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ENUM - Introduction and Impact

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UK ENUM – Opportunities for registrars

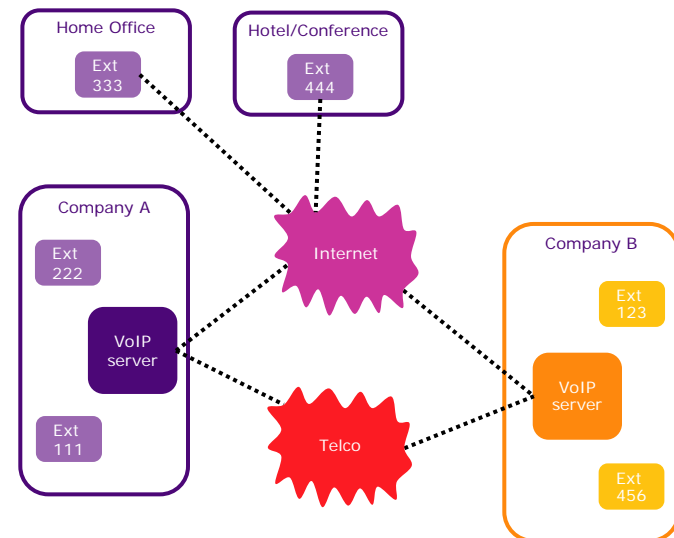
Quick reminder on ENUM



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The basic idea of ENUM

- to allow **end-users**
- to **opt-in** with their **existing** PSTN phone number
- into **e164.arpa**
- to provide **other end-users** with the capability
- to look up **URIs** on the **Internet**
- the user can then **connect** to that URI through the **appropriate route**
- either **PSTN** or **VoIP**



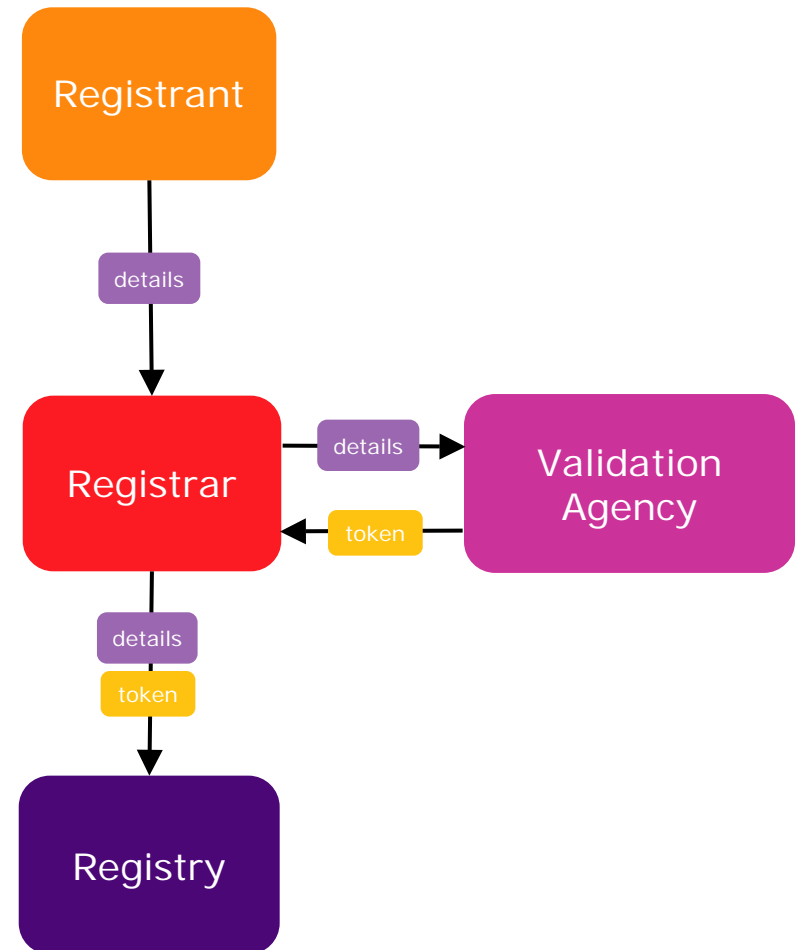
UK ENUM - update and impact

Registration process



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- Registrant supplies details to Registrar
- Registrar forwards them to Validation Agency (VA)
- VA checks ownership of number - replies with token
- Registrar sends request to Registry with VA token
- Registry creates registration - for one or more numbers
- Registry delegates numbers in 4.4.e164.arpa zone



Opportunities for registrars



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The market for ENUM

- No existing market, so we must create one
- Potential market size:
 - The number of phone numbers in the UKOr
 - 2



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So why would anyone register an ENUM?

