



A horizontal blue banner with a globe on the left and binary code (0s and 1s) scattered across the background. The text "Afilias' Winning Bet on Open Source" is written in white, bold, sans-serif font.

Afilias' Winning Bet on Open Source

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Oct 19, 2011
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Open Source has to be a Strategic Choice



Our Story



- Young Startup – Founded 2000

AfiliasSM

- First Product Launch: .INFO
 - Biggest Target Market: USA
 - Launched on: September 12, 2011
- Outsourced Technology



Registry == Database





The Opportunity

.ORG Opens For Bid: 2002

Global; Respected; Trusted



**Do Good
Be Exemplary
Stay Profitable**



Strategic Choices



Support?

Cost?

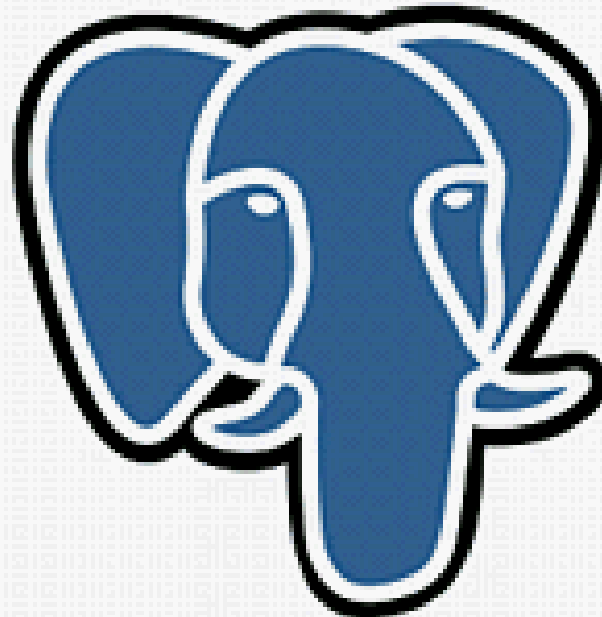
Quality?

Flexibility?

Influence The Future?



PostgreSQL
In 2001, Afiliis committed to an open source strategy.



... the first open source software chosen to run our registry system





Why Open Source?

Why Pick OSS?

Paying too much for products
you don't control or influence

Locked into software provider
for support

Upgrade cost





For Afilias...

Open Source was a risky choice

Few large studies or whitepapers

**Commercial vendors fight hard ...
sometimes fight dirty**

No large adoption



Cost





Flexibility





Direct access to developers is a whole different level of "support"





“More than 50% of companies adopted open source software solutions as part of their IT strategy”

Gartner survey, 2010-11



So...what happened to Afilias?





PostgreSQL outguns Oracle

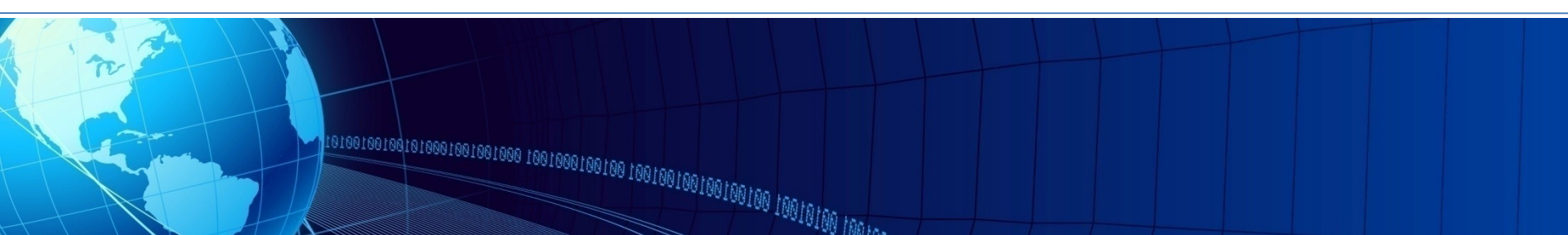
COMPUTERWORLD
THE VOICE OF IT MANAGEMENT

PostgreSQL affiliates .ORG domain

Nadia Cameron (Computerworld) | 20 January, 2003 08:06

PostgreSQL developers and advocates notched up a significant win for the open source database following the successful transition this month of the .ORG domain registry to the object-relational management system.

