

Session 4B

Self Certification of EAI

“Self-certification may look like a small vision but there cannot be a greater decision <...> to trust the honesty of the 1.25 billion people of the country....”

Nitin Walia

Vice-Chair UASG – Director Data Xgen Technologies

Session Overview

Email Address Internationalization (EAI) Overview

Introduction to the EAI Self Certification

- Why are we doing this
- What to do and how to do it
- Samples of the guide
- What UASG will do

Opinion from

- Vadim Mikhailov, Coordination Center .RU/.PΦ
- Harsha Wijayawardhana, Theekshana
- Marvin Woo, Coremail (remotely)
- Arnt Gulbrandsen, ICANN (remotely)

Questions and Answers (Q&A)

Story of Billions

Close your eyes for a moment and picture a street in rural Rajasthan, where lived a young woman named Naamya. Naamya wanted to be a doctor, to help sick people, and to make her family proud. To become a Doctor, **first barrier she faced is of language** , as she don't know English. This is similar story faced by over 94% of the world's population does not speak English as their first language.

EAI Self Certification: Why we are doing this

- Internationalized email isn't backward-compatible to legacy email, so there is a supply/demand market problem:
 - * Customers who want it don't know which products and services support it
 - * Products and services which support it aren't visible to potential customers
- Self-certification gives customers a consistent way to compare products, services and system providers to each other
- Self-certification gives motivated developers and service providers the ability to compete with other offerings
- The result is the creation of a market for UA-ready email services and tools
 - * IT and procurement managers can use these scores to quantify the EAI level they are willing to buy

Review: Internationalized Email Addresses

Left to Right (LTR) Scripts

Username Domain TLD

↓ ↓ ↓

user@example.app

Right to Left (RTL) Scripts

TLD Domain Username

↓ ↓ ↓

app.مثال @المستخدم

Examples of (imaginary) email addresses supported by UA-ready email systems:

mark@outlook.com | नितिन@एक्सजेनप्लस.भारत | 支持@电邮.在线

دادہ@الدعم | امارات | สันติสุข@ดาด้าเมล.ไทย | ಬೆಂಬಲ@ಡೇಟಾಮೇಲ್.ಭಾರತ

What to do and how to do it (1)

1. Get the Guide from UASG.tech
2. Choose the features, components or services you want to certify
3. Build your tests
4. Populate your test scores into the scoring tool
5. Submit your scores to UASG.tech for publication
6. Get your Logo and add it to your site and marketing materials!

Visit: <https://uasg.tech/eai-certification/>

Defining EAI-Readiness Levels

The self certification guide provides Silver, Gold, and Platinum scores for individual attributes. These scores replace the old Level 1 and Level 2 concepts.

| Level | Functionality |
|-----------------|---|
| Platinum | <ol style="list-style-type: none">1. Meets all Gold requirements +2. Supports all UASG Best Practices guidelines3. Hosting functionality for internationalized mailboxes is enabled by default [to the user and administrator]4. May also includes “aspirational” extra features which improve user experience, also listed below5. Documentation clearly explains how to set up, use and administer Platinum-level features6. All integrated tools or utilities should be UA-ready and EAI-enabled as well |
| Gold | <ol style="list-style-type: none">1. Meets all Silver requirements +2. Hosting functionality for internationalized mailboxes is available but not enabled by default3. Marketing materials and public messaging promote globally inclusive email systems and features4. Documentation clearly explains how to set up and use Gold-level features5. Functionality which processes email addresses rather than messages, for example address books, can create and store Unicode email addresses |
| Silver | <ol style="list-style-type: none">1. Enables its users to process email messages from EAI mailboxes but does not host such mailboxes2. Functionality which processes email addresses rather than messages, for example address books, need not create or store Unicode email addresses |

