Product Marketing - DNSSEC

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Has to come at a price

- Hardware overhead
- Small bandwidth overhead for trust verification
- Support overheads significant
  - ISP Hardware will need troubleshooting
  - Key renewals mean continued support overhead
  - Subtle registry differences
- Complex provisioning
- Sales overhead "could" be costly

Impossible to market?

- Yet to read an easy guide to DNSSEC
  - "let me explain this so you can understand"
  - "don't let your eyes glaze over with cryptography"
- At best…
  - Resource Records and Delegation Signers
- At worst…
  - NSEC or NSEC3
  - PNE – try explaining why non existent should be proven.
  - Difference between KSK and ZSK

- API + Portal Access

Easy to market?

- Retail users are ignorant to the requirement
  - Only just understand "padlocks"
  - Now learning Extended Validation
  - Not aware of one enquiry!
- Corporates and high value domain owners WILL be more aware
  - Want it to just work and don't care how
  - Happy to pay a premium

Easy to market?

- We see two models – BOTH chargeable products.
- Retail
  - Upgrade to "Security +" for X dollars
  - Wrap with other "security" services.
    - 2 Factor, Privacy?, Change logging
- Corporate
  - Add "DNSSEC" for X dollars

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