

A Logo for DNSSEC

Wrapping DNSSEC into marketing

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DNSSEC 1.6.5.3.7.5.1.4.6.3.9.4.e164.arpa.
OpenPGP 1C1C 6311 EF09 D819 E029 65BE BFB6 C9CB

The Non-Technical View

Visibility of DNSSEC

- Technical guys are out for strange meetings
- Administrators has to change their tool chains
- Customer reports obscure problems
- Formerly easy changes took days now
- They say “Sell the more secure network”!
But there is none: There are only problems.

Marketing Wisdom

Visibility to the End Customer

- Like X.509 certificates: Recolor the browser line
- Highlight DNSSEC on the web page
- Turn good operational praxis into a certificate
- Significantly reduce spam

Make money fast

- What's the price, customers will pay for ?

Highlighting Outside View

Testifying operational issues

- Surveys collects data about signed zones
- Dual use of survey data: Checking validity
- Issue a *Certificate* for Websites
- Testifying good DNS management
- Double benefit: Expose DNSSEC deployment and motivate other companies to deploy

The DNSSEC Logo

Basic level (bronze)

- DNSSEC signed zone: Ready to validate.
- Passes common DNScheck tool

Advanced level (silver)

- Parent linking: DS and DLV records present
- ZSK rollover seen in the last six months

Superior level (gold)

- KSK rollover seen in the last year

The DNSSEC Logo

How to obtain

- Free registration: www.dnssec-logo.org
- Automatic (additional) data collection starts
- Certificate (Image and Link) reissued monthly
- Certificate image contains zone apex and month
- History of checks available on line

Non-free: Advanced warning services

The DNSSEC Logo

Questions?