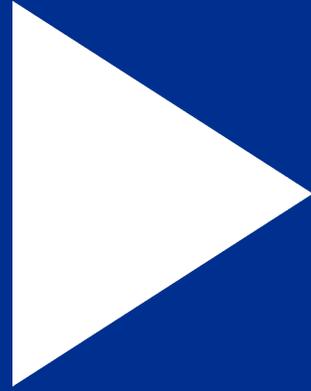


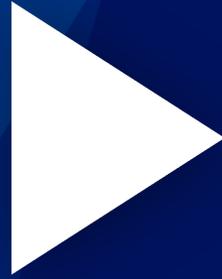
# Referral Program

# Referral Program





**INTRODUCTION**



# INTRODUCTION

## **Purpose of Referral Program**

The referral program allows existing APNIC Members to apply for IP addresses and AS Numbers on behalf of their customers



**UNDERSTAND**



# UNDERSTAND

## **How the Referral Application Works:**

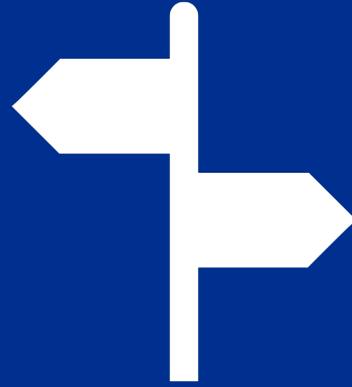
Allows APNIC Members to submit applications for IP addresses (and AS Numbers) on behalf of their downstream customers, streamlining the resource allocation process.

## **Application Form Submission:**

Completed in MyAPNIC, where essential customer details are provided, removing the uncertainty of the process where their customer has no knowledge of how to apply for resources.

## **Authorization Process:**

After submission, customers will be required to authorize the application, ensuring transparency and accountability in the delegation of Internet number resources.



**NAVIGATE**



# NAVIGATE

## Referral Application for Customers:

By navigating to the Referral Application section in MyAPNIC, Members can initiate and track the progress of referral applications for their downstream customers, ensuring efficient resource allocation.

## How?

It's easy! Simply complete the referral application form via MyAPNIC.

**Member Account Settings → Referral Application For Your Customer**

After you have lodged the form, your customers will be asked to authorize the application.



**POLICY**



# POLICY

## **Relevant Policy Criteria**

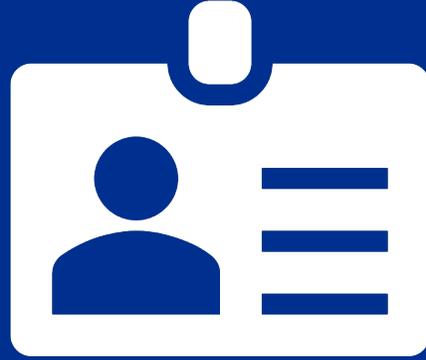
APNIC's policies ensure that requests for Internet number resources align with the established guidelines and criteria for fair and efficient delegation.

## **Requirements for Approval**

Before approval, Members must demonstrate compliance with specific policies related to IP address and AS Number delegations to ensure responsible resource management.

## **Responsibility of Members**

Members bear the responsibility of adhering to APNIC's policies and guidelines when applying for Internet number resources on behalf of their customers, maintaining transparency and accountability throughout the process.



**ACCOUNT  
CREATION**



# ACCOUNT CREATION

## **Process of Creating Customer Accounts**

ISPs can initiate the creation of customer accounts within the APNIC system, designating customers as custodians of the delegated Internet number resources for transparency and accountability.

## **Custodians of Internet number Resources**

Customers become the custodians of the Internet number resources allocated to them, responsible for their proper utilization and compliance with APNIC policies, even if the application was submitted by the ISP on their behalf.

## **Authorization for Application**

Customers are required to authorize the application submitted by ISPs on their behalf, ensuring that they are aware of and consent to the Internet number resource delegation process and the associated responsibilities.



**AUTHORIZED  
CONTACTS**



# AUTHORIZED CONTACTS

## **Adding Authorized Contacts**

Members have the opportunity to add authorized contacts to customer accounts, facilitating future collaboration and support between the Members, customers, and APNIC for efficient resource management.

## **Future Collaboration with APNIC**

Establishing authorized contacts enables seamless communication and coordination with APNIC for any future assistance, queries, or updates related to allocated resources and account management.

## **Benefits for Members and their Customers**

Authorized contacts enhance customer support, streamline communication with APNIC, and foster stronger relationships between ISPs, Customers, and the Regional Internet Registry.



