

Why Use a Corporate-Focused, ICANN-Accredited Registrar?

Partnering with an ICANN-accredited registrar that deals exclusively with corporate clients is necessary as the domain environment and your business continue to grow in complexity. To protect their online presence, companies must ensure that their registrar is providing the highest levels of security, service and expertise.

So what should your company look for in an ICANN-accredited registrar?

Global Coverage

Many companies have worldwide operations and require global registrations to promote and protect their brands. Using a corporate registrar that not only offers gTLD (generic Top-Level Domain) registrations, but also provides global ccTLD (country-code Top-Level Domain) registrations and new gTLD registrations enables companies to promote and protect their brands globally across all available TLDs.

Intuitive User Interface

Whether you have a small number of domains that require little daily management or a large complex portfolio, companies need access to an interface that enables them to quickly and efficiently manage their assets. Using a flexible interface that allows multiple users with individualized permission levels, bulk capabilities, advanced filtering, reporting and exporting capabilities helps companies efficiently manage their domain portfolio across several divisions or subsidiaries.

Advanced Security Services

Using a registrar that provides the highest levels of security and understands the numerous tactics used by hackers and cybercriminals allows companies to reduce security vulnerabilities and minimize the likelihood of successful attacks. A corporate registrar should provide Registry Locking, two-factor authentication, IP restrictions, DNS monitoring and continuously scan their systems for security and code vulnerabilities. The registrar you choose should not only have a proven track record of being able to stay on top of new exploits, but it should also demonstrate the use of strong internal security controls and best practices.

Daily Support and Strategic Guidance

Companies should have a Client Services Manager, who not only helps with the daily management of your domain portfolio but also understands your business, provides strategic advice, delivers customized reports and offers proactive guidance on an ongoing basis.

Integrated Advanced Intelligence

Having access to powerful, integrated functionality, such as Reverse Whois and Domain Intelligence, enables companies to quickly compare global trademark holdings against domain registrations and identify existing portfolio coverage, gaps and domain infringement. This empowers organizations to make informed domain management decisions and uncover potential domain abuse.

Consulting Services

Companies need to continuously revise their domain strategies to keep on top of the ever-changing and rapidly expanding digital world. Partnering with a registrar that provides expert guidance and complimentary services such as portfolio right-sizing and optimization, strategy implementation, domain discovery and private consultations helps companies maximize value and minimize the costs associated with the management of corporate domain portfolios.

New gTLD Support

Brand protection professionals must prepare for the impact that new gTLDs will have on their business. Whether you plan to register new gTLDs, operate your own TLD or pass all together, utilizing a registrar that provides a suite of new gTLD solutions, including New gTLD Strategy Consultations, Trademark Clearinghouse submission services, New gTLD Registration and Blocking Services, and .Brand Registrar Services enables companies like yours to make informed decisions and will help reduce the complexity surrounding new gTLDs.

Access to Industry Experts

Working with a corporate registrar that has true industry experts provides companies the support, guidance and education needed to stay on top of the latest industry news and trends. Your registrar should advocate for brand holder rights, provide industry-leading best practices and actively participate at ICANN, INTA and IACC.

Ancillary Services

A corporate registrar that provides ancillary services, such as domain masking, local presence and domain recovery services, can empower you to protect your brand with a single provider.

Corporate domain portfolios can be complex and require an experienced corporate registrar to manage their many intricacies. Partnering with an ICANN-accredited, corporate-only registrar such as MarkMonitor® allows companies to safely and effectively manage their domain portfolios.

Key Capabilities	MarkMonitor	Retail Registrar	Domain Reseller
Domain Registration	●	◐	◐
Ancillary Services	●	◐	◐
Global Coverage	●	○	○
Intuitive User Interface	●	○	○
Dedicated Customer Support	●	○	○
Integrated Advanced Intelligence	●	○	○
Consulting Services	●	○	○
Advanced Security Services	●	○	○
Suite of New gTLD Services	●	○	○
Access to Industry Experts	●	○	○

Protecting Revenues and Reputations

MarkMonitor, the leading enterprise brand protection solution and a Clarivate Analytics flagship brand, provides advanced technology and expertise that protects the revenues and reputations of the world's leading brands. In the digital world, brands face new risks due to the Web's anonymity, global reach and shifting consumption patterns for digital content, goods and services. Customers choose MarkMonitor for its unique combination of advanced technology, comprehensive protection and extensive industry relationships to address their brand infringement risks and preserve their marketing investments, revenues and customer trust. For more information, visit markmonitor.com.

More than half the Fortune 100 trust MarkMonitor to protect their brands online. See what we can do for you.

MarkMonitor Inc.
U.S. (800) 745-9229
Europe +44 (0) 207 433 4000
www.markmonitor.com