



ENUM

a business opportunity
for TLD operators

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The classical TLD operator

- Operates critical 24/7 infrastructure
- Excellent DNS & Registry knowledge
- Recognized position in ISP market
- Established political relations
- A "single product" company
 - Domains: one type of "identifiers"

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Identifier space sizes compared

.at domain names

+43 E.164 numbers

~ 550k

~ 11M

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It's moving directly towards us!

- ENUM combines E.164 with DNS
- Management similar to TLD processes
- ENUM and "classical" domains don't compete
- Maybe a "geek" product now
- But every telco strategy paper mentions it
- So, the potential is hard to estimate
 - Don't expect immediate success!
 - Neither claim to understand telcos nor tell them how they should run their business...

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So, what's needed?

- Excellent Registry / DNS knowledge
- ... plus 7x24 implementation track record
- Neutral position
- Contacts to I(T)SPs
- Contacts to Telcos
- Contacts to Regulator
- Active market development
- Probably patience

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What's in for a TLD operator?

- a diversification opportunity (the 2nd product!)
- Economy of scale – leverages:
 - DNS/Registry experience & software
 - Market position / Political contacts
- Access to "next generation" telco business
- Path to other E.164 management tasks?
 - number allocation
 - number portability
- A constant source of "innovation" PR
- "FUD": Securing the position:
 - Do TLDs want a second "critical-DNS-based-stuff"-company within their country?

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ENUM diversification



Catering different needs:

- User ENUM:
 - Completely open – customer to customer
 - End-to-end applications, innovative ITSPs
- Infrastructure ENUM:
 - "a bit closed" – carrier to carrier
 - Inter-carrier data (VoIP peering)
- Private ENUM:
 - Closed, intra carrier(group) - leveraging technology
 - Custom solutions