.SE-DNSSEC

Plan for the Commercial Launch

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**Commercial Launch
of .SE-DNSSEC**

Signing of
the .SE-zone
Sept 2005

**Soft launch
of service**

2006

Start of
project
2001
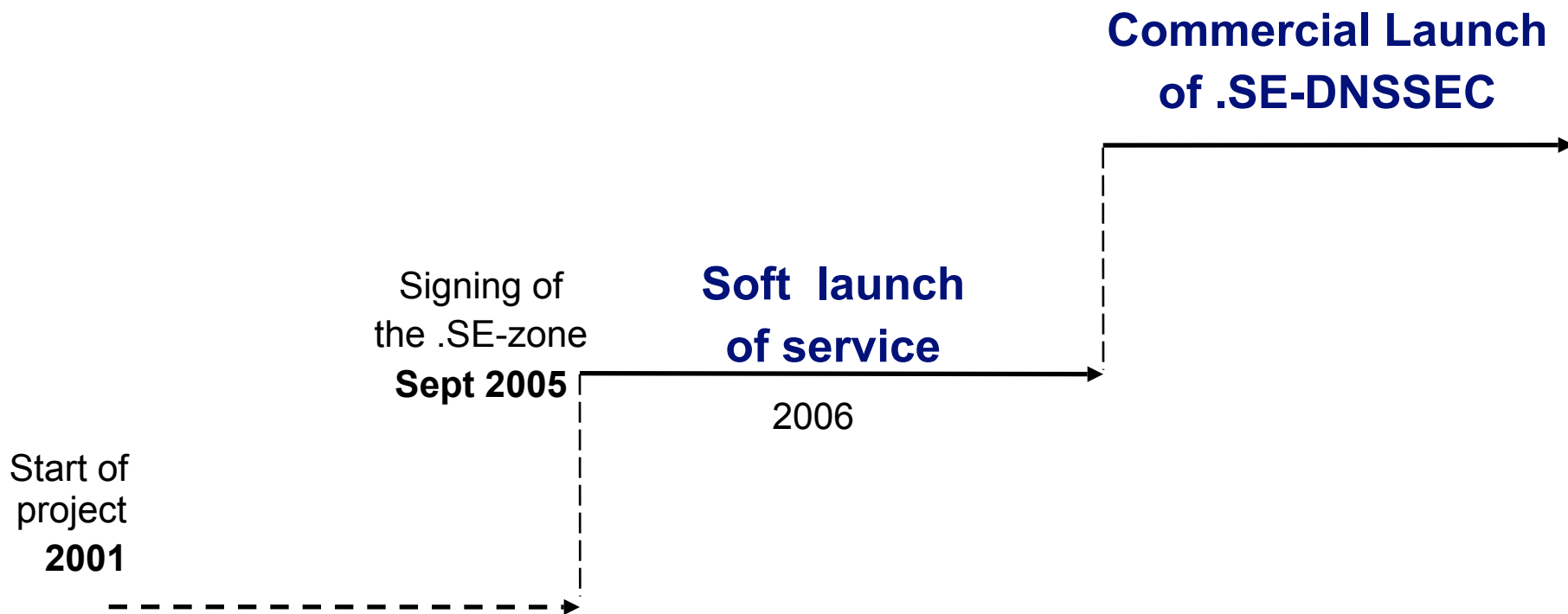
- ## Marketing
  - Analyze the value chain for DNSSEC
  - Market research
  - Education of DNS-operators
  - Persuade ISP to provide resolvers with DNSSEC
  - Persuade Registrars/DNS-operators to provide a DNSSEC-service

- ## Administration
  - Establish new routines, e.g. billing
  - Establish a DPS, DNSSEC Policy and practice Statement
  - Special agreements for DNSSEC
  - Monitoring for the DNSSEC service
  - Education of our staff

- Market research November 2006

    – Sent to 1 406 randomly chosen .SE domain name holders, 259 answers (20%).

- Questions

    – Is there an awareness of that DNS-data can be modified?

    – How interesting is .SE's coming DNSSEC-Service?

    – What is the willingness to pay for the service?

