REFERENCE MATERIAL BOARD SUBMISSION NO. 2013.07.17.1d

TITLE: CRM Implementation Project for New gTLD

Current Environment and Recent Developments

The New gTLD Program has utilized the TAS (TLD Application System) to manage the
processing and evaluation of New gTLD Applications. TAS is difficult, time-consuming and
costly to maintain, and was not implemented to support Program processing beyond Initial
Evaluation.

Earlier this year, a migration path off of TAS was identified by the New gTLD Program team
working in conjunction with the IT Department. The Salesforce.com system was selected as
the operational platform of choice. Salesforce.com includes standard Customer Relationship
Management (CRM) capabilities as well as offers a flexible, configurable platform to manage
a variety of other operational activities. ICANN executives met with multiple
implementation firms and considered several proposals before selecting one to perform the
design and implementation work for the pilot CRM implementation of Salesforce.com.

This platform was deployed in a pilot mode in April 2013, replacing the SugarCRM system
as the CRM system for New gTLD customer support. Key applicant contact and application
data was migrated from TAS into Salesforce.com. This platform has been in use for over two
months with minimal issues.

The success of the pilot has provided the New gTLD program team with additional
confidence that the Salesforce.com system is a viable, robust platform that is appropriate to
be used not only for standard customer service, but also in support of other New gTLD
Program operational activities. As the contractor had already developed an understanding of

ICANN operations and the New gTLD Program in particular, it was retained to perform the system design work for New gTLD Program operational capabilities. This design work was successfully completed and that team is now prepared to proceed with the implementation activities necessary for a deployment of enhanced New gTLD Program operational capabilities on the Salesforce.com platform.

The ICANN IT department has also started to work with multiple other vendors to deliver implementation work for upcoming projects on the Salesforce.com platform. These new vendors will take time to become familiar with ICANN operations and the unique business requirements of our organization. The intention is to build working relationships with multiple vendors supporting the Salesforce.com platform to achieve the optimal mix of skills, expertise and cost-effective service delivery.

Attachments:

- Ernst & Young Statement of Work: ICANN CRM Implementation Project which sets out the basis for the cost estimates.

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