**BENEFITS FOR  
CUSTOMERS**



# BENEFITS FOR CUSTOMERS

**Enhanced Customer Service**

Simplified IP and AS Number acquisition improves customer satisfaction and efficiency.

**Redundancy & Resilience**

High data availability and integrity are key customer needs.

**Outsourcing Trend**

Diminishing self-adoption due to increased outsourcing aligned with business goals.

**Scalability**

Supports diverse installation models across multiple data centres.

**Bridging Technical Gap**

Addresses downstream's lack of understanding and fear of managing portable IPs and BGP.



**BENEFITS FOR  
MEMBERS**



# BENEFITS FOR MEMBERS

## **Streamlined Process**

Members can enhance operational efficiency through the referral application, which streamlines resource allocation and expedites requests.

## **Customer Value**

This approach strengthens customer relationships by optimizing resource allocation processes.

## **Cost Efficiency**

Provides a cost-effective alternative to leasing and market transfers for IPv4 addresses.

## **Scalability**

Enables Members to scale by redeploying existing IPv4 space, attracting new customers.

## **Limited Availability**

With the decreasing availability of IPv4, this is a limited-time opportunity.

## **Promotion of IPv6**

The situation presents a chance to promote IPv6 to customers, expanding opportunities beyond IPv4 exhaustion.



**SUPPORT**



helpdesk@apnic.net

# SUPPORT

## **Guidance for Members**

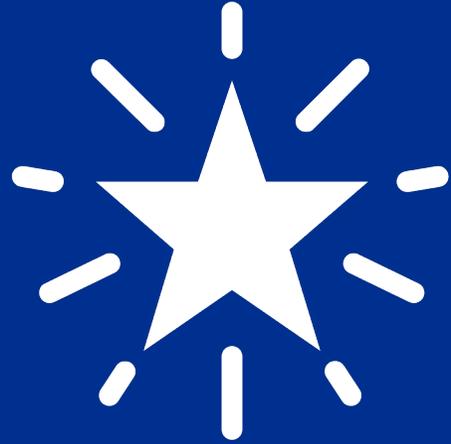
APNIC offers comprehensive guidance and support to Members participating in the referral program, assisting with the application processes, policy compliance, and resource management to ensure successful outcomes.

## **Assistance with Applications**

Members can access dedicated support channels within APNIC for assistance with referral applications, policy queries, and any technical aspects related to the resource delegation processes.

## **Support from APNIC**

APNIC provides ongoing support to Members throughout the referral process, addressing inquiries, resolving issues, and offering expertise to facilitate smooth and efficient resource delegation for customers.



**SUCCESS**



# SUCCESS

Since **2014**, more than **170** Members have  
used the referral application to sign-up over

**325+** of their customers!



**IMPACT**



# IMPACT

## **Impact on Resources Allocation**

The referral program optimizes resource allocation processes, ensuring efficient distribution of IP addresses and AS numbers to meet the growing demands of customers while maintaining compliance with policy criteria and guidelines.

## **Relationship Building with Customers**

Through streamlined resource allocation and enhanced service delivery, Members can strengthen their relationships with customers, foster trust, and drive long-term loyalty and satisfaction, creating a competitive edge.

## **Long-Term Benefits**

The long-term benefits of the referral program include sustainable resource management, improved customer retention, and strategic partnerships with APNIC, positioning Members for continued growth and success in the digital landscape.



**OPPORTUNITY**



# OPPORTUNITY

## **Expanding Referral Program:**

Exploring opportunities for expanding the referral program to reach more Members and customers, enhancing the accessibility and impact of the program for a broader network community.

## **Potential Enhancements:**

Identifying areas for potential enhancements in the referral program, such as streamlined processes, enhanced support services, and advanced collaboration tools to further optimize resource allocation.

## **Collaborative Efforts:**

Encouraging collaborative efforts between Members, Customers, and APNIC to drive innovation, improve service delivery, and create a mutually beneficial ecosystem for sustainable resource management and growth.



**CONCLUSION**



# CONCLUSION

The referral program offers benefits, efficient processes, and improved resource allocation. It's crucial for enhanced service delivery and operational efficiency.

## **Encouragement for Members:**

Members are encouraged to actively engage with the referral program. Leverage its benefits for customer service and resource management. Explore growth and collaboration opportunities within the network community.

## **Next Steps for Implementation:**

Integrate the referral program into operations.  
Establish partnerships with customers and APNIC.  
Drive positive outcomes through proactive engagement and utilization of the program.



[apnic.net/referral](https://apnic.net/referral)



[apnic.net/referral](https://apnic.net/referral)

Got any questions?