Background
About NZRS

- Registry for .nz ccTLD
- Wholly owned subsidiary of InternetNZ: “to promote the Internet’s benefits and uses, and protect its potential.”
- Policy in a separate subsidiary – Domain Name Commission
Business Development

• Necessary activity:
  • Maintain relevance
  • Avoid stagnation
  • Future proof revenue
  • Motivate staff

• Multiple opportunities – different approaches
  • ‘business development’ – primary focus is revenue
  • ‘service development’ – service to the community, commercialise to ensure sustainability

• National Broadband Map
  • ‘service’ now being commercialised
National Broadband Map
broadbandmap.nz
Commercialisation

- Free
  - Web search only
  - No scripting
  - Consumers / SMEs
  - Low volumes

- Chargeable
  - API search
  - High volumes
  - Data only

- At least recover costs to ensure sustainability
How we did it
Outline plan

1. Collect the data

2. Design and build a minimum viable product

3. Partner preview → get feedback → refine product

4. Launch

5. Measure usage → update product → measure changes

6. Get feedback → add new features → measure usage
The data

- Over 20 providers
  - Some very sensitive about their data
  - Awkward formats
  - High cost for them to provide
- Our approach
  - Ask nicely – no payment
  - Demonstrate security – gain trust
  - Sell the vision
  - Be patient
  - Help with tools
    - Built a tool to generate wireless coverage
    - Adopted another tool to convert files to right format
Planning and development

• Initial build
  • NO customer research
  • NO market validation
  • Minimum viable product
  • Designed by a team with vision and experience

• Sometimes need a working prototype for people to use and give feedback on

• Two rounds of partner preview
  • Internal and external feedback
  • Major changes after each preview
  • Product validation
Technical development

• Initial build
  • External company
  • Basic specification
  • Fixed price
  • Use their preferred technology

• Changes after partner preview
  • Internal developer
  • Lots of tweaking of details

• Production infrastructure
  • All in the cloud – NO capital outlay
    • Address lookup service
    • Geodata hosting/query service
    • Map tile service
The launch
Successful launch

- Launched July 23 2015 by the Minister of Communications
- Major news sites embedded it on their front pages
Thanks

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