DNSSEC Industry Coalition Activity

October 2008

DNSSEC Industry Coalition

» **Goal**

– To accelerate adoption of DNSSEC and provide a uniform rollout among registries

» **What?**

– Informal Industrial consortium for now

• Soon to organize formally

» **Who?**

– Any TLDs that share the above goal

– Technology/software development companies

How?

» Establish consistency of tools and applications through sharing of best practices, specifications, and shared nomenclature.

» Participating Registries share information to speed the adoption and streamline the implementation of DNSSEC

» Deliver information to the public to educate on the value of DNSSEC

Not just another group

» By checking political agendas and differences at the door we focus solely on the adoption and awareness of DNSSEC.

» The goal of our group is to "talk less and do more"

Current Participants

» Registries

– .ORG, The Public Interest Registry

– Afilias Limited

– Nominet

– .SE

» Service Providers

– Shinkuro

We are pleased with the eagerness and participation that this coalition has put forth!

We welcome additions to the coalition – what can you contribute?

Process we followed

Initial Commitments September 2008

» Participants agreed to a decision structure to identify priority items

» PIR produced decision models within a 3 week timeframe

Decision Model Scope

» **To derive what will be produced as a combined workgroup**

– Arrive at consensus

– Accelerate the adoption of DNSSEC

– Not specifically intended to re-prioritize each organization's own independent efforts

Decision Model Scope

» **Two decision models**

– Decision Model 1:
Priority targets – Early Adopters of DNSSEC

– Decision Model 2:
Critical requirements for the Early Adopters

» **Project Plan**

– Specific assignments taken on by participants

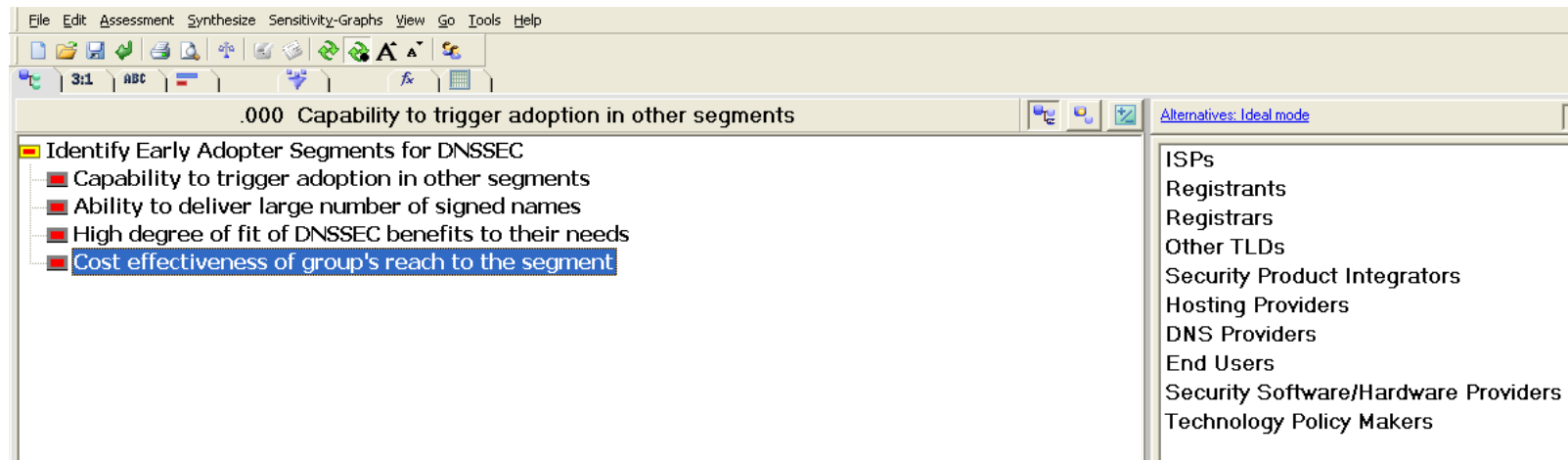– Tools & Applications, Educational Material, Advocacy

Structure for Decision 1:
Identify Early Adopter Segments

Coalition agreed to this priority order

1. Hosting Companies
2. DNS Providers
3. Other Registries
4. Registrars
5. Software/Hardware Securities Vendors

File Edit Assessment Synthesize Sensitivity-Graphs View Go Tools Help

3:1 ABC

.000 Capability to trigger adoption in other segments

Alternatives: Ideal mode

Identify Early Adopter Segments for DNSSEC
- Capability to trigger adoption in other segments
- Ability to deliver large number of signed names
- High degree of fit of DNSSEC benefits to their needs
- Cost effectiveness of group's reach to the segment

ISPs
Registrants
Registrars
Other TLDs
Security Product Integrators
Hosting Providers
DNS Providers
End Users
Security Software/Hardware Providers
Technology Policy Makers

