LOS ANGELES – Registry Services Update
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ICANN – Los Angeles, USA

KRISTA PAPAC:

Good morning everybody and welcome to the Registry Services Update. My name is Krista Papac and I am the director of Registry Services. For today's agenda, I'm first going start off by taking you through a review of the way the industry's been growing, Then, I'm going to talk a little bit about the Registry Services team and what our overall responsibilities are. Then, I'm going to get into the three primary work streams that we have and how those relate registries and how we support you. Then, we'll open it up for questions and answers.

The domain name (as we all know because we're living it together) industry is growing very quickly and it's changing the landscape. This graphic here represents what it's going to look like as a result of this round of introducing gTLDs. If you notice the dark blue dots represent gTLDs from previous rounds. Can everybody hear me okay? Okay, little louder, wow I've never heard that before. The turquoise dots represent the gTLDs from the 2012 round that have been contracted. The white with gray circle dots represent the remaining TLDs that there are to be contracted for this current round. The yellow is just to see if you guys are paying attention, good job. This line here is really just a different representation of what I just showed you but to kind of show you how quickly the growth is happening. The dots you can see how big it is and this one shows you the speed at which things are growing for everybody.

ICANN and you were all working on this together but we're adapting to meet this growth and to scale to meet the changes of the industry. One of ICANN's overall strategic goals is operational excellence. From the global domains division perspective and where the Registry Services team fits in, we have two main things that we're doing to feed into this operational excellence. One is the Services team which is really the relationship and engagement team and supporting the registries as we are all going through this growth period. The other piece is operationalizing the things that we do for you so that we're optimizing the performance of the work so, making things more efficient to scale them so they can go more quickly to handle the scale or the volume.

Next, I'm going to talk about the team that supports you which is the Registry Services and Engagement team. To support this growth and the diversity, (so the growth is not just about the numbers, it's also about diversity) we used to have the registry operators in just a couple countries and now, we have them in many countries around the world. First what we've done is we've put a team in place to support that growth. They're primary workplaces are in the three different hubs that ICANN has around the world, Los Angeles, Europe and then the Istanbul office and then the Singapore office. This here depicts the support that we know that the geography that we support from those hub offices.

What do we do and how do we do it? Our primary goal is we're here to support the registry operators and prospective registry operators, applicants that are still going through the process to get to contracting and delegation. The way we do that is really by collaborating with you and continuously working with you to understand your needs so that we

can feed that back into ICANN the company. We're really focused on building relationships with you so that that enables that process of collaboration.

The value that we provide or that we are at least trying to provide we're making significant strides there. There's a lot of you that have been working with us as we've been building this out that are helping us understand how we can continue to provide value. We're really your advocates within ICANN. We're an access point to help you navigate ICANN. Many of you are new to this industry and ICANN is not like anything probably anyone but at least most people have ever seen and understanding how to navigate that is not always easy. We're here to help with that. Even those of you that have been around a long time or are familiar with this industry and how things work, because everything is so new and it's so different from the way we've done it before, those folks still need help navigating ICANN as well.

We're also your escalation point of contact. The company has processes in place for your interactions with us but sometimes things don't work the way they are supposed to or you might yourself stuck. So, this team is the escalation point for registries and applicants.

Registry Services and Engagement Managers, we have two hats that we wear. One is the services part of our title and it's really is as a subject matter expert. So there's a lot of different things that you guys are required to do under your contract that require some sort of support mechanism that ICANN has to put into place. So, we are the subject matter experts for those things and I'm going to drill down into these

buckets as we go through the presentation to help put clarity around what that really means. We're your regional engagement team; we're regional engagement managers. That's really the relationship piece and it's also education, it is outreach, it is things like that. The combination of those two things ensures that you guys are successful and that we're successful as well.

Our responsibilities really fall are the three main work streams that we have are the services part which is really we design, deliver and implement different services. I can give you an example, once you've been delegated and you're ready to launch, you go through a TLD start up process where you submit your information. You needed a mechanism for doing that. The Registry Services team works to design what that mechanism should look like and then rolls that out. There was recently an addition of a specification 13 that required some modifications to the start-up process. So, it comes back to the Registry Services team to figure out how do we implement that and we work to put that in place for you.

On the engagement side, we just recently rolled out and I'm going to talk about each one of these buckets but, we're one-to-one relationship managers. So you have somebody that is dedicated to your either applications if you're an applicant or a registry if you're contracted, to support you. Then policy implementation, so when policies come out of the JSNO that impact registries, somebody on the Registry Services team will be responsible for the implementation of that if there's one that's required.