EAI Self-Certification Program Guide

Table of Contents

| | |
|---|-----------|
| Introduction | 2 |
| EAI Readiness Levels | 3 |
| Ratings of systems based on ratings of components | 4 |
| Self-Certification Evaluation Criteria | 5 |
| Email System Components | 5 |
| 1) EAI-Ready Mail User Agent (MUA) and EAI-Ready Webmail clients | 5 |
| 2) EAI-Ready Mail User Agent (MUA) and EAI-Ready Webmail clients which support IMAP | 13 |
| 3) EAI-Ready Mail User Agent (MUA) and EAI-Ready Webmail clients which support POP | 16 |
| 4) EAI-Mail Submission Agent (MSA) | 18 |
| 5) Mail Transfer Agent (MTA) | 24 |
| 6) Mail Delivery Agent (MDA) | 28 |
| 7) Mail Delivery Agent (MDA) which supports IMAP | 30 |
| 8) Mail Delivery Agent (MDA) which supports POP | 34 |
| 9) Mail Service Provider (MSP) | 36 |
| 10) Email Utilities and Tools | 38 |
| User Documentation and Communication | 42 |
| 11) EAI communication and messaging | 42 |
| References and UASG Guidelines | 44 |
| Definitions and Glossary | 45 |
| Appendix: Self-Certification Process | 48 |

What UASG will do

- Distribute the guide and scoring tool on uasg.tech
- Provide technical support for the guide and testing process
- Answer questions about the testing process
- Post results on uasg.tech
- Provide Level Logo
- Case Study

What UASG will not do

- will not write and/or run your test
- will not audit your results
- will not provide financial support for the testing