- To enable other people to make free / lower cost calls to them
- To enable them to take greater control of how calls are routed to them

Potential registrants

- No existing market so we must create one
- Initially ENUM users will be large registrants
 - Enterprises that use freephone/low cost inbound numbers
 - Call centres for many service related industries
 - Enterprises with large supply chains
 - Supermarkets
 - Enterprises with multiple sites
 - Hotel chains
 - NHS
 - Police force
 - Education
 - Local authority

Potential registrants



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- Consumer end-users
- Other business users



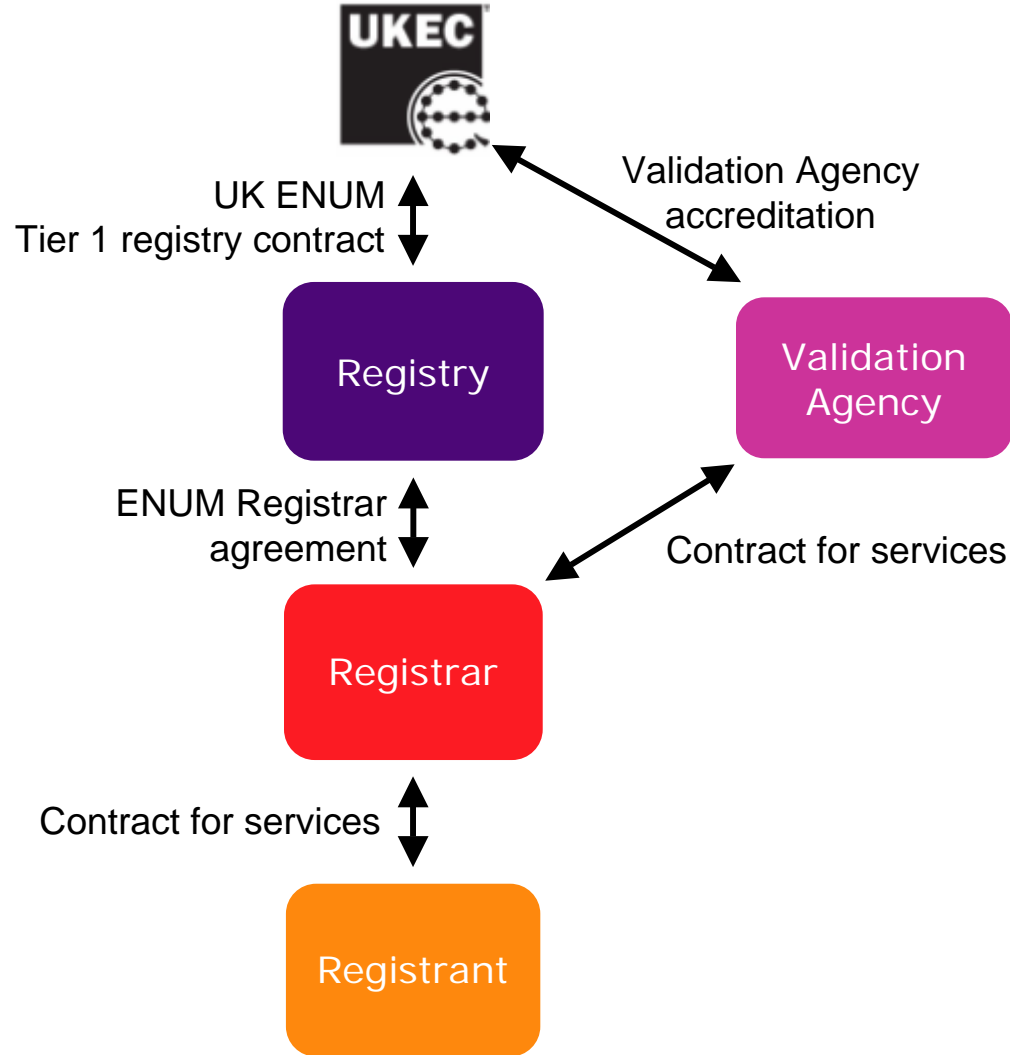
Domain name sales model



ENUM sales model



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Who might be an ENUM registrar?

- VoIP providers using real numbers
- Broadband suppliers – up-sell to quad-play
- Telecommunication companies
- Existing domain name registrars
- Telecoms consultants / systems integrators

Why ENUM may be of interest to existing Nominet registrars



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- ENUM is a DNS product:
 - It works
 - It's global
 - It's scaleable
 - It's reliable
 - It's open source
- ENUM registration systems work on similar processes and technologies to domain names
- Well known and trusted supplier
- For existing domain name registrars the addition of ENUM is simply the addition of another service to your account

Validation Agencies

- In some cases the Validation Agency and the ENUM registrar may be the same
- There is an opportunity for provision of ENUM Validation services to other registrar businesses

Raise awareness of ENUM

- Speaking at events
 - Unified Communications 08, Internet World 08
- Brief analysts
 - Gartner, IDC, etc.
- Public Relations
 - ENUM listed by BBC as a top ten technology for 2008

Vendor ENUM

Increasing support for ENUM in products

- Identify important VoIP products – publish list
- Find out what support they have for ENUM
- If it supports ENUM, test it
- Persuade vendors to add ENUM support
- Some results
 - Cisco have ENUM support in CUBE add on to 28xx routers but not in Call Manager
 - Talking to Nokia about adding it to their series 60 SIP stack

ENUM Federation



The ENUM federation is an association of European ENUM registry operators:

- Austria
- Czech republic
- The Netherlands
- Ireland
- United Kingdom
- Germany

ENUM Federation



- Share marketing plans to develop best practice and learn from successes and failures
- Build pan-European market presence
- Encourage vendors to include ENUM capabilities in hardware and software solutions
- ENUM inside logo
- Self-accreditation programme for vendors
- Talking shop for strategic issues

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Any Questions?



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