**<Category of Related Use Cases> – <Name of Use Case>**

**Goal/Scenario #1**

A market economist’s analysis of registration data for business intelligence. For example, the economist wants to know what impact a marketing program or promotion has on domain names sales across the TLD landscape, and uses RDS to identify the number and types of domains created since the promotion started, the geographic location of new customers, and usage of the domains.

**Brief Format Use Case**

Use RDS information for Business Intelligence. Identify the impact of business decisions.

**Main Use Case:** The market economist contacts registry operators for access to bulk whois data. The data is either downloaded in bulk or access to a copy of the data is provided by the registry operators.

**Casual Format Use Case**

**Title:** Use RDS information for Business Intelligence

**Primary Actor:** Market Economist

**Other stakeholders:** Registry Operator, Market Economist, other business analysts.

**Scope:** Interacting with RDS

**Level:** User Task

**Data Elements:** Data elements that help the analyst find patterns are the most useful in the context of this use case. These include Registrant ID, Creation date, Registrar, City and Country, Nameservers, domain status.

**Story:**

A TLD operator decides to accelerate the growth of the zone by giving away domain names free for three months. An economist accesses the bulk whois data to analyse the market-wide effect of the promotion on the industry. The registrant data is made anonymous (names removed and replaced with a number) for this analysis because the analyst is interested in the broad effect of the promo and personal information is not necessary to answer the questions posed. The economist analyzes the data to determine: Did the promotion result in greater registrations numbers in the promo TLD? Did it have a negative impact on growth in other TLDs? Did registrants that regularly register in X TLD move to the promo TLD? Was a particular geographic region more likely to participate in the give-away? How are the free domains being used? Are they active with content? Are they parked? Do they have the same nameservers as similar domains in other TLDs?

**Privacy implications:** For this analysis, the registrant name is converted to a number so the analyst is able to find patterns amongst registrants. The analyst doesn’t have access to the registrants’ real names, addresses, phone numbers, or emails. The analyst only sees a number and the city and country. This information allows the analyst to analyze buying and usage behaviour while still protecting registrant privacy.

**Who has control of and access to the data:** The registry operators have control of the data and provide access to it.

**Conditions under which the data are accessible:** The existing gTLD Whois system imposes constraints on access to the above-noted data. This includes registry operators limiting access to public facing Whois via “speed bumps.” There are several organizations that slowly scrape the Whois for every TLD that publishes Whois data. In this case, however, the registry operator is willingly providing access to anonymous Whois data so they may learn the greater impact of the promotion.