

Public Private Partnerships

London Action Plan
8 October 2009



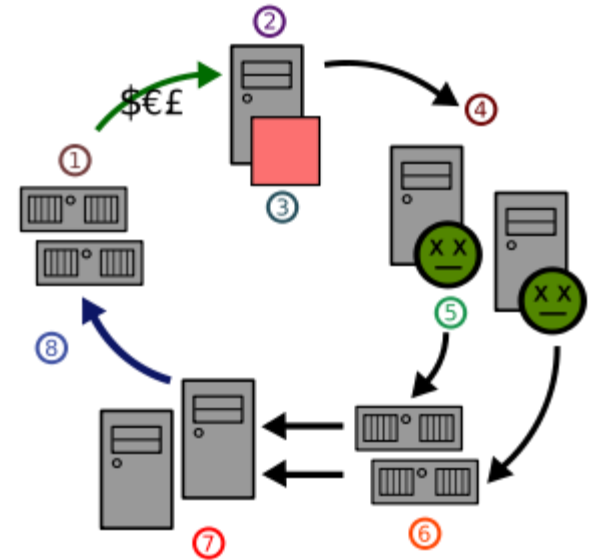
What am I talking about?

- **PPP example: Dutch botnet project**

- Information between ISP's (pro active search for contamination, share best practices and experiences in the field of abuse process)
- Handle contaminations (abuse desks, quarantine, consumer assistance incl. bringing online again)

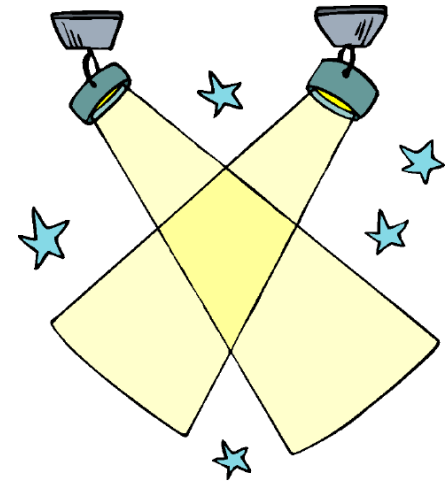
- **PPP experiences: very well possible**

(I'll tell you how it happened for us)



First you may ask yourself: “What’s in it for them?”

- Set the example (especially the major ISP’s)
- Socially responsible entrepreneurship
- Protection of consumer may mean appeal to consumers
- Awareness: this can’t go on for too long
- Action beats passivity
- Exposure: show you care



Then: “How is this thing going to move forwards?”

(or, how to make ISPs feel comfortable on cooperation with the authorities...)

Starting point: individual talks with possible participants

- On their own turf: safe environment
- Prove OPTA’s good intentions
- Explain plans, no hidden agenda
- Take away image of authoritative authority
- Ongoing effort Feb 2008 – Dec 2008
- Skip this and you may as well renounce your plans



OPTA: “we are no wolf in sheep’s clothing”

So, let's move on....

- **From Dec 2008, parties inclined to discuss in a plenary setting**
- **Still not smoothly:**
 - Mutual hesitance to cooperate; in the end it is still a competitor. What am I giving away?
 - Distrust towards OPTA; what do these guys aim for? Is that what we want?
- **Key factors: weigh your words, settle for less, mutual confidence, share images, words, history etc.**



....and on

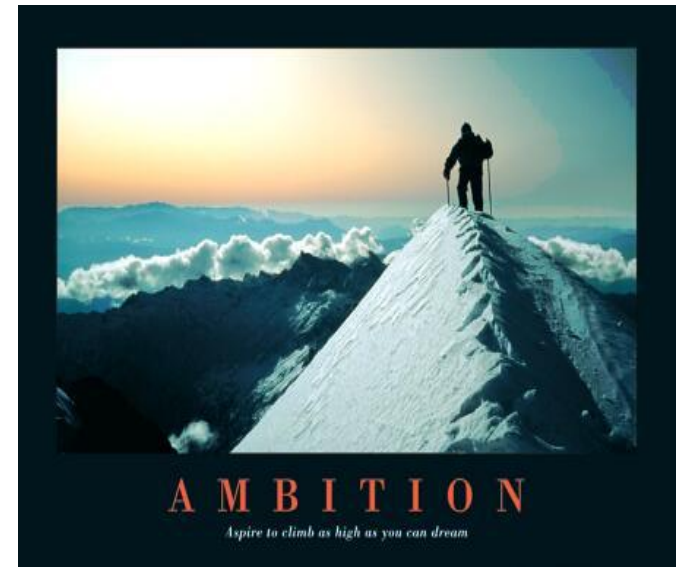
- **Then, one day after several meetings: a breakthrough!!**
- **How? We don't exactly know, but it surely helped that one of the participants with a lead presented their successes.**
- **From then on the process kept itself going with OPTA as keeper of the process and facilitator.**



What are you aiming for?

OPTA's ambition:

- ISP's use quarantine and offer customers a way out of quarantine
- Share knowledge on infected customers, technical know how and procedural challenges
- Start with 4-5 major participants and create a basis for exposure of the project
- High management level for commitment



Aren't we ready yet?

- **Ambitions mostly met:**
 - CEO commitment
 - 14 parties, several on their own initiative
 - Exposure less than expected
- **The covenant is a starting point:**
 - Evaluate to what extent it works
 - How to identify a contamination?
- **Long term: expand the Dutch approach with state of the art botnet detection tools**



So, what did we see?

PPP's: not easy, but very well feasible

- Good process management
- Don't overdo it; temper expectations
- Strategic discussions
- Be transparent
- Find a strategic partner in the group



OPTA is very pleased with this result, realized thanks to the voluntarily and enthusiastically cooperation of market parties. This PPP is the first of its kind in the world and a start for new opportunities!

perguntas?

вопросы?

kyseen?

質問か。

سؤال

問題?

vragen?

שאלתה

ερωτήσεις;

questions?

frågor

domande?

¿preguntas?

Fragen?