The first bucket is services. Again, how we support the services is we identify when there's a new need for services and a lot of times that comes from you guys. We then design the services. How should this thing work and how do we set it up so it does what it is supposed to do? We work to implement it and then we operationalize it. What that means is that we actually work with the operations team from the beginning but once we've designed the service and we've figure out to implement it, we work with the GDD operations team to make that service scalable, a repeatable process and to streamline it so it works efficiently or as efficiently as possible.

Then we manage the life cycle. Back to the example about the specification 13, sometimes as many of you know, products or services require some sort of refinement or additional things to be added to them so, that's part of the life cycle.

I know there's a lot of content on this slide but, when you download the slides, it might be a useful tool. We break the services on the left side of the chart here into a few main buckets and then within those buckets we give you some examples or we give you a list of things that fall within the bucket, contracting, onboarding, launch programs, etc. On the right side of the screen, we've listed the tools that are out there to help you utilize these services or progress through these processes. I'm going to touch on a few services that have been of interest to all of you and what we've been hearing from you through some of the engagement activities we've had as well as the cases that come in, the questions that we get and the interactions that we have with you here. So, we picked a couple that has been of high interest.

The first is the RSEP. So, the RSEP for those of you who may not be as familiar as others, it came from a consensus policy. It is the process that's established for registries to add, modify, or remove approved Registry Services from your contract that would be exhibit A in the contract. What we've been hearing from you is that it is unclear how to actually submit an R7, how to go through the process. Some of you are more familiar than others because you've been through the process but, we understand there is not as much clarity around how this works and how you engage with ICANN.

We've also heard that the R7, we've talked about this a lot this week with you guys in the various sessions, it could be further streamlined. Before, I go to the next slide; this slide shows the number of RSEPs we've had over the past five fiscal quarters. There's a total of 60 RSEPs that have been submitted and they affected over 415 TLDs. So, just to give you a sense, before this round of gTLDs, we used to get somewhere between 12 to16 a year and they were usually one per TLD. The scale you can see has gone up quite a bit.

Down here on the bottom graph, you'll see that these are the types of RSEPs we're getting. Two major buckets are two character requests for the release of two character SLDs that are required to be reserved. The other big bucket is adding additional IDN languages or adding IDN languages for second level registrations.

So the current challenge that we're facing and that we're working to help meet some of the things that we're hearing from you is that we

need to scale the systems and processes to meet the growing demand. We've been doing quite a bit of work around that and we've definitely gotten much better but there's still more work to do and we're actively working on that.

We've also heard that, again, it's confusing and you guys need clear communication of timelines and how things work and what the next step is and on that type of information. The things that we're doing to address these challenges are we're operationalizing the process of the RSEP process itself. We work back to my earlier comments, we work with our GDD operations team to make it just a more repeatable streamlined process so things can travel through the process more quickly.

We're also exploring, currently for an RSEP {phonetically}, you really interact with us on at least two different portals and potentially across email as well. So, we're looking for ways to migrate that into one place which is the GDD portal.

We're also working to educate registries on how the RSEP process works. There is posted documentation on the site but, it's really not sufficient for what you guys need. So, we've been doing some workshops where we spend a lot of time on this helping people understand how the RSEP works. The thing we're doing to supplement that is we're building how-to guidance documents that will be posting by the end of the year, (I believe is the plan) that should help you understand how to step through the RSEP {phonetically}.

The next area that we get lots of questions on and have a lot of interactions with registries is contract assignments. A contract assignment under the contract it basically comes in two different forms, one is a change ownership of the registry and the other is a change to a material subcontracting arrangement. It's another area where it's really unclear what you're supposed to do and how you're supposed to interact with ICANN on that. Again, there's some information that's already posted on the ICANN website but, it needs to be more fulsome.

People are also anxious to understand what the fees are for going through some sort of contract assignment. Here on the right, we show the contract assignments that we've had to date. If my math is correct, I think it is 46 and what type of requests they are.

The current challenges are the processing timelines and the fees vary based on the type of request. So, a change of ownership between related entities is very different than a change of ownership between entities that are different. Changing ownership to an entity that's already known to ICANN versus a change of ownership to an entity that ICANN has never seen before also can be very different. The way we're addressing these challenges is educating registries again on the process and the timelines. We've been doing this through a lot of the outreach that we've been conducting. We have been encouraging registries, if you think you might be needing to request one of these to engage with ICANN early so we can educate you on the process and help you figure out the most efficient way and the quickest way forward based on the type assignment you're trying to do. Lastly, we're also building how-to

guidance documents for you guys that we intend to post by the end of the year.

