UA-Ready: Ry-Rr Considerations

Excerpts from a case study

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Eating your own dog food!
Approach

• 100% open discussion
  • Confidential
  • Collaborative
  • Developmental

• Identified core system elements

• Engaged Internal Experts

• Painstakingly reviewed details

• Extrapolated issues to apply broadly
What’s Involved?

- System Integration
- Data Integrity
- Customer Data
- Customer Communication
- Policy Compliance
- Customer Satisfaction
System Integration

• EPP is already UA-friendly

• Surprisingly few elements require special handling

• Some do…
  • Most important: host names and labels
  • System configuration complexities
Data Integrity

• Don’t make assumptions

• Be explicit
  • A-label/U-label usage
  • Have a defined defaults

• Robust implementations
  • Be prepared to validate input
  • Handle exceptions
  • Enforce Storage fidelity
Customer Data

• Input from customer is unpredictable
  • Contact data includes UTF-8 Data
    (RFC5730 recommends use of UTF-8)
  • Current Whois does not support it

• Validation and homogenization necessary

• Develop processes to deal with issues that cannot be immediately remedied
Customer Communication

• Where UA-Readiness hits home

• When possible, have multiple means of communication
  • Troubleshooting EAI issues via email not reliable
Policy Compliance

- UA-Readiness can prevent RAA compliance relative to Registrant Validation

- New policies increasingly rely on being able to contact Registrants (e.g., IRTP)

- “Real Name Validation” in China and other regions could also be affected
Customer Satisfaction

• We provide Domains – Our products have to work

• Failure to do so could lead to alternate technologies being developed

• UA-UNReadiness = Customer DISSatisfaction
It’s still early…or is it?

• New gTLDs are not new…we’re really in Round 4

• IDNs are a reality

• EAI is a reality

• Ry-Rr UA issues are everyone’s issues
Q&A