUM Federation – Motivation

- ENUM is a complicated „behind the curtain“ technology
 - Only geeks know what it can be used for
 - Products that use ENUM are hard to identify for end users
 - „VoIP“ can mean a lot of things
- People want solutions, not technology
 - Remember the turbo charger
- Every ENUM registry faces similar problem

ENUM Federation – Mission

- **Promote ENUM enabled products!**
 - Make ENUM-based products easily recognizable for end users
 - Focused more on products rather than lobbying
 - Common marketing effort by the ENUM registry industry
- **Brand**
 - Requirements and rules for different product/service types
 - Visual identity similar to ...    
 - When users see logo, they expect certain “features”
- **Website**
- **Campaigns**
 - Prepared/coordinated internationally, executed locally

ENUM Federation – Plan

- Organization established – AT, CZ, DE, NL, UK
- Prague, Czech Republic
- Official registration (November 2008)
- Visual identity (Q1 2009)
- Website and campaigns (Q2 2009)
- Open to new members
 - ENUM registries only (at the moment)
 - Contact: pavel.tuma@nic.cz

Thank you

Questions?

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