Early Adopter



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www.xgenplus.com

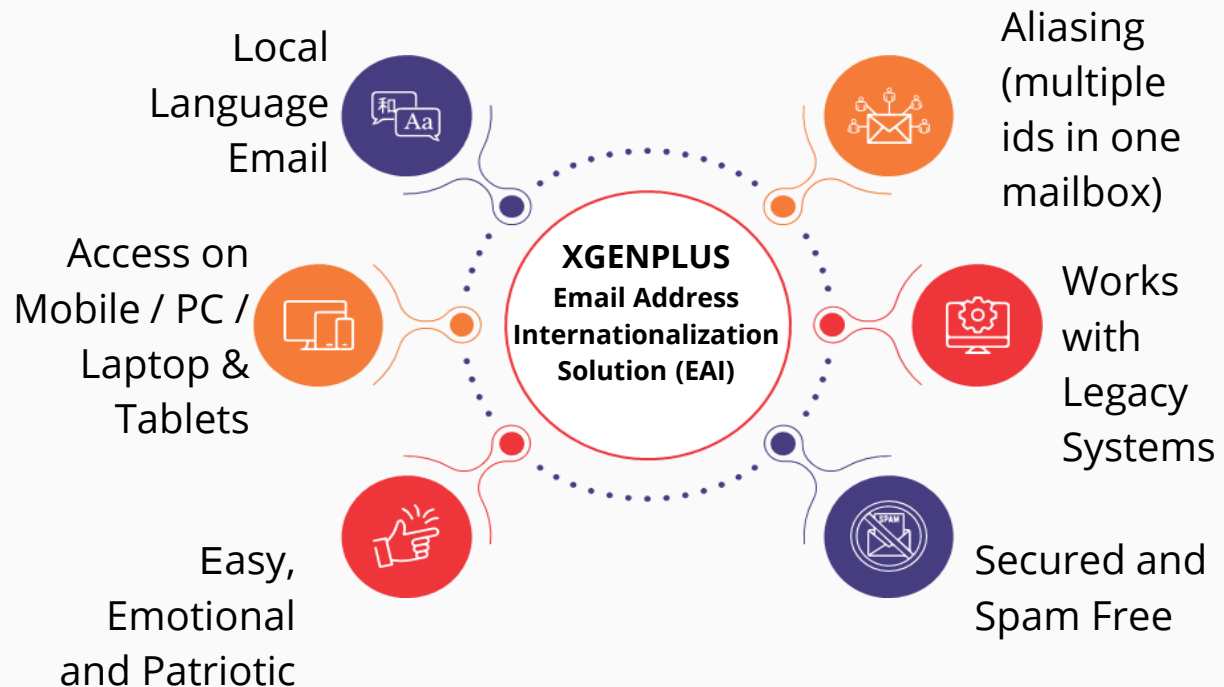
एक्सजेनप्लस
.भारत



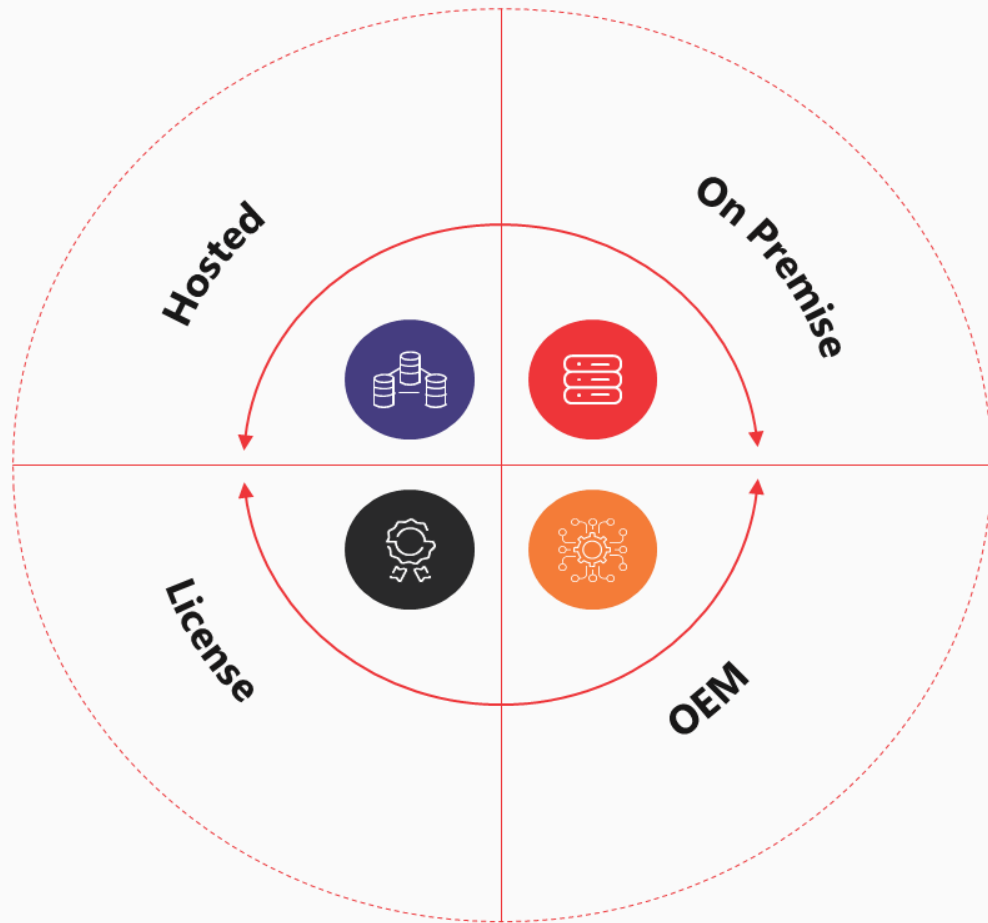
Email Address in Preferred Language

Also Known as Email Address Internationalization (EAI)

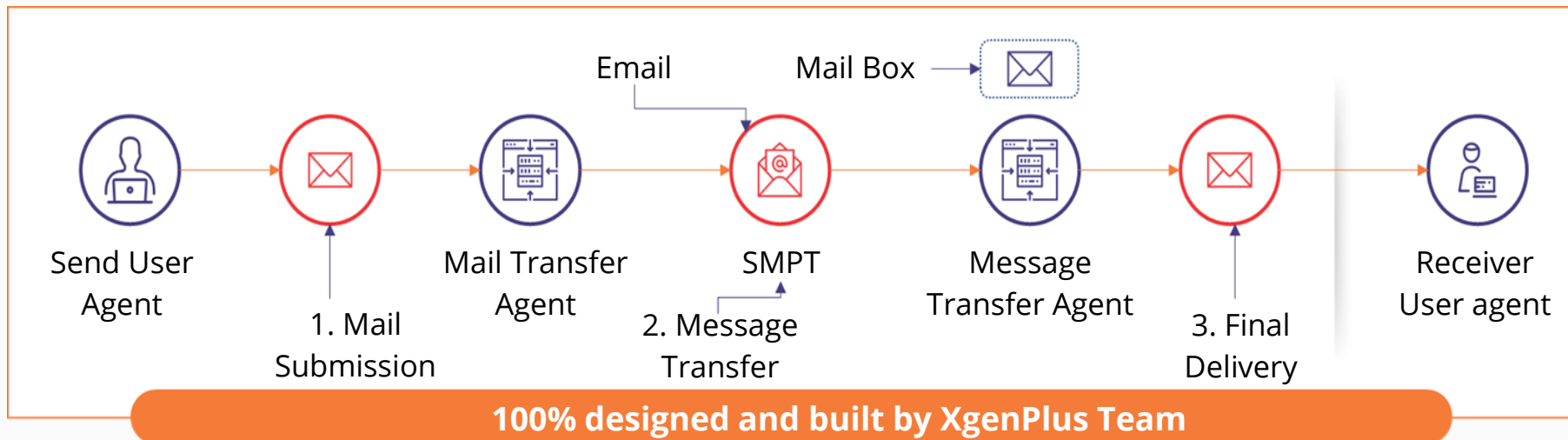
We have identified area/ need and designed & developed the World's First Email Solution known as XgenPlus to provide mailbox in users preferred language completely EAI ready.