    – What is the need to get help with the DNSSEC administration?

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How aware are you and your company about the threat that your domain name can be modified and causing your traffic being redirected to an other domain?
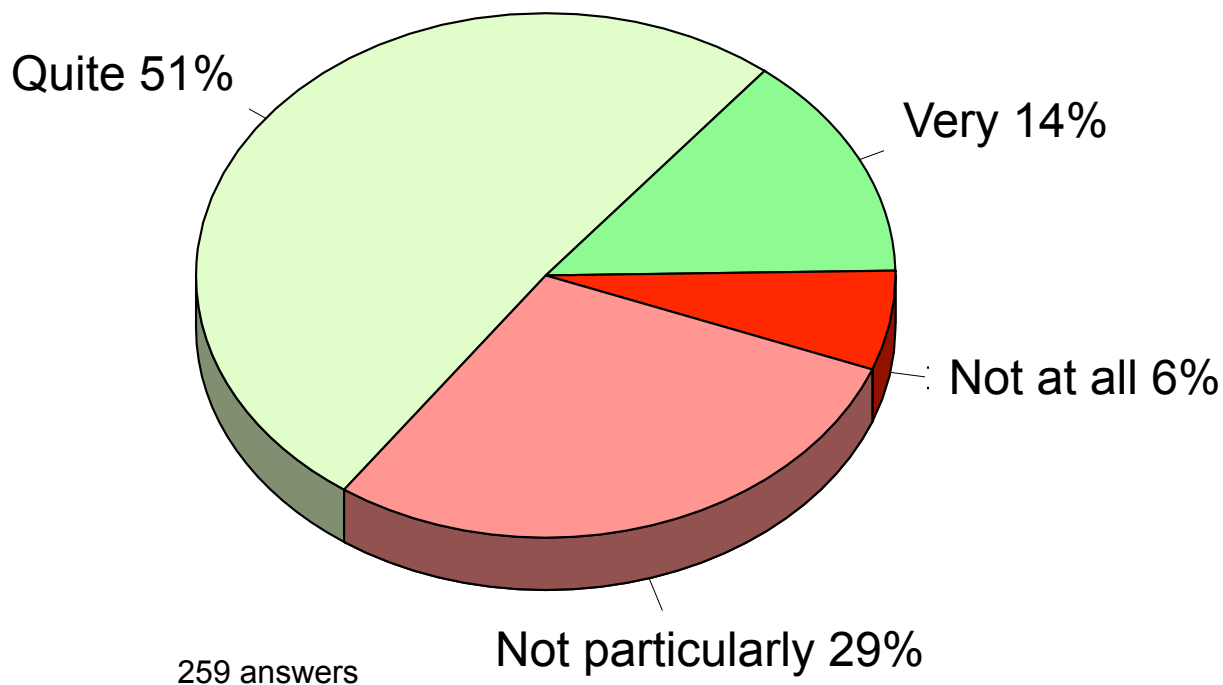
Quite familiar 32%