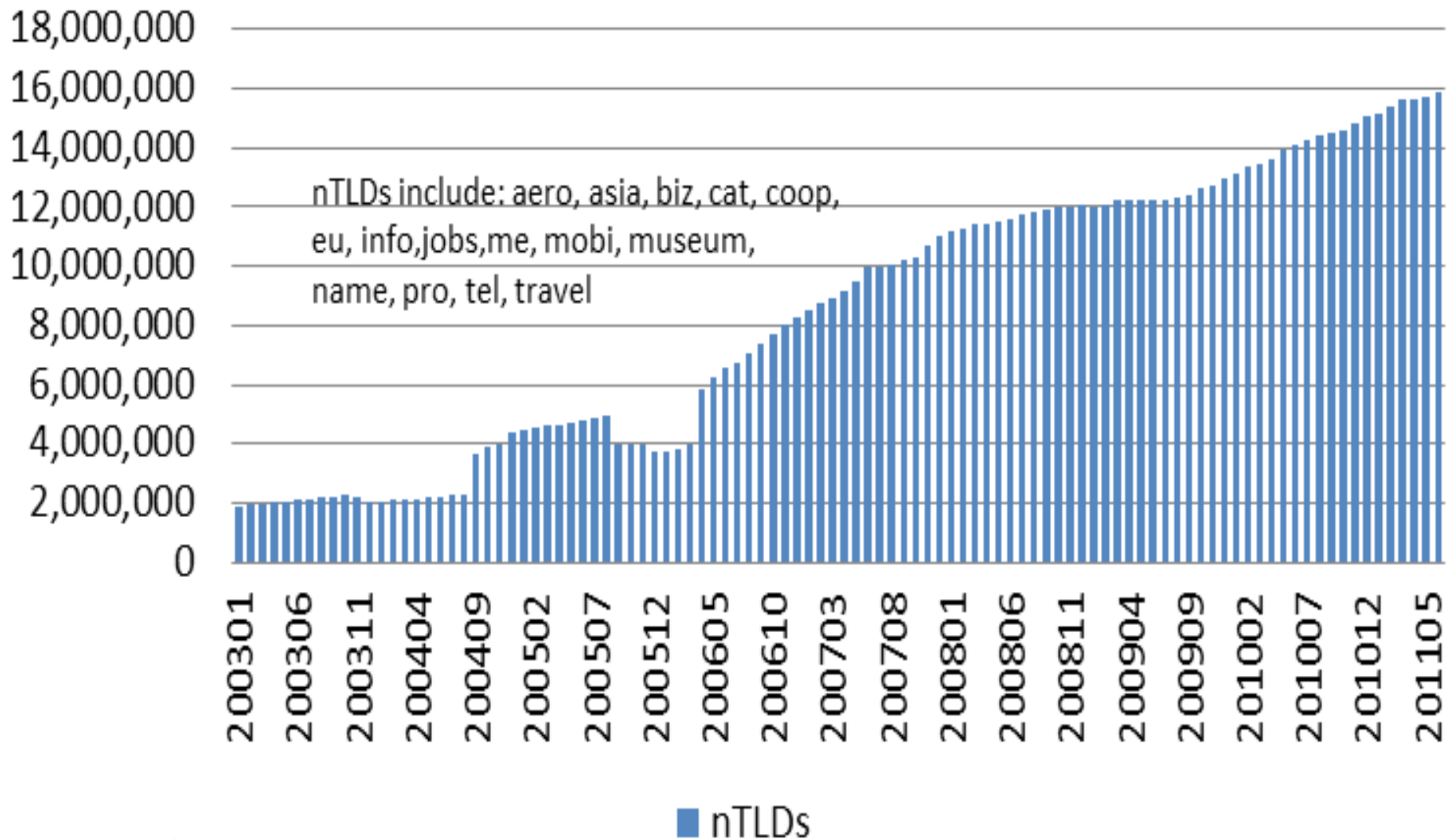




Where the World Goes for Information.™

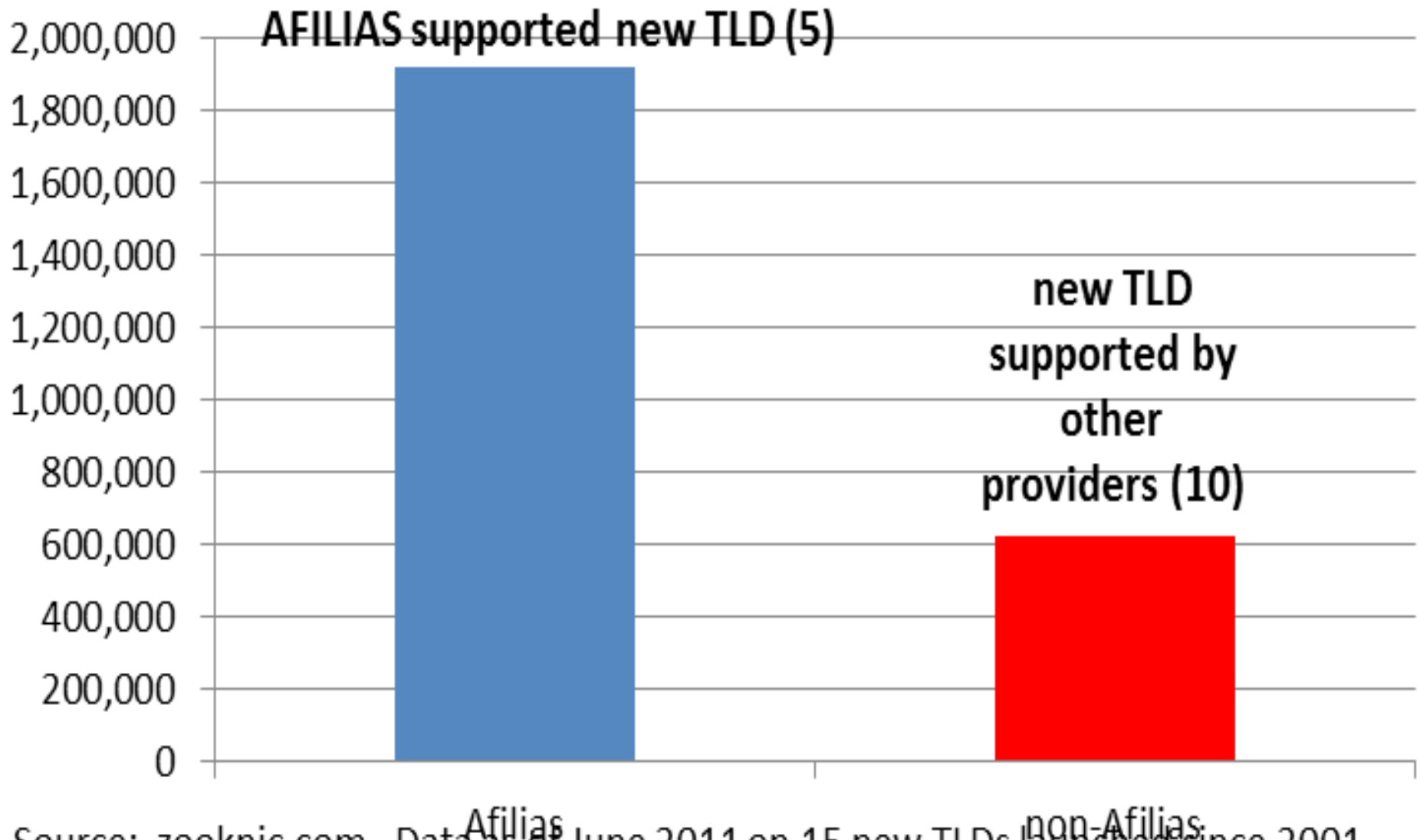


nTLD Volume



Source: Zooknic.com

Average new TLD size



Source: zooknic.com . Data as of June 2011 on 15 new TLDs launched since 2001

Storage Size



2011

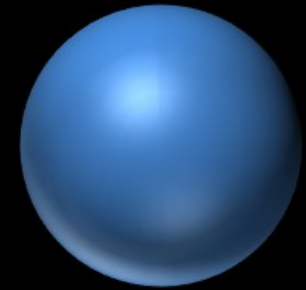


2001

x150



270



20,490

**Max concurrent
connections**

x75



Our Lessons





Technical skills development

Methodologies and processes

Workflow applications and tools

“Best Practices” design and coding

Attract like-minded developers

Integration

Drupal™

HYPERIC



pentaho
open source business intelligence™

»|« BEST PRACTICAL™

Bugzilla

SUBVERSION®



OSS Works Because

- Policies are defined and self governed
- Code reviewed and tested
- Open discussion of every aspect of the project
- Disputes are resolved democratically
- All developers are treated equal



