

**Authentic Web Inc.** is a domain management platform for the New TLD Era. It's easy to use and designed for all enterprise stakeholders from IP, IT, Digital, Finance and Operations to business leaders. We equip the enterprise with domain automation to optimize and innovate digital brands. We empower brand teams to outcompete.

Authentic Web empowers enterprise with digital brand visibility, domain automation, security and control.

**CONTROL**

Enterprise Security  
Change Management Compliance

- ✓ Enterprise level security access controls. (IP Whitelist, Multi-factor, Single Sign On)
- ✓ User role-based permission and change management workflow control
- ✓ Compliance Audit Function: Every action in the system is logged for IT General Controls
- ✓ Financial: Automated cost allocations to measure and manage budgets.

**VISIBILITY**

Business Intelligence  
Strategic Competitive Advantage

- ✓ Portfolio Data Visibility: Domains owned, status, assignment and management
- ✓ Data Visibility: Capture and presentation of DNS query volume by domain and rollups
- ✓ Domain Health: Presentation of all setting status. ID errors and use tools to optimize
- ✓ Business Intelligence for teams to make good digital marketing and IT decisions

**AUTOMATION**

Operational and Cost Efficiency  
Efficiency Competitive Advantage

- ✓ Workflow Control: Automation to drive operational efficiency and reduction of error rates
- ✓ Provisioning Automation: Configuration for digital movers to operate without burdening IT
- ✓ Usage and connectivity to automatically measure, present and improve digital performance
- ✓ Control Hub API structure to connect third party systems to gain efficiency

**What Customers are saying about us!**

*"Authentic Web provides CBC/Radio-Canada with an intuitive, cost effective, business focused domain platform that enables efficient management of our domain portfolio from registration to DNS mapping through cost attribution and everything in between."*



*"After reviewing several domain management services Authentic Web stood out from the crowd. They solved our technical challenges, eased our IT overhead and reduced complexity around managing and purchasing domains bringing order to our domain portfolio freeing us to move forward and focus on domain strategy."*



**ENTERPRISE PRIORITIES**

- STRATEGIC
- COST REDUCTION
- OPERATING EFFICIENCY
- COMPLIANCE/REGULATORY

**AUTHENTIC WEB OFFERS**

- INNOVATION • ADVANTAGE
- REDUCE TCO BY 30-50%
- PERFORMANCE • SCALABILITY
- SECURITY • ITGC/AUDIT

**Empowering Brand Teams to Outcompete**

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