

Problem:

Internet Industry is growing at a fast pace, Today there are more than worldwide 1200 million internet users (Indian Internet users are 40 million), a number which increases geometrically, as a direct result of the multiplication of the huge offer of services and products online.

It is now much more important to be able to physically locate our customer or visitor to be able to do effective geo-targeting, comply with localized legislation, eliminate business risk/fraud or maximize profit per client - visit. India Being the front runner in IT industry does not have a central body to publish the database of the IP addresses used by Indian Internet services providers (ISP). Each time the IP address is allocated to the Company/ ISP/ Provider, a data sheet is maintained by IP address block owner in the form of hard copy of network Diagram/ IP allocation Diagram, but it is not updated back into a central system from where it can be shared with others to use this database in various form to get accuracy in targeting the customer.

Solution:

One central body should maintain the List of all IP addresses in India. The details of the IP address to be maintained are

- 1> IP Address
- 2> Name of ISP
- 3> Name of the Organization allocated IP
- 4> State where IP is allocated
- 5> City where IP is allocated
- 6> Address of Organization
- 7> Latitude and Longitude of Organization
- 8> Contact details of the Owner (Restricted access to avoid spam)
- 9> Information provided by
- 10> Last Updated on
- 11> Last Updated by
- 12> Created on
- 13> Created By

A Central Repository System which will maintain the database. The details will be collected and entered into the system in two phases

Phase 1: All ISP to submit this above information in Soft copy (XL) to the central body to update the information to start the Process. Govt. to make it mandatory to all ISP to furnish these details.

Phase 2: All new allocations of IP address by the ISP's to be documented and updated online in a system. Any changes in allocation will also be notified in to the system.

Benefits:

This database will be used in various ways like.

- 1> Small business, local business internet advertising giving the internet media industry a great high and actually delivering what it promises, Targeting.

- 2> Detecting Frauds for e-commerce transactions
- 3> Targeting Communication to users
- 4> Content Switching based on Geo Location
- 5> Conditional Access to content
- 6> Compliance with state Tax and Legal laws
- 7> Location of Cyber-Crime in Real Time, equip law enforcing departments with IP Locators.
- 8> Restrict the IP of the User, if found not compiling with the Law of the land
- 9> Inform the Owner of the IP about the Spam / System Compromise directly rather than escalating it to ISP.