

# Tips and Resources to Activate Your .BANK/.INSURANCE Domain Name

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April 5, 2017



# Webinar Guidelines

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- All participants except presenters will be muted
- Questions are encouraged!
  - **Please enter all questions in the “Questions” box**
  - **All questions will be answered at the end of the session**
  - **Can also be submitted to [fTLD@fTLD.com](mailto:fTLD@fTLD.com) for direct response after the webinar**
- You can listen to the webinar using your computer audio or by using the dial-in details provided with your registration confirmation
- Recording and presentation will be posted on:
  - **.BANK:** <https://www.register.bank/pr-tools/>
  - **.INSURANCE:** <https://www.register.insurance/pr-tools/>

# Agenda

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- Information
- Tips
- Resources
- Third-Party Providers
  - **101domain – Joe Alagna, Vice President – Channel Development**
  - **Verisign – Terry Bernstein, Director, Security Services**
  - **EnCirca – Andrew Barrett, Product Manager**
  - **Lexsynergy – Daniel Greenberg, Director & Founder**
- Frequently Asked Questions
- Questions & Answers
- Contact Information

# Information

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- Not a history lesson or a sales pitch
  - **.BANK:** <https://www.register.bank>
  - **.INSURANCE:** <https://www.register.insurance>
- Guidance for planning and supporting your migration strategy
- News
  - **Security Requirements have been modified**
    - FAQ available in mid-April
    - Updated executive and technical guides in mid-April

# Tips

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- Don't need to figure it out yourself
- Don't launch a non-compliant website/email
- Security benefits are associated with the domain name; a website is a website
- Consider timing migration to a brand-impacting event
- Determine if new website and email will be coordinated or phased

## Tips (cont'd.)

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- For email, take inventory of those who send on your behalf
- Budget for resources; plan now for 2018
- Assemble the right team
- Engage relevant service providers
  - **Most large core processors have known about .BANK for years; don't take no from them**

# Resources

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- Frequently Asked Questions: <https://www.ftld.com/faq/>
- Guides to Leveraging an fTLD Domain\*:
  - **.BANK:** <https://www.register.bank/guide>
  - **.INSURANCE:** <https://www.register.insurance/guide>
- Third-Party Provider Program:
  - <https://www.ftld.com/third-party-provider-program/>
- Success Stories:
  - **.BANK:** <https://www.register.bank/success-stories/>
  - **.INSURANCE:** <https://www.register.insurance/success-stories/>

\* Updates expected in mid-April to reflect 2017 Security Requirements

# fTLD Resources (con't.d)

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- Use RSS feeds to stay on top of News:  
<https://www.ftld.com/rss-list/>
  - **Protecting Your Brand's Email Channel:**  
<https://www.ftld.com/march-7-2017/>
- Sign up to receive updates: <https://www.ftld.com/contact-us/>
- Follow us/fTLD on social media:
  - **Twitter:** [https://twitter.com/fTLD\\_Registry](https://twitter.com/fTLD_Registry)
  - **LinkedIn:**
    - fTLD: <https://www.linkedin.com/company/ftld-registry-services>
    - .BANK: <https://www.linkedin.com/company/11030819>
    - .INSURANCE: <https://www.linkedin.com/company/16186357>



# fTLD Resources (con't.d)

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- Quick Start Guide (to be added to Guides est. mid-April)
- Browser Hygiene (est. late April)

# Third-Party Providers

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- 101domain
- Verisign
- EnCirca, Inc.
- Lexsynergy Limited

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Joe Alagna  
Vice President – Channel Development  
101domain



- *Keep it simple - develop your .BANK strategy*
- Forward your .BANK name to your main website
- Test your email and other web services
- Begin light usage of your domain name
- 50,000 DNS queries per month
- Feature rich and transactional security
- Fulfill .BANK requirements



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Terry Bernstein  
Director, Security Services  
Verisign