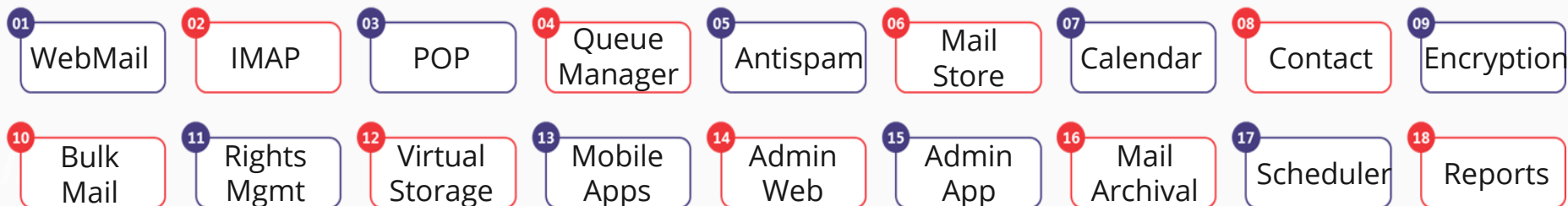
Way of Availability



XgenPlus Components and IP



Few Server Components listed below:



**EAI Ready
Native Mobile Apps**



OS & DB



**EAI Ready
Antispam**



Ratings of Application based on ratings of components

| Email System Components | No's of Test Done | No's of Test Passed |
|--|-------------------|---------------------|
| EAI-Ready Mail User Agent (MUA) and EAI-Ready Webmail clients | 38 | 37 |
| EAI-Ready Mail User Agent (MUA) and EAI-Ready Webmail clients which support IMAP | 21 | 21 |
| EAI-Ready Mail User Agent (MUA) and EAI-Ready Webmail clients which support POP | 12 | 12 |
| EAI-Mail Submission Agent (MSA) | 21 | 21 |
| Mail Transfer Agent (MTA) | 17 | 17 |
| Mail Delivery Agent (MDA) | 8 | 8 |
| Mail Delivery Agent (MDA) which supports IMAP | 22 | 22 |
| Mail Delivery Agent (MDA) which supports POP | 9 | 9 |
| Mail Service Provider (MSP) | 12 | 12 |

Aspirational Features



| Feature | XgenPlus |
|----------------------------|----------|
| IDN Hosting | Yes |
| EAI Support | Yes |
| On Premise | Yes |
| White Labeling | Yes |
| OEM Bundling | Yes |
| Downgrading | Yes |
| Own IDN Supported Antispam | Yes |
| EAI Supported Mailing List | Yes |

IDN – Internationalized Domain Name (Term used for Non- ASCII / Linguistic domain name)

EAI – Email Address Internalization (Term used for Non-ASCII / Linguistic Email address)



EAI Success Stories



The Government of Rajasthan, through RajMail project, has provided all its 20 Million citizens with a free EAI email address in language of their choice (Hindi & English)

[https:// मेल.राजस्थान.भारत](https://मेल.राजस्थान.भारत)



National Internet Exchange of India (NIXI), A country code top-level domain (ccTLD) Registry of India providing Free Email ID with every IDN booked in all 22 official language of India



[https:// मेल.पता.भारत](https://मेल.पता.भारत)

Launched By Honorable Prime Minister Shri. Narendra Modi in India



The Government of Karnataka Accomplished Email on IDN Domain in Local Kannada Language

<https://ಮೇಲ್.ಕರ್ನಾಟಕ.ಭಾರತ>

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