The GDD portal is another service that we've been working on for some time. The GDD portal is basically the place where registries with ICANN, where you submit your requests and where we track communication and our interactions with you. We've heard from you that you wanted us to implement a technical product manager, somebody who really had oversight of the whole portal and could make sure that the enhancements and the features that we roll out are meeting the needs of registries. It's important for you to know too that the portal over the roadmap we intend to also bring in registrars into the portal and the portal will really be the GDD platform for communications with the people that we need to communicate with.

We've also heard that you want us to improve the usability and the features of the GDD portal and that registries really wanted to be involved in the Beta testing and enhancements process. Like everybody else, you all have the same challenges within your own organizations, one of the challenges we have is there's always competing systems priorities. We have other users and we have other things we are trying to roll out. So, getting everybody's needs met, they're always competing with each other.

Another challenge is getting clarity around the user requirements. What we've been doing to address these challenges, back in April or May, we did appoint a technical product manager for the GDD portal. Her name is LeAnn Champagne and actually, she would be here this week but,

she's at the big conference for the platform that we use which is SalesForce.com. It happened to be the same week as an ICANN meeting. I can't believe the Sales Force people did that. I'm sure this is on their radar.

The other thing that we've done is we established a portal working group back in June, right around the London meeting, a user's group where we've invited all of you and people that you work with in other registries to participate in helping us development the enhancements and the additional feature. That group has been doing some great work. They're doing Beta testing for us. They're helping us design the way things look and we just rolled out the first iteration of their work last Friday. So, I think I've even gotten a couple emails saying that you love the new functionalities which are largely related to sorting and views.

There are multiple engagement channels and as I touched on earlier, we just rolled out assignments for engagement managers and that one-to-one contact late last week. We're continuing to build out the engagement plan and I expect all of this to grow over time but the first iteration of this or the first launch of it are really getting you guys those assignments, getting you somebody who is your engagement manager. These are the different ways we are currently engaging with registries.

As I said, there were emails, anybody who has an active application or is a contracted registry operator should have received an email last Thursday or Friday from their dedicated engagement manager introducing themselves and letting you know how you can get in touch with them.

The way we figure out the account assignments is we took the list of active application and of contracted registry operators and divided it up by true geography. So, the team that's in the Los Angeles office handles the Americas and the Caribbean. The team that's in the Singapore office handles Asia Pacific and Australia, New Zealand. The team that's in the Istanbul office is handling Europe, Middle East and Africa. We also tried at least to group together portfolios. So, those of you that have multiple applications or registries, we attempted to give you one engagement manager. If for some reason that didn't happen, please reach out to me and we'll get that fixed but the goal was to have it happen that way. Lastly, we leveraged existing relationships. So, some of you already have existing relationships with members of the registry team. So, we wanted to take advantage of that where we could.

The principles of engagement as that the engagement manager is your relationship person, they're there to help you understand ICANN and how you engage with ICANN. They're an escalation point for you so, we have a whole lot of processes that you guys know and are familiar with how to use. Sometimes you have questions that are not part of a process, they're just general questions. We encourage you to still please use those mechanisms that you have which is either through the GDD portal, the applicant portal or by submitting cases through the GDD portal. Should you find yourself in the situation where you aren't sure what to do about something or you feel like you really need your engagement manager to help you, please feel free to reach out to them and that's what they're there for.

In the message that was sent out last week, we also provided an escalation path. Your point of escalation path is your engagement manager and I would encourage you to try and meet your engagement manager this week and we're going to have them come up here (the ones that are attending this meeting) in a little bit for the question and answer period. They're your first point of escalation. Following that, I would be your next point of escalation. Then, if I haven't been able to help you, my boss Cyrus Namazi who many of you probably know, he would be the next point of escalation.

On the engagement side, ICANN received a letter from the registry stakeholder group and the [enter], just before the London meeting. We call it the GDD feedback letter and as a result of that we have been working with a group of registries to address the concerns that were expressed in that letter. The primary concerns that came out of that letter were implementing reliable and usable service platforms, designating an engagement manager to each registry and applicant, committing to service levels, reporting on our progress against those service levels (so metrics around the service levels and reporting of those metrics), improving communications and improving the RSEP process. We've been working with this group of registries to address all of these concerns and that particular engagement has been going very well. We've been able to understand what your concerns were better and we've also been able to react to those and address the majority of these. There are still a couple that are under development. We're not going to stop improving or implementing reliable service platforms. We'll always do that but, the biggest outstanding item that we're still

working through is the service levels. We just actually had a meeting yesterday afternoon to go through the next phase of that.