Very familiar 10%

Not at all 17%

Not particularly 41%

259 answers

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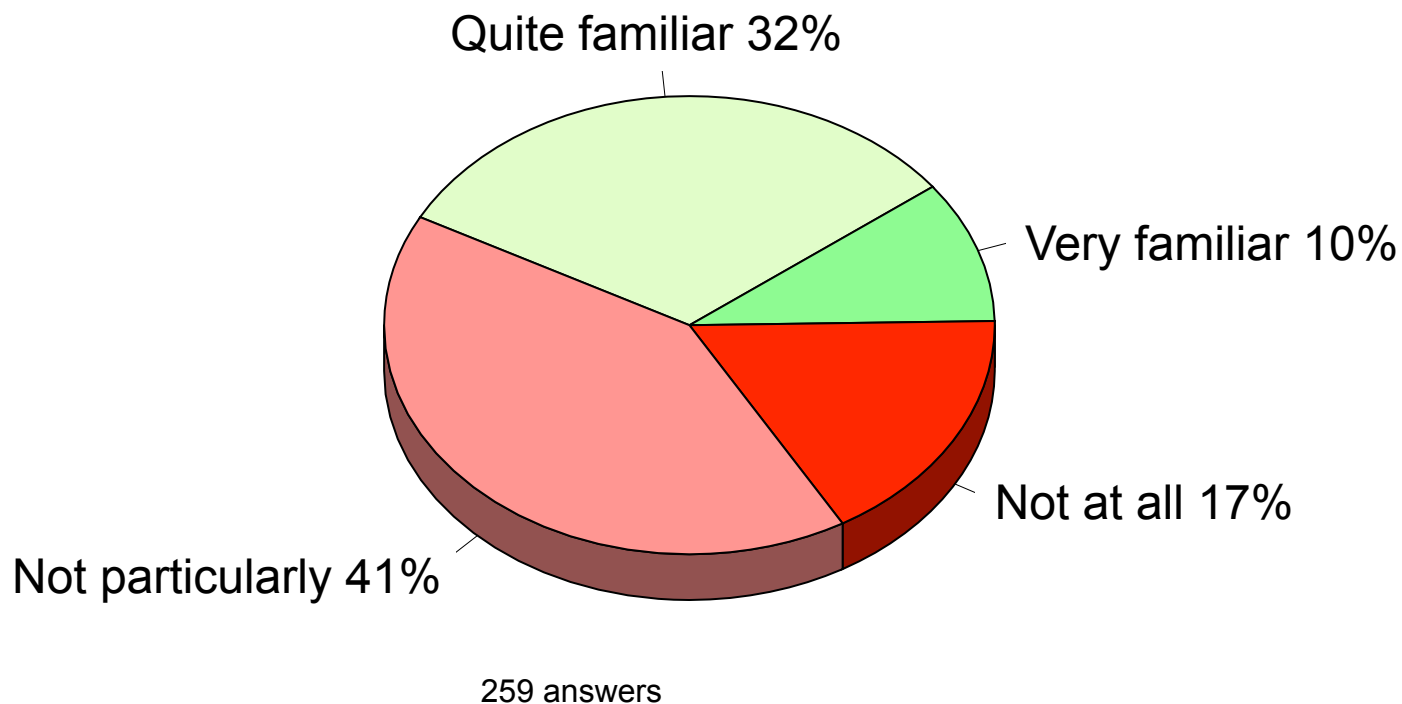