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Structure for Decision 2:
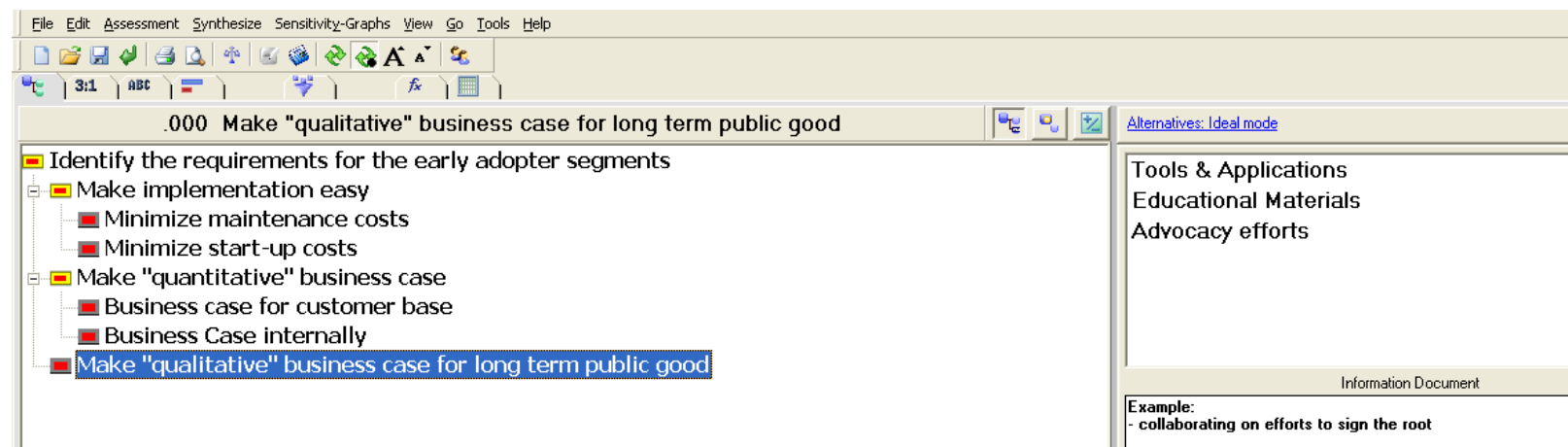## Identify Critical Requirements of the Targets

Categories and Definitions in priority order
a)Tools and Applications - Specs, code, implementation guides and other materials
b)Educational Material - Material that explains the value and benefit of DNSSEC
c)Advocacy - A push for organizations to take action or an effort to influence their decision

Assignments

1. Developed for Hosting Companies

a)Tools & Applications

– Provide hosting companies with a streamlined implementation guide (work with the participating DNSSEC Registries)

b)Educational Materials

– Create educational materials that encourage hosting companies to adopt DNSSEC

– Provide hosting companies with DNSSEC sell through materials

c)Advocacy

– Create a differentiating "DNSSEC ready Seal" for use on their website

What are your recommendations?

Assignments

2. Developed for DNS Providers

a)Tools & Applications

– Create a DNS Provider specific Implementation and Best Practices Guide

b)Educational Materials

– Provide DNS Providers with DNSSEC sell through materials

c)Advocacy

– Create a differentiating "DNSSEC ready Seal" for use on their website and literature

What are your recommendations?

Assignments

3. Developed for Other Registries

a)Tools & Applications

- – Share requirement specs for building DNSSEC tools and applications

b)Educational Materials

- – Collaborate on the creation of educational materials for our shared Registrar Channel

c)Advocacy

- – Create a differentiating "DNSSEC ready Seal" for use on their website and literature

What are your recommendations?

Assignments

4. Developed for Registrars

a)Tools & Applications

  – Provide the Registrars with a streamlined implementation guide (work with the participating DNSSEC Registries)

b)Educational Materials

  – Create educational materials that encourage the Registrars to adopt DNSSEC

  – Provide Registrars with DNSSEC sell through materials

c)Advocacy

  – Create a differentiating "DNSSEC ready Seal" for use on their website

What are your recommendations?

DNSSEC Industry Coalition

What can you contribute?

Would you like to join?

What do you think of the effort?

» **Contact:**
  – Lauren Price, Sr. Product Marketing Manager
  – Email: lprice@pir.org

.ORG DNSSEC Activity

October 2008

DNSSEC Rollout Update

» *PRODUCT LAUNCH PROCESS*

  – A traditional product launch process has been established to coordinate through beta test and production readiness

» *OPERATIONAL READINESS*

  – We are closely tracking our operational critical path milestones.

  – The majority of the technology related work will be completed at the end of 2008

  – The zone signing and our Friends & Family launch is on track for 1H2009.

Major Technology Milestones (Afilias)

» Friends & Family OT&E started

» Friends & Family documents /educational materials – Complete

» Nov 2008: BIND testing to be completed

» Jan 2009: BIND Production release if available at the end of Dec 08, the testing to be completed

» By Mid 2009: .ORG Zone Signing (dependent on Secure 64)

The DNSSEC Market

» *MARKET CONDITIONING*

– Market Education and Public Relations efforts.

– Our blog is updated frequently with issues related to DNSSEC and we have guest bloggers who continue to reinforce the need for DNSSEC, educating the public on DNSSEC as well as addressing the Fear, Uncertainly and Doubt (FUD) on DNSSEC implementations.

– The .ORG team is actively participating in a number of strategically identified conferences in 2008 through Q109 where we continue to increase support for the DNSSEC initiative.

» *How can you help?*

– Do you have events or panels where .ORG can promote DNSSEC adoption or share implementation plans?

– Do you want to be a guest blogger or do you know of thought leader that would like to guest on The .ORG Blog?

– **LET US KNOW!** Email Crystal Peterson cpeterson@pir.org with suggestions

THANK YOU!