# WHAT TO LOOK FOR IN A DNS SERVICE

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**AVAILABILITY**



**CONTROL AND  
VISIBILITY**



**EXPERTISE IN DNS**



**DDOS RESILIENCY**



**DNS DATA  
INTEGRITY**



**PERFORMANCE / LOW  
LATENCY**



# VERISIGN MANAGED DNS



Cloud-based authoritative DNS hosting and resolution services that improve Internet services availability and uptime



## Availability

Maximize availability of critical Web systems by offering DNS resolution with 100% SLA



## Efficiency

Increase efficiency, reduce cost and complexity with easy-to-use web portal and API



## Integrity

Ensure DNS integrity through DNSSEC, user authentication, authorization and auditing



## Performance

Optimize performance using global anycast infrastructure with global server load balancing

# How Verisign Managed DNS can help meet security requirements

Requirement	How can Verisign help
DNSSEC must be deployed at each zone and sub-zones	DNSSEC can be easily configured to cryptographically sign each zone
Access to registration systems must be mutually authenticated	Includes two factor authentication and single sign-on options
Registrants must publish a valid DMARC record	Organizations can create DMARC records to help identify spoofed emails
Name server host names must be in the parent zone	Vanity name server feature allows organizations to rename their servers
TLS must be implemented using protocol versions	If using DNS Manager, Verisign's web portal or API, all communications are protected by TLS

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Andrew Barrett  
Product Manager  
EnCirca, Inc.

[www.encirca.com](http://www.encirca.com)

- Formed in 2001 in Boston, Massachusetts
- 43% Market Share for .BANK Domain Names
- SOC2-Certified and A+ Security Rating from Qualys
- ICBA's Preferred Domain Name Registrar

# **.BANK-Compliant Activation Services**

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- Free Set-up of Compliant DNS Name Servers
- TLS Digital Certificates
- Secure Forwarding to Existing Website
- Email Authentication and Monitoring
- Website Migration to .BANK and .INSURANCE
- Coming Soon: New Cyber-Security Services

Call Andrew or Dan for a free consultation

+1.781.942.9975

[support@encirca.com](mailto:support@encirca.com)

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Daniel Greenberg  
Director & Founder  
Lexsynergy Limited

# Lexsynergy .BANK/.INSURANCE Services

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- Registration and Auto Renewals
- Two-Factor Authentication
- Guidance through the verification process
- Advanced DNS hosting included in the registration cost (nameservers, DNSSEC, DMARC) – all activated automatically once the domain is registered
- SSL Certificates



# Lexsynergy General Services

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- Dedicated Account Managers
- Hands-On Account Service
- 24/7/365 Support (email and telephone)
- Competitive Pricing
- Easy-To-Use Control Panel
- Access to over 1000+ extensions
- Free Web and Email Forwarding
- Free Domain Name Training Courses
- Local Presence for Restricted Extensions





# Frequently Asked Questions

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- How do I setup fTLD compliant web forwarding?
- What type of certificate do I need?
- What are the key attributes to consider when choosing a DNS servicer provider?
- Can I assign my current DNS servers to my .BANK domain name?
- How do I setup DMARC?
- What other changes might be needed during deployment (e.g., firewall rules, external DNS) that are not directly related to the security requirements?
- Can you introduce me to someone that's been through a migration we can talk to?

# Questions & Answers

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# Contact Information

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- Craig Schwartz, fTLD Registry: [craig@fTLD.com](mailto:craig@fTLD.com)
- Heather Diaz, fTLD Registry: [heather@fTLD.com](mailto:heather@fTLD.com)
- Joe Alagna, 101domain: [joe@101domain.com](mailto:joe@101domain.com)
- Terry Bernstein, Verisign: [tbernstein@verisign.com](mailto:tbernstein@verisign.com)
- Andrew Barrett, EnCirca: [support@encirca.com](mailto:support@encirca.com)
- Daniel Greenberg, Lexsynergy:  
[daniel@lexsynergy.com](mailto:daniel@lexsynergy.com)

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# Thank You!