Have you any experience of having your e-mail or web being redirected to a false recipient?
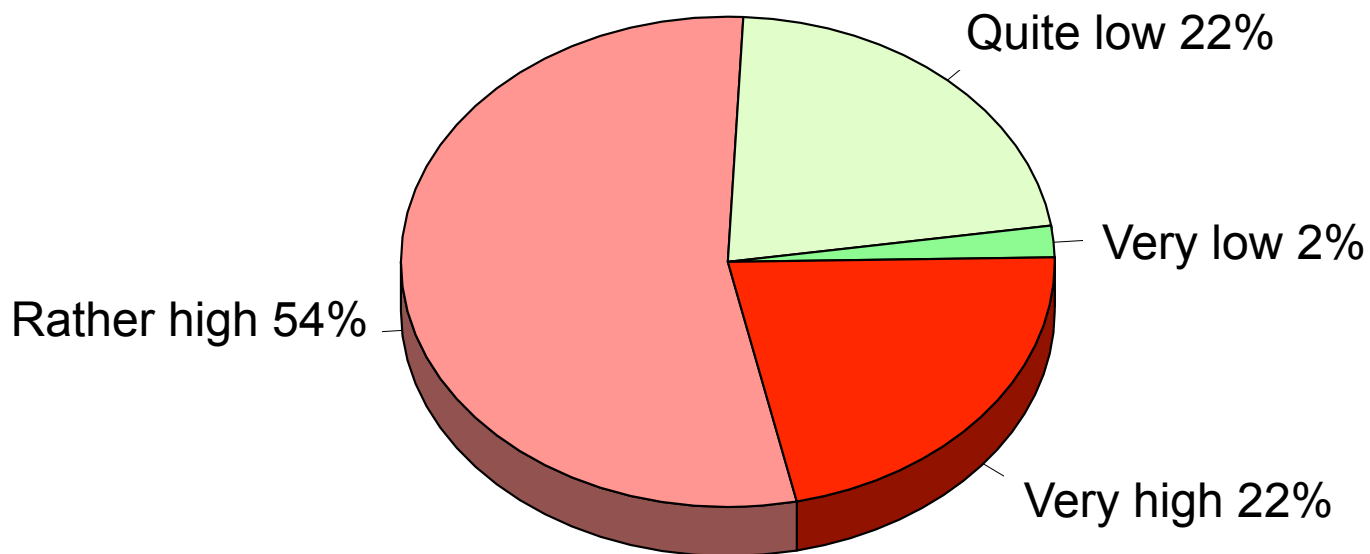
Yes 5%

