



Table of Contents

Transmittal Letter/Forms.....	Tab
Acronyms/ Clarification of Terms.....	Tab
Compliance Matrix.....	Tab
Solution Summary	Tab
A. usTLD Team.....	A-1
B. Contractor Requirements.....	B.1
B.1 Statement of Purpose	B.1-1
B.2 Core Registry Functions.....	B.2-1
B.2.1 Primary usTLD Server	B.2-3
B.2.1.1 NeuStar’s Multiple Primary Nameservers	B.2-4
B.2.1.2 General Description of Proposed Facilities and Systems.....	B.2-4
B.2.1.3 Description of System Functions	B.2-8
B.2.2 Secondary usTLD Servers	B.2-11
B.2.3 usTLD Zone Files	B.2-12
B.2.3.1 Current Zone File Generation—Problems and Solution	B.2-12
B.2.3.2 Secure Access to Update Zone File Data.....	B.2-13
B.2.3.3 Frequency of Zone File Generation.....	B.2-14
B.2.3.4 Zone File Generation Architecture.....	B.2-14
B.2.3.5 Zone File Distribution and Publication	B.2-15
B.2.3.6 Locations and Architecture.....	B.2-15
B.2.3.7 Frequency of Zone File Publication/Update	B.2-16
B.2.4 Whois Database	B.2-19
B.2.5 usTLD Delegated Manager Database Administration	B.2-20
B.2.6 Data Escrow	B.2-21
B.2.7 Industry Representation/Compliance.....	B.2-22
B.2.8 usTLD Public Awareness Initiatives.....	B.2-22
B.2.8.1 Executive Summary	B.2-23
B.2.8.2 Background	B.2-24
B.2.8.3 Strategic Goal.....	B.2-25
B.2.8.4 Customer Base	B.2-25
B.2.8.5 Marketing Objectives	B.2-29
B.2.8.6 Market Definition.....	B.2-29
B.2.8.7 Market Opportunity	B.2-34
B.2.8.8 Value Proposition.....	B.2-35
B.2.8.9 Channel	B.2-37
B.2.8.10 Marketing Plan.....	B.2-38
B.2.9 Integration Assistance.....	B.2-44
B.2.10 Compliance Monitoring	B.2-44
B.2.11 Web Site.....	B.2-45
B.2.12 Documentation and Training	B.2-47
B.2.13 Customer Relationship Management	B.2-49
B.2.14 Reporting.....	B.2-50
B.2.15 Progress and Quarterly Reporting.....	B.2-50
B.2.16 Help Desk.....	B.2-51
B.3 Core Policy Requirements	B.3-1



B.3.1 US Nexus Requirement Implementation..... B.3-3

B.3.2 Open ccTLD Policies Adoption..... B.3-6

B.3.3 usTLD Dispute Policies and Sunrise Policy/Implementation B.3-6

B.3.3.1 usTLD Dispute Resolution Policy B.3-7

B.3.3.2 Sunrise Policy and Implementation B.3-8

B.3.4 GAC Principles B.3-12

B.3.5 Additional, Alternative, or Supplemental Policies..... B.3-13

B.4 Locality-Based usTLD Structure Functions..... B.4-1

B.4.1 Existing Delegees and Registrants Service Provision..... B.4-2

B.4.1.1 Needs of Existing Users..... B.4-3

B.4.1.2 Implementing Services for Delegees..... B.4-3

B.4.1.3 Providing Support for Registrants..... B.4-4

B.4.2 Undelegated Third Level SuB.domains Service Provision..... B.4-4

B.4.2.1 Additional Needs of Undelegated Domains B.4-5

B.4.2.2 Implementing Registrar Services..... B.4-6

B.4.2.3 Providing Registry Services B.4-7

B.4.3 Locality-Based Process Modernization..... B.4-7

B.4.4 Current Locality-Based usTLD Users Coordination..... B.4-8

B.4.5 Compliance with Current Locality-Based usTLD Polices
Investigation and Report..... B.4-9

B.4.6 usTLD Delegated Manager Database Development B.4-13

B.4.7 Whois Database Development..... B.4-14

B.5 Expanded usTLD Space Functions B.5-1

B.5.1 usTLD Shared Registration System B.5-2

B.5.2 Accreditation Process for usTLD Registrars B.5-4

B.5.3 Technical Certification of usTLD Registrars..... B.5-6

B.5.4 Whois Database Development..... B.5-9

B.5.5 Community Outreach Plan B.5-11

C. NeuStar’s Vision of the usTLD..... C-1

D. Enhancing the Utility of the usTLD..... D-1

E. Current State of the usTLD Domain Space..... E-1

F. Centralized usTLD Database and Enhanced Shared Registration System..... F-1

F.1 Enhanced Shared Registration System F-3

F.2 Centralized usTLD Database F-5

G. Draft Delegated Managers/Administrator Contract..... G-1

H. Draft Registrar/Registry Contract H-1

I. Start-up Phase Policies I-1

J. Registration Process J-1

K. Outreach to Current Locality-based usTLD Users K-1

L. Funding for the usTLD L-1

M. Description of Cost Elements M-1

N. Pro Forma Projections..... N-1

O. Proposed Technical Plan..... O-1

O.1 Proposed Technical Facilities and Systems..... O-2

O.1.1 Registry Facilities Site Description O-2

O.1.1.1 Enhanced Shared Registration System (SRS) Data Center Functional Description..... O-2

