Afilias’ Winning Bet on Open Source

Ram Mohan, EVP, CTO

Oct 19, 2011
rmohan@afilias.info
Amsterdam
Open Source has to be a Strategic Choice
Our Story

• Young Startup – Founded 2000

• 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?
In 2001, Afilias 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
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

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.
nTLD Volume

nTLDs include: aero, asia, biz, cat, coop,
eu, info, jobs, me, mobi, museum,
name, pro, tel, travel

Source: Zooknic.com

Speaker: Ram Mohan
**Average new TLD size**

- **AFILIAS supported new TLD (5)**
  - Approximately 2,000,000

- **new TLD supported by other providers (10)**
  - Approximately 600,000

Storage Size

2001

2011

x150
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

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:

\[
\text{www.fiets.amsterdam} \\
\text{www.amsterdam.fiets}
\]

• 2013:

\[
\text{www.fiets.amsterdam.fiets}
\]
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
The spotlight remains on cost-saving technologies
Mobile is Exploding
Big DATA
Questions?

Ram Mohan, EVP, CTO

Oct 19, 2011
rmohan@afilias.info
Amsterdam