No answer 1%

No 94%

259 answers

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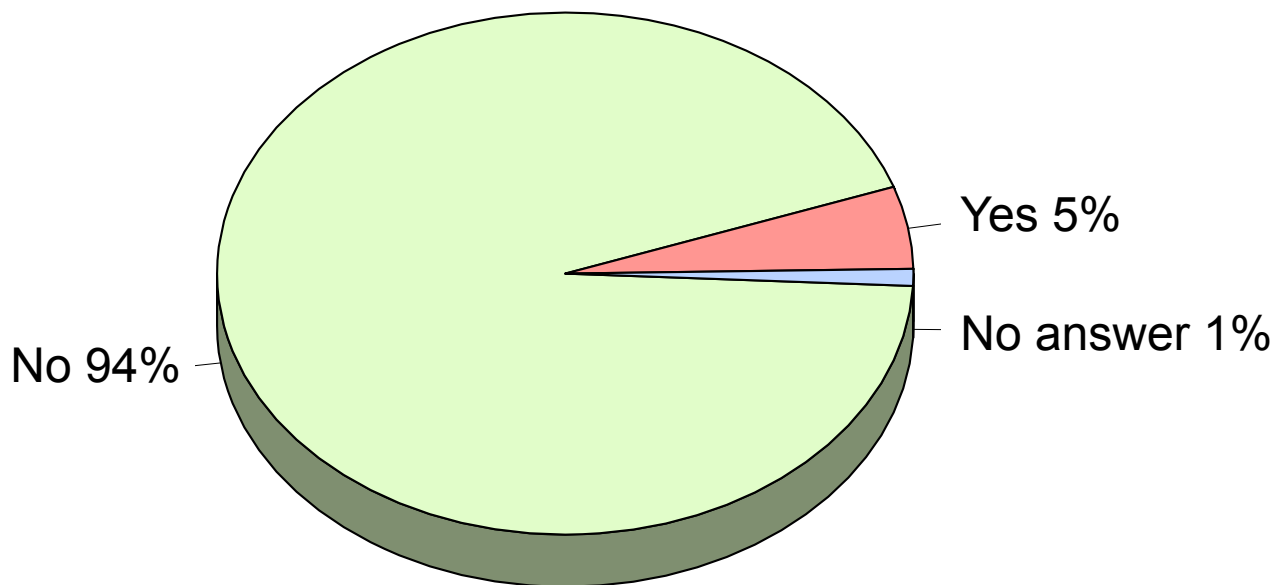
.SE is planning the Commercial Launch of .SE-DNSSEC.
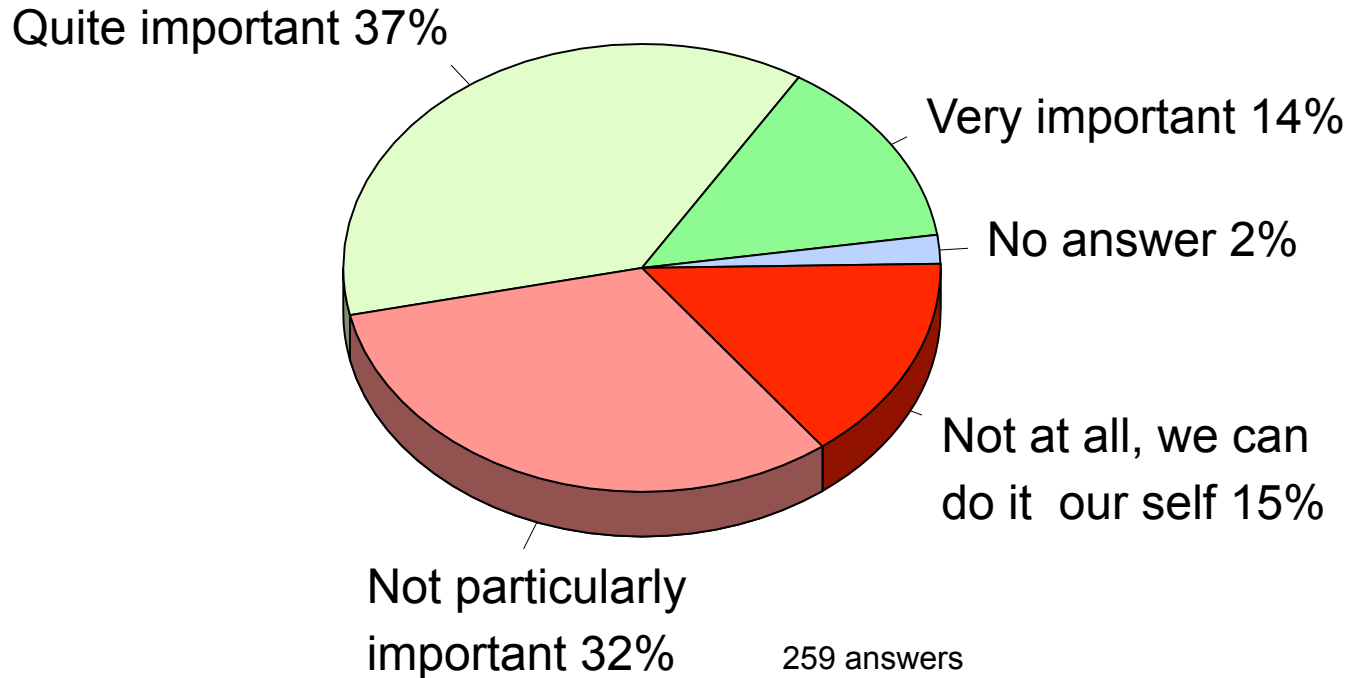How interesting do you find that for you/your company?