O.1.1.2 Nameserver Sites Functional Description..... O-6

O.1.1.3 Enhanced SRS Data Center and Nameserver Buildings..... O-8



O.1.2 Enhanced Shared Registration System Descriptions..... O-9

O.1.2.1 Enhanced SRS Data Center System Descriptions..... O-10

O.1.2.2 Nameserver Description..... O-15

O.1.3 Registry Network System Description O-17

O.1.3.1 Internet Connectivity O-17

O.1.3.2 VPN Registry Management Network O-17

O.1.4 Registry System Application Software O-17

O.1.4.1 Application Components O-18

O.1.4.2 Registry Software Development Methodology O-23

O.2 Registry-Registrar Model and XRP Protocol O-25

O.3 NeuStar’s Database Capabilities..... O-25

O.3.1 Functional Overview O-27

O.3.2 Database System Description O-31

O.3.3 Database Security and Access Privileges O-36

O.4 Zone File Generation O-37

O.4.1 Secure Access to Update Zone File Data..... O-37

O.4.2 Zone File Generation Architecture..... O-38

O.5 Zone File Distribution and Publication O-39

O.5.1 Locations of Data Centers Housing Zone File Nameservers..... O-39

O.5.2 Zone File Publication/Update Architecture..... O-40

O.6 Billing and Collection System O-43

O.6.1 Technical Capabilities and Characteristics O-44

O.6.2 Security O-49

O.6.3 Access Privileges..... O-50

O.6.4 Backup and Recovery..... O-52

O.6.5 Billing and Collection Audits..... O-52

O.7 Data Escrow and Backup..... O-53

O.7.1 Frequency and Procedures for Backup of Data O-53

O.7.2 Backup Hardware and Software Systems..... O-54

O.7.3 Procedures for Retrieval of Data and Rebuild of the Database O-54

O.8 Whois Databases for Both Registrars and Delegated Managers..... O-55

O.8.1 Whois Service Functional Description O-56

O.8.2 Whois System Architecture O-58

O.8.3 Network Speed and Proposed Service Levels..... O-61

O.9 System Security..... O-61

O.9.1 System Security..... O-62

O.9.1.1 Enhanced Shared Registration System Data Center Security..... O-62

O.9.1.2 Nameserver Data Center Security..... O-65

O.9.2 Physical Security O-66

O.10 Peak Capacities..... O-67

O.10.1 Enhanced SRS Peak Capacity..... O-68

O.10.2 Whois Peak Capacity..... O-69

O.10.3 DNS Query Peak Capacity..... O-69

O.11 System Reliability O-70

O.11.1 Quality of Service and Performance Measurements..... O-71

O.12 System Outage Prevention O-72

O.13 System Recovery Procedures..... O-77



O.13.1 Restoring Enhanced SRS Operations in the Event of a System Outage O-78

O.13.2 Redundant/Diverse Systems for Providing Service in the Event of an Outage O-80

O.13.3 Process for Recovery From Various Types of Failures O-80

O.13.4 Training of Technical Staff Who Will Perform Recovery Procedures O-82

O.13.5 Software and Operating Systems for Restoring System Operations..... O-82

O.13.6 Hardware Needed To Restore and Run the System O-83

O.13.7 Backup Electrical Power Systems O-83

O.13.8 Projected Time for Restoring the System O-83

O.13.9 Testing the System Restoration Process O-83

O.13.10 Documenting System Outages..... O-83

O.13.11 Documenting System Problems That Could Result in Outages..... O-83

O.14 Technical and Other Support O-84

O.14.1 Technical Help Systems..... O-84

O.14.2 Staffing O-86

O.14.3 Test and Evaluation Facility O-86

O.14.4 Customer Satisfaction Survey O-86

P. Past Performance P-1

P.1 Registry, Database, and Internet Experience P-5

P.2 Technical Capabilities P-7

P.3 Past Performance References P-10

Q. Performance Measurements Q-1

R. Offerors Representations and Certifications..... R-1

S. NeuStar’s DUNs Number S-1

T. Transition and Project Plan T-1

T.1 Transition to New usTLD Administrator T-2

T.1.1 Requirements for Successful Transition T-2

T.1.2 Time Line for Transition T-5

T.1.3 Implementation T-5

T.1.4 Resources T-6

T.2 Project Plan T-6

T.2.1 High-level Task Descriptions..... T-8

T.2.2 Staffing and Organization..... T-9

T.2.3 Monitoring, Control, and Change Management T-9

T.2.4 Quality Assurance..... T-10