

HOW DID WE GET HERE?



TODAY, IT IS A COMPLEX TECHNICAL & MANAGEMENT CHALLENGE.

IT IS A STRATEGIC OPPORTUNITY TO DIFFERENTIATE.

OVERSEEING DOMAINS USED TO BE SIMPLE.

UNADDRESSED, IT IS A COMPLIANCE RISK.

How many How many How many Questions domains registrars Name Servers do we own? do we use? are in use? IT sets up IT selects a registrar. The start of the a Name Server (NS) At this time, commercial Internet. 1990 - 1998 & start to learn about Network Solutions, C-Level light bulb the DNS and zone is the only option. registers a domain. files.

between the business & IT manager. No process is needed.

1 name server

C-Level & IT

initiatives expand & corporations register new domains.

100s of domains

company.com | .net | .org

1999 - 2005

2006 - 2016

The Internet

explodes. Digital

1 domain

company.com

registrars.

Handful of
Registrars

emerge. IT turnover &

rogue employee

registrations add new

1 Registrar

Various Name Servers

Increase in NS from

use of default

registrars' NS.

Investment in DIY

DNS infrastructure.

controls are nonexistent.

Executives,
Product,

Internal stakeholders

in domains grow.

Change management

Who decides

and who

manages?

Simple interaction

product.com | .net | .org

.ca|.co.uk|.de|.fr|.cn| .com.br|.com.au|etc.

campaign.com | .net | .org

ted Read Tocredited

IP and IT.

Marketing, Brand,

brand protection inflate portfolios.

100s to 1,000s of

domains

Portfolios bloat as stakeholders

across the business claim domain positions.

Digital

Acquisitions and

Many Registrars

Acquisitions

add new registrars.

Registrar accounts

become orphaned

and or lost.

Too Many NS

Too many points of

control result in

< 50% of zones

resolving correctly.

Lack of business intelligence.

Executives, Brand, IP, IT, IS, Digital, Product, Marketing, Digital

Operations, Finance &

Administration ...

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Stakeholders in all

departments. Weak

processes.

Unclear ownership.

If this is you,

then you have a ...

STRATEGIC OPPORTUNITY

Compliance

RISK

7

COMPLIANCE & BUSINESS RISK

Management has not

Prioritized to resolve

THEY THERE IS THERE IS A LACK DO NOT RESISTANCE OF FUNCTIONAL **UNDERSTAND DUE TO ACCOUNTABILITY COMPLEXITY &** & DECISION OPPORTUNIT **UNCERTAINT OWNERSHIP CORPORATE DOMAIN MANAGEMENT SOLUTIONS. TOP 10 REASONS TO PRIORITIZE:**

Business
Intelligence data

Digital ldentity optimization

Change Management Workflow control Workflow control record keeping



INTELLIGENCE DATA FOR

TEAMS & LEADERSHIP TO

FACILITATE GOOD

DECISION MAKING.

Free Domain
Portfolio
AUDIT

CONTROLS & AUDIT

CAPABILITIES TO

SECURE AND CONTROL

YOUR PORTFOLIO.

Contact US Today

Inaction is a BUSINESS COMPLIANCE RISK

ALL ENTERPRISE

STAKEHOLDERS

FROM LEGAL & IT - TO

DIGITAL, MARKETERS &

FINANCE.