Quite 51%

Very 14%

Not at all 6%

Not particularly 29%

259 answers

How do you consider a yearly charge of €50 for this service?

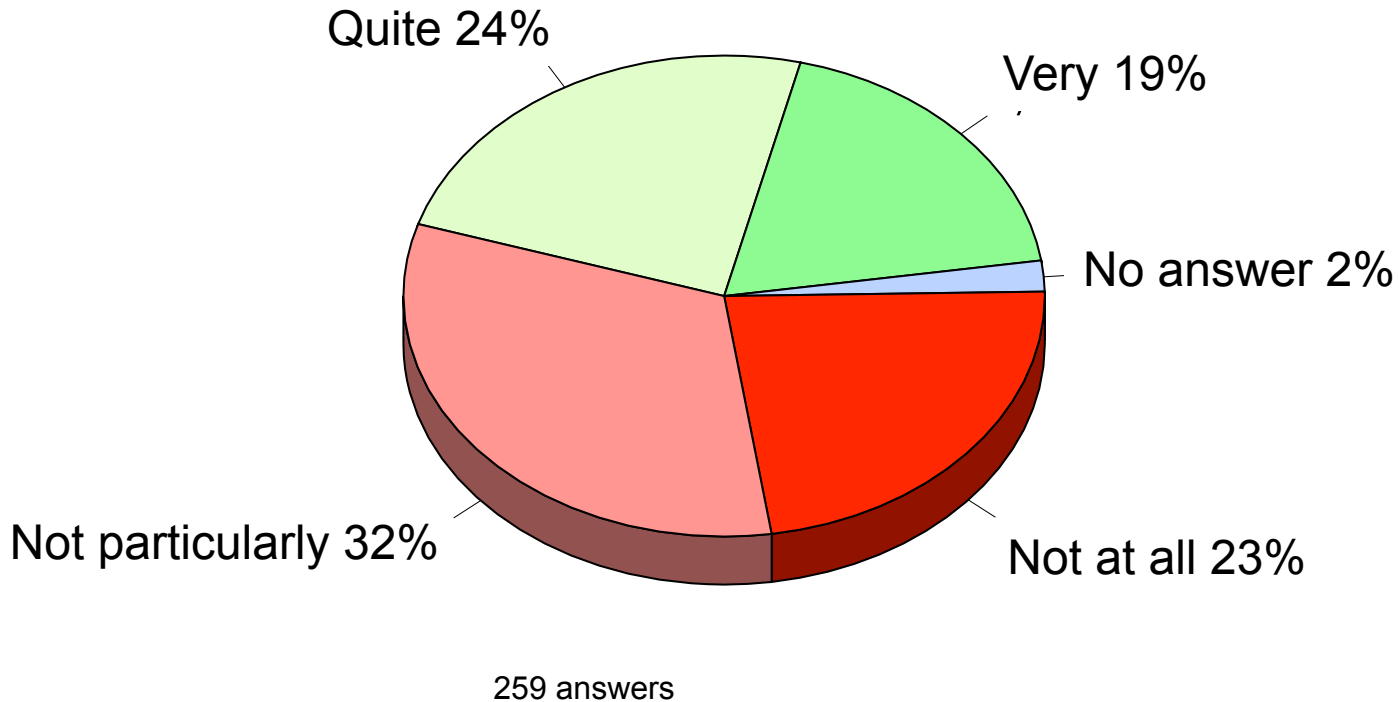Quite low 22%

Very low 2%

Rather high 54%

Very high 22%

259 answers

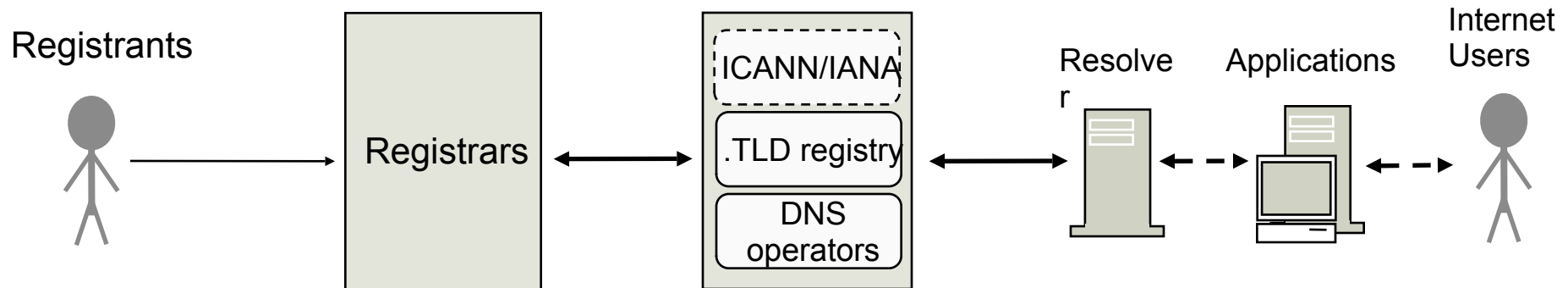The comments given indicated €20-€30 as a reasonable price!

What is your need to get help with the DNSSEC administration (key handling, zone signing etc) from Name Server Operators, Registrars and/or .SE?

Quite important 37%

Very important 14%

No answer 2%

Not at all, we can
do it our self 15%

Not particularly
important 32%

259 answers

How interested are you to be a test pilot for .SE-DNSSEC during a year?

Quite 24%

Very 19%

No answer 2%

Not at all 23%

Not particularly 32%

259 answers

- ## Important to analyze all parts of the value chain
  - Who are the players in the local market?
  - Who much time do they need to provide their service?
  - Who pays them?

Registrants | Registrars | ICANN/IANA / .TLD registry / DNS operators | Resolver | Applications | Internet Users

What service are the different parties supposed to provide?

- It would be helpful to have service definitions!

