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# Providing DNSSEC

From a registrar perspective

# Loopia

- The largest registrar of .se-domains
- The world's first registrar to supply DNSSEC
- One of Sweden's largest DNS-Operators with 500.000 authoritative zones
- Situated in Västerås, about 100km from the capital city of Sweden, Stockholm
- Founded in 1999, named Loopia since 2001
- Organical growth from two to twenty employees
- Part of the Mamut organization since 2007



# DNSSEC as a registrar

- Why would you want to provide DNSSEC?
  - It adds security to the domain names system
  - It gives you a marketing advantage over the Registrars that do not support it
  - If you don't, you run the risk of being left behind
  - You actively work for progress of the Internet
  - There is no actual reason not to do it!



# DNSSEC as a registrar

- What are the "Bumps in the road" to implementing?
  - DNSSEC has a higher threshold of learning than regular DNS
  - It combines areas of expertise that might not be available in our organization
  - The amount of software choices is fewer than for regular DNS?
  - The top level domain must provide support for DNSSEC
  - Some might not see the necessity, the current system works... Right?



# DNSSEC as a registrar

- So, you are home free with DNSSEC, what problems will you facing now?
  - You need to know how to actively handle the system
    - I have some really secret keys, how do I store them?
    - I actually need to do key rollover?
    - DNSSEC Policy and Practice Statement (draft-ljunggren-dps-framework-00)
  - Transfers between registrars could be a problem?
    - What if the new registrar is not handling DNSSEC?
  - Making sure the expertise is not a single-point-of-failure



**Yes! You should still do DNSSEC!**

# Marketing DNSSEC?

# DNSSEC... Huh?

- Understanding DNSSEC without being a techie (for marketing and customers)
  - It's an old standard, originated in the 90's
  - Low interest and several flaws pushed it into the new millennia
  - It's an "extension" that adds a layer of security to the domain names system
  - The goal was to make it harder to falsify information about a domain name
  - This is done by encrypting information with keys publicly available
  - The system protects your domain name from several severe risks
  - It is however not a remedy for all evil
  - DDOS-attacks will still shoot you out of the sky



# How to profit from DNSSEC?

- What type of service should DNSSEC be?
  - Free?
    - If you have an unlimited amount of DNSSEC resources
    - If you want to profit from getting more customers
    - If you aim to use the press for marketing
  - Extra cost?
    - If your system is limited to a number of DNSSEC zones
    - High profile customers like banks actually wants to pay for security



# Profit the Loopia way!

- Started off very early with a set cost per year
  - To make a small number of customers sign up for the service
  - To test out DNSSEC properly
  - Lowered the cost by time to increase the interest
  - Planning to remove cost when the DNSSEC system can handle more zones
- Make it clear that you use DNSSEC!
- Make it clear that you think it's important to support progress and security!
- Share your experience! If you succeeded then help other do so as well!
- Providing DNSSEC is a marketing advantage for a short period of time!



# Last minute tips'n'tricks

- Customers in general don't care about DNSSEC, they care about security!
- Integrate DNSSEC into your systems and make it automatic!
- At first, DNSSEC will not attract customers, it will attract attention!
- Make sure to inform customers of all sorts, give more info the more they look
  - Easy marketing package with no technical detail for end customers
  - Moderate technical detail for end customers with an interest
  - Publish your DPS with all the detail and gore!



Questions?



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