

# Internet of Things and the Unique Identifier System 

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What are we Talking About?


## And What's the Hype About?



## Simple View of IoT Dependencies

Economic/Societal Layer (IoT, Finance, Security...)

Logical Layer (Domain Names, IP Addresses...)

Physical Layer (Undersea cables, Satellite, IXPs...)


## Domain Names

© Remembering names is always easier than remembering number

Sub Domain Name Top Level Domain

http://IoT.icann.org/


Protocol Domain Name

## Security Online

- Cybersecurity is a key term today
- Billions of USD is lost yearly due to cybersecurity attacks


## WHEN DDOS ATTACKS THREATEN BUSINESS OPPORTUNITIES

## Cost per DDoS Attack

DDoS attacks cost small and mid-size businesses an average of $\$ 52,000$ per incident. For large enterprises, an average of $\$ 440,000$ is lost in business and IT spending.

WHEN DDOS ATTACKS THREATEN BUSINESS OPPORTUNITIES
Top Four Long-Term Cost of DDoS Attacks


38\% of businesses believe DDoS attacks damage their company's reputation

29\% report damage to their credit rating
$\mathbf{2 6 \%}$ report an increase in insurance premiums

- © O NSICHI


## Security and the DNS

© Is the DNS secure?

- DNS Spoofing - Diverts Internet traffic away from legitimate servers and towards fake ones
- Man in the Middle - Someone stands in-between you and the entity executing your transaction
$\odot$ Are there solutions?


## DNSSEC

## DNSSEC Demystified


... cont. (DNSSEC Demystified)

... cont. (DNSSEC Demystified)


## Who Should Deploy DNSSEC?

## Registries - registries must sign <br> their zones and roll over their <br> keys as part of routine <br> maintenance

DNS Providers-will need to provide the ability for registrants to sign their domain names and generate the key they will provide to the zone through via their registrar

Hardware vendors-may need to modify routers to accept larger packet sizes through port 53

Browsers - will want to consider modifying the browser interface to indicate the presence of DNSSEC as
they have with https://
(padlock) and EV certs (green
browser bar)
 and ensure that their caching servers are configured for larger response sizes

Registrants - who collect personal and/or financial information will want to generate a key for each of their names and submit to their DNS provider

Source-https://www.neustar.biz/


## And Who is Responsible for the DNS?!

© The Internet Corporation for Assigned Names and Numbers (ICANN)

- ICANN coordinates these unique identifiers across the world
- ICANN promotes competition and develops policy on the Internet's unique identifiers
- ICANN does not control content, it cannot stop spam, and it does not deal with access to the Internet
- Has hub offices in Los Angeles (HQ), Istanbul, and Singapore
$\odot$ Has engagement centers in Montevideo, Washington DC, Brussels, Geneva, Beijing, and Seoul
$\odot$ Website at http://www.icann.org/


## Engage with ICANN



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