

## SECURITY AND COMPLIANCE:

# The Killer App for Brand Registries

The business case for acquiring a Brand Registry eludes some digital leaders; unsure of the value it can deliver. This is due to a lack of understanding and vision to see it as a trust platform to create brand-authentic, digital engagement. These leaders risk falling behind as the more innovation minded brand teams migrate digital engagement to their trusted, and authentic spaces. Examples include; [global.canon](#) and [home.kpmg](#). Another often talked about but not well-articulated opportunity is the digital security and compliance benefit.

Brand Registries offer data network security and compliance benefits.

The Brand Registry can power effective data network security by automating best practice DNS and TLS security policies across growing network architectures. Internal and external networked applications are expanding the digital attack surface. Network and endpoint connections are increasingly vulnerable to compromise. Building and maintaining effective security and compliance is difficult, expensive, and depends on people who struggle with legacy system silos and manual controls.

A Brand Registry is controlled by the enterprise, end-to-end. Security policies can be fully automated and governed to ensure every endpoint connection is authenticated and all data-in-motion is encrypted. Endpoints can be monitored for policy compliance and remediated. In the new “cloudified” world, enterprise data-in-motion is at risk and identity access controls are required. Furthermore, regulatory regimes like GDPR are placing new demands on digital infrastructure teams.

A Brand Registry has powerful network security capabilities as a trusted, safe space to access and move data. Paired with control system automation, the Brand Registry can transform security and compliance. Digital leaders need look no further for a more compelling business case contributor to the Brand Registry.

**Security and compliance may just be the killer app for the Brand Registry business case.**

*Protect your company data and keep customers safe.*

### BRAND TLD USAGE WATCH



<sup>1</sup> Percentage increases reflect growth Jan. 1 to Sept. 30, 2019  
Source: [makeway.world](#)

### BRAND TLD INNOVATORS



[100.aig](#)  
Celebratory brand microsite.



[tapup.shell](#)  
Promo site for mobile fuelling



[tech.hsbc](#)  
Direct link to blog site featuring content subject



[in.canon](#)  
Regional prefix sites for India, Malaysia and Vietnam



[home.kpmg](#)  
Global professional services brand transitions home page to .kpmg

### ENTERPRISE RESOURCES

#### ARTICLES

[A Complete Guide to Defending the DNS](#)  
[What is DNSSEC?](#)

#### VIDEO

[External DNS Security Threats: An Enterprise Solution](#)

#### WHITEPAPERS

[9 TLS and DNS Risks to Enterprise Security and Compliance](#)  
[The SSL Certificate Imperative](#)

SEE THE LATEST BRAND TLD INNOVATION EXAMPLES.  
VISIT: [BRANDTLD.NEWS](#)



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