

Registrar Certification

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Main idea

- **Define standards for the provision of domain registration services to end customers**
- Distinguish individual registrars
- Provide customers with information about the level of services offered by individual registrars
- Provide registrars a definition of an ideal registration system including related services



Roots of the project

- First drafts of our program in 2008
 - Introduced at registry/registrar workshop
 - Poorly accepted
 - Many objections
- Communication with larger registrars
 - How to help a customer?
 - Wholesale registrars
 - Problem with “registrar list” - 50 registrars

Registrar list



- Originally
 - List of all registrars in random order – no distinction
 - More than 8.000 visitors per month – visitors willing to buy a domain! (about 18.000 registrations/month)
- “Good domain” campaign
 - CZ.NIC's campaign to increase .cz awareness
 - Registrars could add their own manual how to register a domain
 - Manual as an icon on registrar list
 - People started to prefer registrars with icons
- Later we added other icons – IPv6, DNSSEC, mojeID⁴

Final version



- Larger registrars started to ask about the certification project at the end of 2010 – beginning of document preparation phase
- Introduced after many negotiations with registrars and association members in April 2011
- Agreed at registry/registrar meeting
- Open pilot round (summer 2011)
- Pilot round finished on 1st September 2011
- Voluntary
- Focused on end users (different category for wholesale)
- 50 measurable criteria, max 57 points

Criteria - examples

- Mandatory :
 - Domain can be ordered online, main language Czech or English, ...
- Registration of the .cz domain (45% weight)
 - Technical support method, price list available from homepage, support for IPv6 and DNSSEC, ...
- Help and documentation (25% weight)
 - Existence of help and FAQ, documents in open formats, ...
- Technical functionality (20% weight)
 - Functionality in different browsers, search functions, ...
- Additional services (10% weight)
 - Web and DNS hosting offer, mojeID authentication, ...

Results

- Number of stars - based on the number of points
- Less than 50% of the possible points = no star
- 50%-60% = 1 star
- 60%-70% = 2 stars
- 70%-80% = 3 stars
- 80%-90% = 4 stars
- 90%-100% = 5 stars
- More than 1 star = designation “Registrar Certified for Retail”



Results

- Registrar can use logo
- Registrars are listed according to certification results – those with the best assessment are listed first.

REGISTRAR LIST

- Registrar supports secured domains DNSSEC
- Registrar supports mojeID
- Registrar supports IPv6
- Registrar Certified for Retail

Registrar	Website	Technologies	Certification	Evaluation protocol	How to register a <u>Good Domain</u>
Web4U s.r.o.	http://www.spravadomen.cz		★★★★★		
ACTIVE 24, s.r.o.	http://www.active24.cz		★★★★★		
ZONER software, a. s.	http://www.reqZone.cz		★★★★★		
WEDOS Internet, a.s.	http://www.wedos.cz/		★★★★★		
INTERNET CZ, a.s.	http://domenvy.forpsi.cz		★★★★★		
ONEsolution s.r.o.	http://www.onebit.cz		★★★★★		
GENERAL REGISTRY, s.r.o.	https://www.domainmaster.cz		★★★★		
IGNUM, s.r.o.	http://www.domena.cz		★★★★		
TELE3 s.r.o.	http://www.tele3.cz		★★★		
ASPone, s.r.o.	http://www.aspone.cz				
IP Mirror Pte Ltd	http://www.ipmirror.com				
Websupport, s.r.o.	http://www.websupport.cz				

Certification process

- Every criteria has detailed description (methodology of testing)
- All test realized by an independent organization
- 2 rounds of testing :
 - The result of 1st round is given to the registrar
 - Registrar then has 7 days to comment on the assessment
 - Tester - when appropriate - modify the result
- Certificate valid for 1 year
- Registrar can ask for a re-certification

Pilot round

- July and August 2011
- 9 registrars involved (>75% market share)
- All successful
- Results between 2 and 5 stars
 - One of the registrars acquired 100%
- PR communication of registry and also registrars
 - Press releases, direct mailing,



Lesson learned



- It took some time
- Very positive feedback from (larger) registrars
- Increase of cooperation - constructive
- Registrars conceived the program as an opportunity to improve quality of services
 - Big improvements between first and second round (up to 35%)
- Lack of interest of foreign registrars
- We had to specify some criteria more clearly
- We need to add more criteria next year ;-)

Future



- Program will continue
 - Currently we have 11 certified registrars
- We want to expand the number of criteria
- Can improve the testing methodology
 - Mystery shopping

- Just idea – certification program for wholesale registrars?
 - This year we reject it but ...

¿Questions?

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