- .SE's DNSSEC service
  - An add on service to .SE:s domain name service, where .SE gives the Registrants the opportunity to publish their DS RR in the .SE-zone. The purpose of the service is to make Internets DNSSEC service possible.

- .SE-DNSSEC is the name of .SE's DNSSEC-service

- "Internets DNSSEC service"
  - The Domain Name System (DNS) security extensions provide origin authentication and integrity assurance services for DNS data, including mechanisms for authenticated denial of existence of DNS data. [RFC 4033]
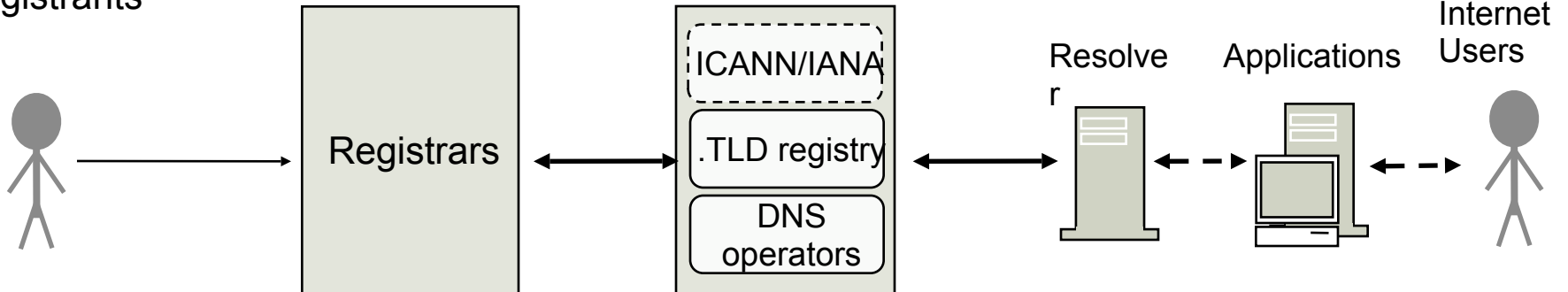
Operations	Authoritative contact
Order the service .SE-DNSSEC	Domain name holder
Cancellation of .SE-DNSSEC	Domain name holder
Administration of DS RR in the .SE-zon	Tech-C
Billing	Billing-C
Status and statistics	All contacts for the domain name

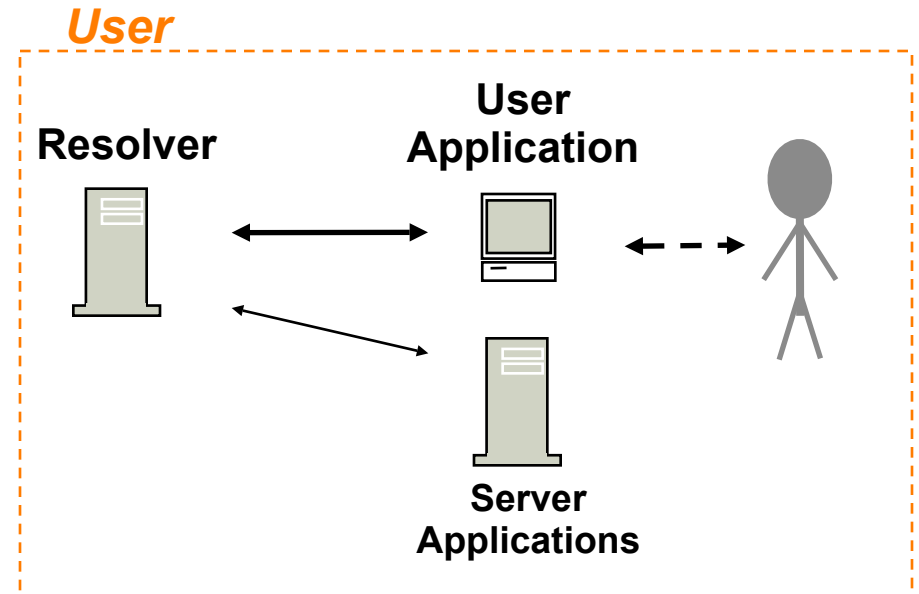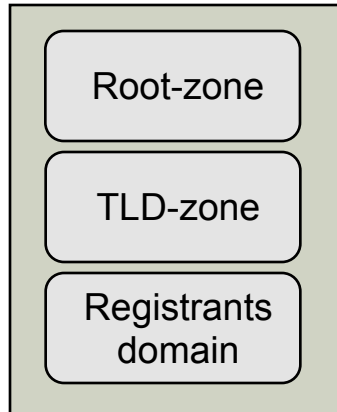- The same contacts objects as for the basic service shall be used

