

# PeeringDB Strategic Plan 2017-2018

## PeeringDB Mission Statement

PeeringDB, a nonprofit member-based organization, facilitates the exchange of user maintained interconnection related information, primarily for Peering Coordinators and Internet Exchange, Facility, and Network Operators.

## PeeringDB Strategic Direction (2017 – 2018)

*Based on the guidance provided by the Board, PeeringDB performs its mission in accordance with the following goals and principles:*

- A. Ensure reliability, security and support of PeeringDB services
- B. Maintain, develop, and enhance functionality of PeeringDB services as sought by the users and supported by the membership and community
- C. Educate the community on effective use of PeeringDB
- D. Educate the community on interconnection
- E. Evangelize use of PeeringDB
- F. Encourage support of PeeringDB via sponsorship
- G. Build a reserve of 2 years of operational funds for the long-term stability of the organization
- H. Strengthen relationships with operator and peering forums, and other related databases, to work cooperatively on interconnection topics
- I. Legal review of liabilities, and insurance (D&O)
- J. Succession planning

## 2017 Organizational Objectives

- A. Obtain contracts for all supporting service providers
- B. Ensure supporting services are always available
- C. Ensure regular backups for all services
- D. Ensure security for private user data
- E. Conduct redundancy and restoration test bi-annually
- F. Support the Admin Committee to ensure user expectations are met
- G. Manage contractor for maintenance, minor development and basic support for underlying PeeringDB platform
- H. Support the Product Committee for major development and feature enhancements to ensure user expectations are met
- I. Provide education material in the form of a quick start guide, embedded online assistance, webinars and tutorials
- J. Participate in peering discussions globally where possible
- K. Expand social media presence as new material is created
- L. Survey the existing sponsors
- M. Write and implement surplus plan
- N. Present at major conferences where possible
- O. Conduct one election in April each year
- P. Conduct one member meeting in April each year
- Q. Engage council for annual review of liabilities and insurance
- R. Write succession plan