





# AusRegistry International

## Registry Perspective

Simon Delzoppo  
Chief Executive Officer

## AusRegistry International

- Wholly owned subsidiary of AusRegistry Pty Ltd
- AusRegistry – Registry Operator for .au
- Leaders in DNS technologies
- AusRegistry International leveraging off existing infrastructure and expertise
- Commonwealth Government Registry Systems
- ISO 9001:2000 accredited

## **Why is AusRegistry International involved in the ENUM Trial?**

- Investing in technology for the future
- Pioneer in the DNS field
- Supporters of ENUM from early stages
- Investors in and supporters of new technologies

## AusRegistry International's Role in the ENUM Trial

- Technical – built and maintain ENUM Registry for the provision of ENUM Numbers
- Commercial – participate in ENUM Discussion Group Meetings, accredit Registrars, built and maintain the ENUM website [www.enum.com.au](http://www.enum.com.au), forum and mailing list

## ENUM Trial Registrars

- Currently there are 2 accredited Registrars
- Instra Pty Ltd – one of Australia's leading .au Domain Name Registrars
- AARNet - Australia's Research and Education Network - provides high-capacity, cost-effective Internet services to the education and research communities and their research partners



# AusRegistry International

## ENUM

### Where to now?

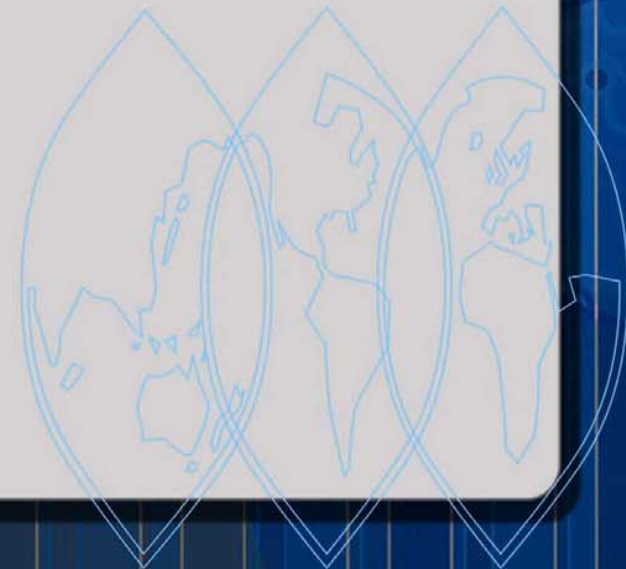
Chris Wright  
Chief Technology Officer

## The State of ENUM

- Technology itself (raw form) is relatively stable
- Uses for ENUM constantly evolving (eg. Infrastructure ENUM)
- ENUM has Transformed from its original intent as a contact publishing framework

## ENUM is plagued with issues

- “privacy this” & “misunderstanding that”
- Only useful in VoIP applications
- And in order to achieve this usefulness you need:
  1. VoIP Account
  2. Publicly Accessible VoIP address
  3. VoIP capable device/software
  4. Technical Know how... (cont)



## ENUM is plagued with issues (cont)

- you need (cont):
  5. ENUM Registration (Infrastructure or User? Home Phone, Mobile Phone or New number? Hrmm..)
  6. Configure your ENUM (NAPTR what?, regular expression? DNS?)
  
- Then sit back and wait for the calls from all those ENUM configured services out their (unfortunately not).