- We have decided to put a price tag to .SE-DNSSEC because
  - DNSSEC should be a deliberate choices by the Registrant
  - The Registrars should be able to have a margin to finance their services
  - We would like to be able to steer the growth and customer uptake. The price is good steering mechanism!
  - The pilot customers are not assume to be price sensitive
  - The pricing ensures an emotional connection to the importance of the service and its quality

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Part	Description
Registrants	Responsible to order and cancel the add on service .SE-DNSSEC.
Registrars	Selling of .SE-DNSSEC
DNS-operator	Handles the administration of the Registrants DNSKEY's and signing its zone.
Resolver operator	Validate DNS-data
Application	Validate DNS-data
Internet user	Validate DNS-data

Registrants

Registrars

ICANN/IANA

.TLD registry

DNS operators

Resolver

Applications

Internet Users

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The domain name tree

Root-zone

TLD-zone

Registrants domain

User

Resolver

User Application

Server Applications
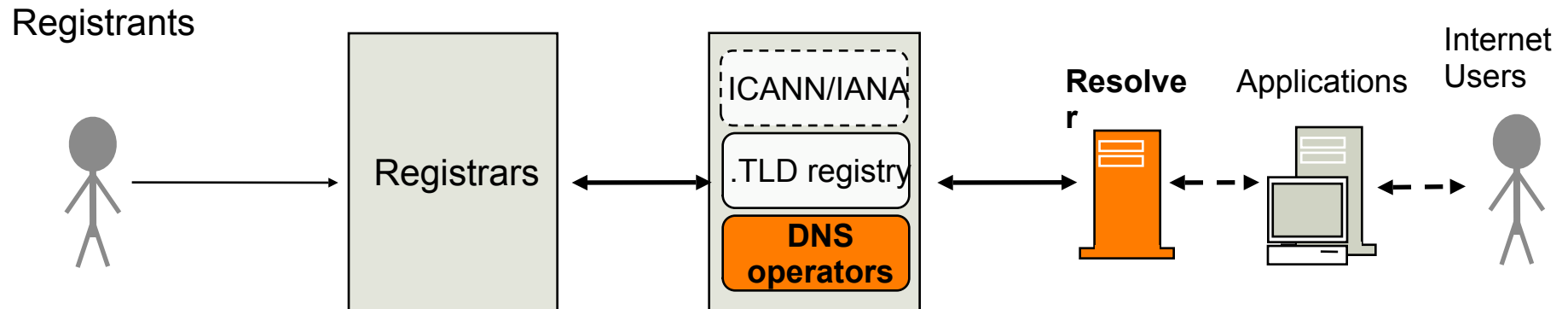
- ## As a first step
  - Make the ISP's resolvrar validate the DNS-data!
- ## Later steps
  - Applications and the end user visibility

1. That some one actually validate DNS-data
2. That Registrants can get DNSSEC administration from its DNS-operator

- How to get the market moving?

Registrants

- On going work
- Possibilities, we will gladly help the DNS-operators with
  - some sort of a common "DNS-operator tool" for DNSSEC
    - CADR?
    - Zonesigner, Rollerd, Trustman?
    - …
  - education
  - other support needed

- There is a large interest for DNSSEC in Sweden!

- .SE-DNSSEC have a momentum and we shall increase it
  - Finding Pilot customers
  - Stimulating resolver operators
  - Stimulation registrars/DNS-operators

- We don't have a complete roadmap
  - But we are now trying our way
  - We be live that what is right in Sweden is not necessary right elsewhere and vice versa (local flavor)

- It is now important to discuss DNSSEC as a service!