

# CORPORATE DOMAIN MANAGEMENT JOURNEY

HOW DID WE GET HERE?



OVERSEEING DOMAINS USED TO BE SIMPLE. TODAY, IT IS A COMPLEX TECHNICAL & MANAGEMENT CHALLENGE.

IT IS A **STRATEGIC OPPORTUNITY** TO DIFFERENTIATE. UNADDRESSED, IT IS A **COMPLIANCE RISK**.

**Questions**

- How many domains do we own?
- How many registrars do we use?
- How many Name Servers are in use?
- Who decides and who manages?

**1990 - 1998**

- The start of the commercial internet. C-Level light bulb registers a domain.
- IT selects a registrar. At this time, Network Solutions, is the only option.
- IT sets up a Name Server (NS) & start to learn about the DNS and zone files.
- Simple interaction between the business & IT manager. No process is needed.

1 domain: company.com  
1 Registrar: ICANN  
1 name server  
C-Level & IT

**1999 - 2005**

- The Internet explodes. Digital initiatives expand & corporations register new domains.
- New registrars emerge. IT turnover & rogue employee registrations add new registrars.
- Increase in NS from use of default registrars' NS. Investment in DIY DNS infrastructure.
- Internal stakeholders in domains grow. Change management controls are non-existent.

100s of domains: company.com | .net | .org, product.com | .net | .org, campaign.com | .net | .org, .ca | .co.uk | .de | .fr | .cn | .com.br | .com.au | etc.  
Handful of Registrars: ICANN  
Various Name Servers  
Executives, Product, Marketing, Brand, IP and IT.

**2006 - 2016**

- Digital initiatives accelerate. Acquisitions and brand protection inflate portfolios.
- Acquisitions add new registrars. Registrar become orphaned and or lost.
- Too many points of control result in < 50% of zones resolving correctly.
- Stakeholders in all departments. Weak processes. Unclear ownership. Lack of business intelligence.

100s to 1,000s of domains: Portfolios bloat as stakeholders across the business claim domain positions.  
Many Registrars: ICANN  
Too Many NS  
Executives, Brand, IP, IT, IS, Digital, Product, Marketing, Digital Operations, Finance & Administration ...

If this is you, then you have a ... **Compliance RISK** Management has not Prioritized to resolve

- THEY DO NOT UNDERSTAND THE RISK OR OPPORTUNITY
- THERE IS RESISTANCE DUE TO COMPLEXITY & UNCERTAINTY
- THERE IS A LACK OF FUNCTIONAL ACCOUNTABILITY & DECISION OWNERSHIP

## CORPORATE DOMAIN MANAGEMENT SOLUTIONS. TOP 10 REASONS TO PRIORITIZE:

<p><b>STRATEGIC OPPORTUNITY</b></p> <ul style="list-style-type: none"> <li>Business Intelligence data</li> <li>Digital Identity optimization</li> <li>Business Agility</li> <li>Operating Efficiency</li> <li>Competitive Advantage</li> </ul>	<p><b>COMPLIANCE &amp; BUSINESS RISK</b></p> <ul style="list-style-type: none"> <li>Change Management workflow control</li> <li>Audit History record keeping</li> <li>Centralized Data visibility &amp; oversight</li> <li>Security Access control</li> <li>Enterprise Infrastructure &amp; SLA</li> </ul>
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AUTHENTIC WEB TECHNOLOGY AND SERVICES ARE DESIGNED TO SOLVE THESE ENTERPRISE CHALLENGES:

- GAIN CHANGE MANAGEMENT CONTROLS & AUDIT CAPABILITIES TO SECURE AND CONTROL YOUR PORTFOLIO.
- ACCESS BUSINESS INTELLIGENCE DATA FOR TEAMS & LEADERSHIP TO FACILITATE GOOD DECISION MAKING.
- SATISFY THE NEEDS OF ALL ENTERPRISE STAKEHOLDERS FROM LEGAL & IT - TO DIGITAL, MARKETERS & FINANCE.

**Free Domain Portfolio AUDIT**

**Contact US Today**

Inaction is a **BUSINESS COMPLIANCE RISK**