**Nobody bar an elite few are able to do  
any of this!**

**Its too hard!**

**Most END USERS will NOT register  
their own ENUM**

**A new way of looking at ENUM needs  
to be developed**

## This leads to questions...

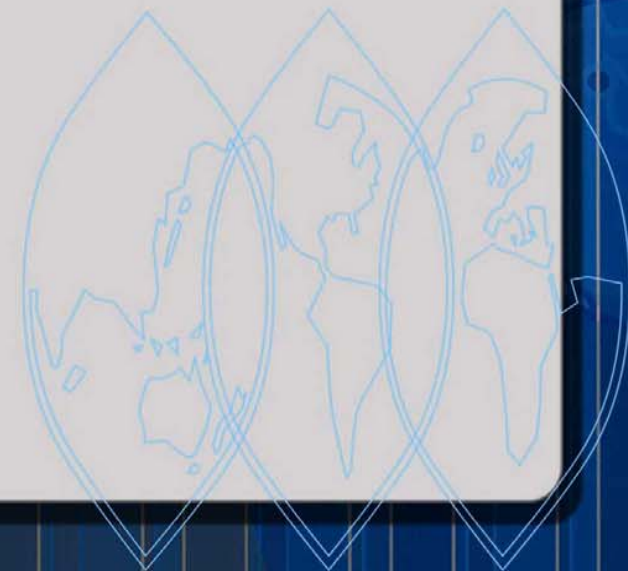
- So what can we use ENUM for?
- How can ENUM help my organisation? End Users? My customers?
- What (if any) is the business case for ENUM?

## ENUM – The Business Case

- ENUM itself is not a marketable technology – it is an “enabling” technology
- It is the “services” (products) that ENUM facilitates which provide the business case.
- There are other ways but...
- ENUM is:
  - International standard
  - Interoperable
  - Built on solid, proven foundation (the DNS)
- ENUM requires “Productisation”

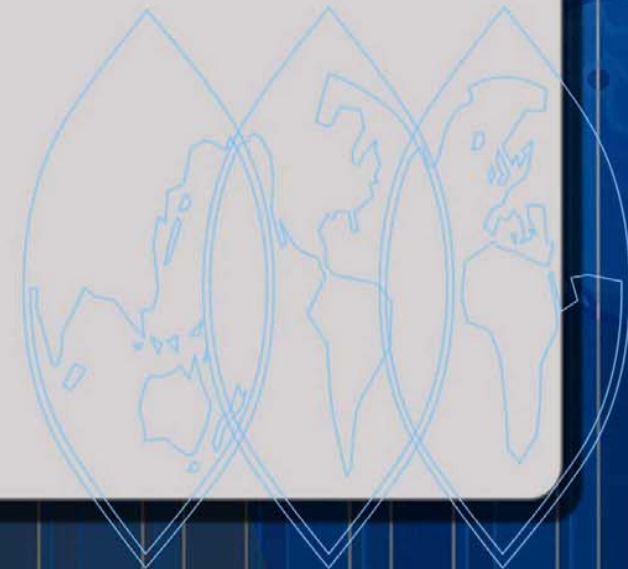
## Some examples of potential “services”

- ENUM can be used as a call routing technology
  - Inter carrier call routing
  - Internal call routing
  - Messaging routing (SMS/MMS)
  
- Perhaps this can reduce costs?



## Some examples of potential “services”

- ENUM can be used to facilitate VoIP Peering service
- What about number portability?



## ENUM is a facilitator

- Facilitates convergence of traditional telephony and IP networks
- Encourages co-operation between telecommunications carriers and ISPs
- Enables end users to seamlessly access traditionally IP only services from “smart” devices.

## Benefits of IP based communications

- Using ENUM to help converge traditional telephony with IP networks can enrich the end user experience.
  
- Access to:
  - Video
  - Instant Messaging
  - Presence
  - Information Sharing (eg. Digital Whiteboards)

## IP service and ENUM examples

- ENUM enabling PABXs (VoIP) eg. Asterix, or Cisco Call Manager
- Integrating ENUM with IP enabled devices (mobiles, PDAs etc)
- Providing ENUM capabilities with home telephony services.

**ENUM is an enabling technology  
You CAN'T sell ENUM**

**but...**

**You can sell a service that ENUM  
facilitates (most likely working in the  
background)**

**Most end users WILL NOT BE CONCERNED nor CARE about how a particular “service” or “product” is being provided to them AS LONG AS IT IS SIMPLE and WORKS!**

## Other Issues

- Regulation of ENUM
- Rights of User
- Authentication
- Privacy
  
- ENUM may converge traditional telephony and IP networks however...
  
- This is a regulatory and policy challenge

## In Summary

- ENUM enables imagination
- We need to be innovative in our uses of ENUM
- What “services” or “products” can ENUM help me to deliver to my customers?

**Questions?**

