

Product and Service Development Report April 2017

1 Introduction

NZRS has a three-legged stool of product and service development that is based on our mission statement:

“To provide world class critical Internet infrastructure and authoritative Internet data.”

Where .nz sits in the nexus as both critical Internet infrastructure and authoritative Internet data.

The diagram below shows the opportunities that are sufficiently well defined to be tracked and their stage in the pipeline. Activity for these is detailed unless they are in production with no further work under consideration.



The following have been removed since the last report as they are no longer considered viable opportunities:

- Home Routers

2 Progress

2.1 Domain Analytics

Current status:	IN PRODUCTION / ACTIVELY WORKED ON
Possible risk	Low to Medium
Possible income:	High to Very High
BD expenditure:	None
Synopsis:	<p>A product for registrants that they purchase through their registrars as an add-on to their domain name that provides usage data and popularity ranking based on traffic observed on ISP and NZRS nameservers. The ranking can then be compared against anonymised and aggregated data of other registrants based on several factors including ANZ Standard Industry Code.</p> <p>This is unique in that it allows a registrant to measure the impact of the promotional spend independent of factors that affect their market overall (e.g. seasonal changes).</p>
Issues and Risks	<ul style="list-style-type: none"> • The expectations around privacy must be met. • The ranking algorithm has to be robust.
Key actions since last report	<ul style="list-style-type: none"> • Development completed. • Brand, pricing and marketing all finalised. • Product launched at https://peakanalytics.nz (only usable by customers of a registrar that has both signed up and been integrated). • One registrar has signed up but is not yet integrated.
Next steps	Improve data quality. Sign up more registrars. Complete integration with signed up registrar(s). Market the product.

2.2 National Broadband Map

Current status:	IN PRODUCTION / ACTIVELY WORKED ON
Possible risk	Medium
Possible income	Low
Synopsis:	This is a two stage opportunity. Stage 1 is to build a site that enables anyone to find out what broadband technology is available at a particular location and what access speeds that supports. Stage 2 is to make that financially self-sustaining by charging for API access.
Issues and Risks	<ul style="list-style-type: none"> • That all data providers are happy with a small level of monetisation in order to make the site self-sustaining and not an ongoing cost.
Key actions since last report	<ul style="list-style-type: none"> • Development of a new reporting framework for customers and data providers. • All other work has been on hold to concentrate resources on Domain Analytics.
Next steps	Adding satellite, extensible fibre and community wireless. Adding new high-volume API. Providing a new simple web page for WISPs to upload antennae data and get their shapefiles generated.

2.3 ISP plan comparison

Current status:	ON HOLD
Possible risk	Low
Possible income	Low
BD expenditure:	None
Synopsis:	Telme was an established price comparison site for consumers to choose the best ISP/Telco for their need. This was a complex site and expensive to run with no commercialisation. The plan is to redevelop it into a much simpler site and make it financially self-sustaining through the sale of

	the pricing data collected, as other price comparison web sites do.
Issues and Risks	<ul style="list-style-type: none"> • TelMe was not financially self-sustaining. • Complexity of providing results in a way that meets both Consumer requirements on correctness/authority and NZRS requirements on usability/simplicity.
Key actions since last report	<ul style="list-style-type: none"> • None
Next steps	On hold pending a group conversation on the need for such a service.

2.4 Broadband Tester

Current status:	ACTIVELY WORKED ON
Possible risk	Medium
Possible income	Medium
BD expenditure:	None
Synopsis:	<p>Broadband testing is in its infancy and there is still no best way to carry it out. The three forms currently employed are:</p> <ul style="list-style-type: none"> • Over the top (OTP) - such as Speedtest.net • Edge - such as Truenet • Infrastructure - such as WAND AMP <p>It is likely that some form of tender will appear for broadband testing capability using OTP or infrastructure methods to complement that edge based testing already used by ComCom. With extensive experience of infrastructure management in this area (we have managed some WAND AMP probes for many years) this provides a number of opportunities:</p> <ul style="list-style-type: none"> • To become the central/neutral repository of published broadband tests. • To develop or contribute to the development (as we have with WAND AMP) of open source broadband testing tools.

	<ul style="list-style-type: none"> To become a neutral operator of a infrastructure based broadband testing network.
Issues and Risks	<ul style="list-style-type: none"> May be perceived by some members as competition. Ensuring that we have a neutral role and do not get into the judgemental space.
Key actions since last report	<ul style="list-style-type: none"> None
Next steps	Waiting for a tender to be issued.

3 Financial summary

The total capital expenditure to the end of March of the \$400,000 committed to product and service development is as follows:

Opportunity	Year	Item	Spent
National Broadband Map	2014-15	Development	\$46,325
	2015-16	Development	\$37,183
	2016-17	Development	\$22,688
		SUB-TOTAL	\$106,196
Domain Analytics	2013-14	Prototype	\$4,500
	2016-17	UX Design	\$34,762
		Development	\$82,121
		Security Audit	\$2,640
		SUB-TOTAL	\$124,023
TOTAL			\$231,129
REMAINING FUND			\$168,871

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