Another form of engagement is we have a traveling road show. We're having the road show in three different locations in or around the hub offices. The first one was in Los Angeles in September. We then went to Tokyo in September and the next road show will be in Istanbul in November. So for the two shows we've already had, we've had over 100 attendees that were there representing over a thousand new gTLDs and applicants or registries. We also had some service providers there. Here are just a few pictures from the road show to give you a sense. The road show, it's not like an ICANN meeting. It's really a workshop where people are, as you can see in this bottom picture, on their feet doing exercises that help understand how the contract works, help understand how to use the RSEP {phonetically}, help how to understand how do assignment process and things like that. The folks that have attended the road shows have given really great positive feedback.

The engagement with them has been fantastic. It's a nice setting because it's more intimate than an ICANN meeting so, you get to know us better; we get to know you better. This one on the bottom is from the LA road show. This is participants engage in an activity. This top right photo is from Tokyo and they did all of their activities in Japanese which was really kind of cool. Down here on the bottom (this is my favorite picture actually); the exercises are a little bit competitive so the tables each do the exercise and whoever finishes first and correctly gets a prize. There was a tie so they roshamboed in Japanese to get the prize.

Part of the last day of the road show, we get feedback from you about the road show and how ICANN is doing. We're taking that feedback and try to put it into some sort of calculable fashion or calculable format. We've gotten through the Los Angeles feedback on the roadshow itself. This is meant to show you what the feedback was. The green is "Keep it, this is great, it was perfect, you nailed it." The yellow was "that was really great but you need to just tweak it a little bit." The red was, "Yeah, we really didn't like that." The majority of the feedback was very good and people really enjoyed the engagement.

We have a few quotes that we heard from participants. The first one was, "This was a turning point in the relationship with ICANN." Another LA participant said that we really humanized ICANN. A Tokyo participant told us that they never before in the 14 years of attending ICANN seen something like this and that they really liked it.

Here's my advertisement for the Istanbul show. I would strongly encourage you to come. There is remote participation but as you can see from some of the photos, it doesn't really work. It really is a workshop. It is the opportunity to engage with your industry colleagues can't be obtained by remote participation and Istanbul's a great city.

The third work stream that we're responsible for is implementing the policies that will affect registries. So, when a policy comes out of the GNSO, ICANN takes a look at it. Sometimes they affect registries and registrars depending on whose most effected will dictate whether it goes to the registry team or the registrar team. The current policy

implementation efforts that we are working on are the first is actually managed by the registrar team but it has an impact on registries and it's the additional WhoIS information policy. The second policy implementation is the thick WhoIS policy which is really transitioning all registries to thick WhoIS and it is transitioning all registries to have these same specifications for output of WhoIS, according to the 2013 RAA. The third policy implementation that's under way is the protection of IGO and INGO identifiers.

In the policy implementation side, the ways that you can get involved is keep an eye out for implementation notifications from ICANN. So, when you need to something related to implementation, we send out a notification to let you know about it. Volunteer in the GSNO working groups that are developing policy. Sometimes we have an implementation review team following the policy recommendations. When there is an implementation review team, we encourage getting involved in that as well. Finally, attend the GSNO meetings and keep in touch with what's going on in that development so you can look forward into what might be coming down the road for you.

Just a few final thoughts, as I said at the beginning, our goal is really to collaborate with you and find ways to support you and to work together with you and the best to do that is to get involved with us, to talk to us and to work with us. We encourage you to share your ideas on different things that we can do, ways that we can engagement, ways that we can engagement, how we can support you, where you think the information isn't there or it could be improved. We want to help you and we don't

always know the best way to help you so the more you can collaborate with us, the better we can help you.

With that we're going to open it up for question and I just point out the additional GDD and their related sessions that are occurring over the rest of today and tomorrow. If anybody has questions, we have a mic here at the front of the room but, before we do that, I was going to invite the registry team up here. They'll just introduce themselves real quick so you can see who they are. Not everybody could be here. We're trying to cognizant of the budget so we have all but two of the Registry Services team members here. They're going to come up here and we'll all take questions.

