

B. Contractor Requirements

NeuStar will execute our vision for the usTLD by significantly increasing and maintaining the utility and integrity of the space. We will meet the objectives laid out in the Statement of Purpose through implementing our service and policy administration throughout the usTLD namespace.

The usTLD administrator must be more than just a registry operator. Because of the complexity of the usTLD space, its administrator must act as a registry, a registrar for undelegated third-level localities, and a service and policy administrator. To perform all of these functions, there must also be an understanding of the many kinds of customers being served. To successfully administrate the usTLD registry, there must be a demonstrated understanding of the needs of registrars, registrants, and delegated managers, including both delegees and subdelegees in the locality space, as well as of the stated needs of the DOC. The policy and service solutions described in this section were developed with these needs in mind.

The DOC has established a clear need for the provisioning of high-quality core functions and locality-based and expanded functions, as well as the implementation of and adherence to usTLD policies. Our provisioning of these services works to meet the objectives laid out in Sections B.1 through B.5 of the RFQ.

In accordance with RFQ requirements, NeuStar will perform the functions of usTLD administrator as a prime contractor, incorporated within the state of Delaware. NeuStar's corporate offices are in Washington, D.C., and all of our usTLD registry servers will be located within the United States. NeuStar will not charge the U.S. Government for performance of these functions.

Executing our vision through serving as the usTLD administrator, we will offer the best value for the most accurate, up-to-date, and available registry services.

Our policy and service solutions are highlighted below and in Sections B.1 through B.5 of this proposal.

Statement of Purpose—NeuStar's solution will support competition and promote use of the usTLD, by encouraging communication, ensuring equitable application of policies and procedures, and cultivating an environment conducive to innovation. We will ensure the stability of the DNS and inspire consumer confidence with a secure, robust, and reliable technical infrastructure.

Core Registry Functions—NeuStar will provide a comprehensive suite of core registry functions that take into account the needs of all of our customers—delegated managers, registrars, and registrants. We will leverage our Centralized usTLD Database and Enhanced SRS, and implement automated registration processes, updates, and zone file generation, to provide accurate, up-to-date information on demand.

Core Policy Requirements—NeuStar's policies and processes will be designed for collaborative partnerships between the usTLD administrator and the usTLD community. As the trustee of a

HIGHLIGHTS

- NeuStar addresses the needs of every customer of the usTLD registry.
- Our role as the successful administrator of U.S.-based, mission-critical public resources affords us a unique understanding of the needs that such an administrator must fill.



valuable public resource, we will develop our policies to ensure that our operations serve the public interest.

Locality-Based usTLD Structure Functions—NeuStar will modernize the usTLD locality space by working with delegated managers to centralize all data currently managed by locality delegees and subdelegees. Our collaborative approach to modernizing this space will ensure that the needs of both delegated managers and registrants are met.

Expanded usTLD Space Functions—NeuStar’s expanded usTLD registry will promote registrar competition and encourage registrations in the usTLD namespace. We will work closely with registrars in both our accreditation and certification processes.

NeuStar’s role in communications industries, part of our very identity, has been as an administrator of U.S.-based, mission-critical public resources. We understand the difference between acting simply as a registry operator and acting as an administrator. Our goal is to serve every customer—registrars, delegated managers, registrants, and the DOC itself—to provide to those customers with the best value, highest quality registry possible.