

Authentic Web is a platform and service company addressing the needs of enterprises to deploy, innovate on and scale brand registry ecosystems and optimize domain portfolio management.

Enterprise Problems

Managing corporate domain portfolios is complex, time-consuming and costly. It is now orders of magnitude more complex with the addition of 100s of new top level domains and due to the unique attributes, capabilities and use case opportunities of proprietary brand registries.

Domains are a pain. Enterprise stakeholders struggle with broken processes and legacy systems, designed for a legacy environment that limits the ability of teams to innovate and manage new TLD complexity.

- Lack of domain portfolio visibility prevents good decision-making.
- New domain approval process controls and visibility are lacking.
- Domain renewal and management processes are inefficient.
- Domain portfolio management costs are high and increasing.
- Domain portfolios often span multiple registrars.
- Existing domain systems are complicated and intimidating.
- Business leaders require new policies, procedures and strategic approaches to manage brand identities in the new TLD era.
- Disruptive brand registry capabilities are not well understood.

Our Difference

- A next generation domain management platform designed for the new TLD era.
- An innovation mission to connect domain management with online engagement and service delivery.
- Easy-to-use enterprise interface to empower operating entities, departments and their teams to execute programs.
- Use case automation to reduce complexity, error rate and total cost of registry and domain portfolio ownership.
- Integration 'on demand' with third party technologies: Internal and External.
- Role-based permissions, workflow ease and control for managers, directors, executives and IT.
- We are a team with deep industry experience in domain, web, digital marketing and service delivery.

CONTROL • VISIBILITY • AUTOMATION • SIMPLICITY • EXTENSIBLE

Authentic Web systems and services are designed for innovation in the new TLD era.

"Authentic Web provides CBC/Radio-Canada with an intuitive, cost effective, business focused domain management platform that enables efficient management of our web domain portfolio."

Soo Kim, Senior Director, Digital Operations, **The Canadian Broadcasting Corporation**