DENNIS CHANG: My name is Dennis Chang. I am the services and engagement program director and most recently, the producer of the ROSHO. I want to let you all know, those of you who have attended the Tokyo and LA show, we have an alumni event at 6:00 p.m. in Maryville {phonetically}, not the city but the conference room Maryville {phonetically}. You're welcome to join us and we'll have some more fun.

UNIDENTIFIED SPEAKER: This is [inaudible]. I'm Registry Services and Engagement manager. I am based in Istanbul.

VALERIE: Engagement manager for registry in Africans and Asian-Pacific. My name Valerie based in Singapore.

ANN YAMASHITA: Hi my name is Ann Yamshita. I'm based out of the LA offices and I am also a Registry Services and Engagement Manager.

[FABIAN]: Hi everybody, my name is Fabian [inaudible]. I guess I'm based between France and LA. I am mostly involved in American applicants in registries and I'm also in charge of the [inaudible] policy implementation. So, if you have any question about that, please reach out to me. There's a session tomorrow as you've seen on the schedule.

KRISTA PAPAC: We'd like to open it up for questions, if anybody has any questions that we can answer for them, please come forward.

[Vladimir]: [Vladimir] with .fan. Until recently, we were always encouraged to submit any questions through the customer portal. The experience that we've had with customer portal so far was, in my personal opinion, subpar, meaning that, usually it take two or three days to get an acknowledgement that something was submitted. Then, a week or two to get any substantial response even if it's a simple question, do you guys think that's kind of good standard of service? Do you have plans to improve it or say easier new relationship manager structure, is that to address that and improve that?

KRISTA PAPAC: Thanks [Vladimir]. One of the things that we're doing with the service level targets that we're working on, this feeds into the engagement manager and how you use them as well, is we're putting together service level targets for customer service cases is just one example. Let me take a step back. One, we would like you to continue to submit your cases through the portal. It is our customer relationship management system. It's how we can track things. We can track how they progress. Anybody who goes in a looks in your account can see the things that have transpired throughout the relationship with you. So, we encourage you to still do that.

We also realize that people would like to understand when they should expect a response, so that's where the service level targets come into play. The registries and anybody who wants to be part of that activity is welcomed to join. We're working through that and establishing some service level targets and we'll report on those. The next piece of that is with the engagement managers, if for some reason those targets aren't being met or you feel like you're stuck, you would reach out to them and say, "Hey, I think I'm stuck. It's been however many days and we haven't heard back." For right now while we're working on the service level targets, we're going to have to play it by ear a little bit until the targets come out which I think will be very soon. I think we're getting pretty close on those. If you do feel like you're stuck right now without a guide which would the targets then please, reach out to your engagement manager and they'll do their best to help you.

JIM PRENDERGAST: Hi there, Jim Prendergast. I would give two thumbs up to anybody who hasn't attended the road show to try to get to it. You not only learn from ICANN staff, the highly interactive nature of it means that you also learn from the people at your table, probably folks that have already gone through it. So there's a lot of that that goes on. So, it's a really good experience.

Wanted to give you a head's up, this morning in the compliance session there was a discussion about creating a checklist for registry operators and all the things that they need to be doing from a compliance stand-point especially with an eye towards folks who are not used to dealing with ICANN like the brand registries who will get varying levels of support from their backend registry operators. So, flagging it for you to sort of work across the organization making sure that the Registry Services team is working in conjunction with compliance to make that user-friendly.

KRISTA PAPAC: Thanks for the suggestion Jim and the plug.

[RUEBEN]:   Rueben {phonetically}. I have question about contract assignment. According to the ICANN thinking on changing of registry service provider when the registry operator stays the same legal entity but the technical infrastructure moves from one structure to another. If that's a contract assignment or not, how is that going to be handled?

KRISTA PAPAC: That would be considered an assignment request. I believe in one of the previous slides, "Indirect or direct change of control to the registry operator.

[RUEBEN]:   It's not a change in control.

KRISTA PAPAC: It's a change in your RSB, correct?

[RUEBEN]:   Yes, it's a contractor. I am currently outsourcing technical infrastructure to someone and now I'm outsourcing to a different one.

KRISTA PAPAC: That would be a change to your backend which is a material subcontracting arrangement and that is defined as an assignment per section 7.5 of the agreement.

[RUEBEN]:   Okay, thank you.

KRISTA PAPAC: Do we have questions in the chat?

UNIDENTIFIED SPEAKER: No.

KRISTA PAPAC: Any other questions? Can I channel [Auckrim] and say I must have been clear and concise. Okay, well thank you all every much for coming and please feel free to let us know how we can help you. [Applause]

[END OF TRANSCRIPTION]