The Future



nTLDs

- Today:



- 2013:

www.fiets.amsterdam

www.amsterdam.fiets

Marketing Campaigns

- Today:



- 2013:

www.ritual.absolut

Brand Identity

- Today:



- 2013:

www.dream.gaga

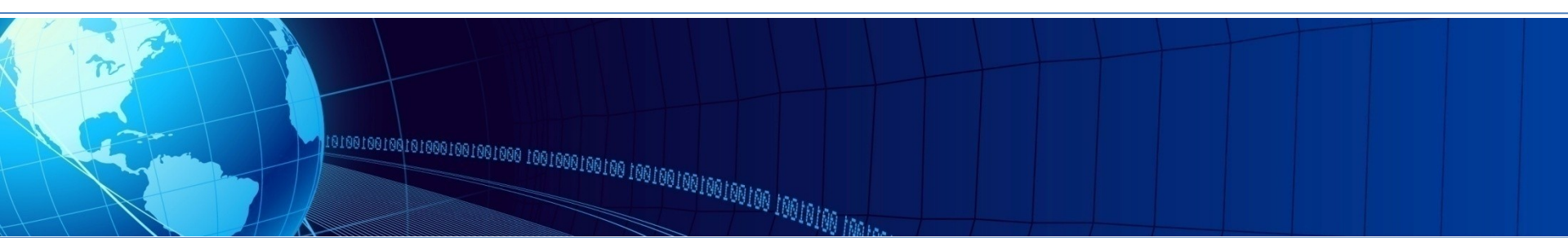
Intuitive Names

- Today:



- 2013:

www.amstel.beer



<http://www.youtube.com/user/AfiliasLimited>

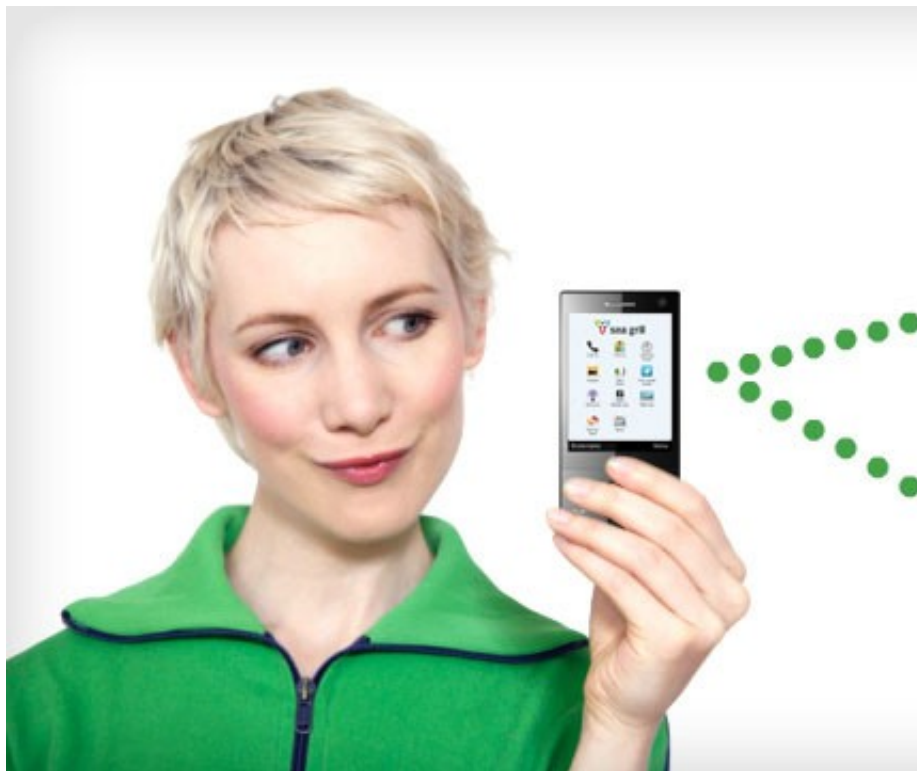


Economics Matter



**The spotlight remains on
cost-saving technologies**

Mobile is Exploding





Big DATA

Afilias going ALL-IN





Questions?



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