
5 digital asset security risks someone
should have warned me about...
and the stories you need to hear, so you
can learn to avoid them now.

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Discussion Points

- **Quick Background and Story**
- **What Are Your Digital Assets**
- **5 Digital Asset Security Risks**
- **Wrap-Up**



Quick Background and Story

- **SSL Certificates [Software Insights]**
- **Syrian Electronic Army**
- **Revenue, Brand, Customer and Competitive**



What are your Digital Assets?

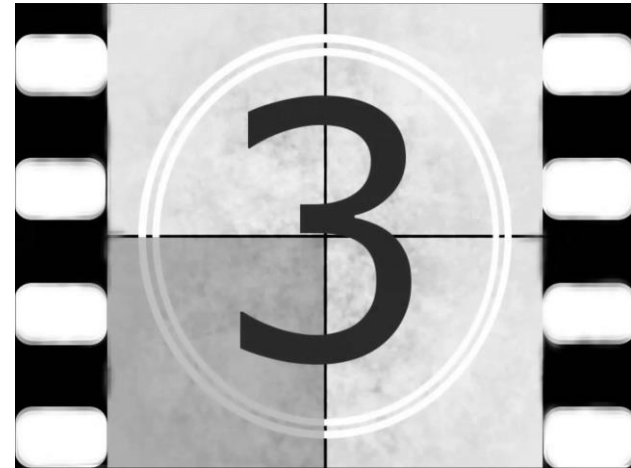
1. **Domain Management and Strategy**
2. **Online Brand Protection**
3. **DNS Services and Analytics**
4. **SSL Certificates**
5. **Social Media Username Registration and Management**



What are your Digital Assets?

3 top level ways to think about and approach

1. Consolidate and secure your digital assets
2. Monitor for threats and enforce your rights
3. Optimize and promote your digital portfolio



What are your Digital Assets?

Our focus for today

1. Consolidate and secure your digital assets
2. Monitor for threats and enforce your rights
3. **Optimize and promote your digital portfolio**



Digital Asset Security Risks

To optimize and promote your digital portfolio

1. **Domain Management and Strategy**
2. **Online Brand Protection**
3. **DNS Services and Analytics**
4. **SSL Certificates**
5. **Social Media Username Registration and Management**



Digital Asset Security Risks

#1 Domain Management and Strategy

1. **Analyze** your digital portfolio and brands.
2. **Identify** high impact and high risk domains, as well as social media usernames to register or recover.
3. **Prepare** a data-driven domain strategy, customized to your brands' needs.
4. **Manage** your domain portfolio.
5. **Optimize** your portfolio performance and return on investment.
6. **Examine** how domains will impact your key digital channels.



Digital Asset Security Risks

#2 Online Brand Protection

1. **Protection of your digital assets.** Digital brand protection starts with securing your digital assets.
2. **Monitoring for threats.** In the digital age, more channels give you more ways to reach your customers, but they also increase your risk.
3. **Enforcing your rights.** The battle against online infringements is fought across multiple fronts—from domain names to social networks to mobile app stores.



Digital Asset Security Risks

#3 DNS Services and Analytics

1. **Identify** which of your domains are mission-critical and require 100% uptime.
2. **Assess** security risk amongst all of your current DNS providers and formulate a consolidation strategy.
3. **Prepare** for domain name analytics and centralized zone management.



Digital Asset Security Risks

#4 SSL Certificates

1. **Identifying** where your existing certificates are registered and how much they are costing you.
2. **Consolidating** your certificates so registration, renewal, and verification can all be managed from one platform.
3. **Developing** a policy as you would for domain names or social media accounts, so you can efficiently manage certificates on a continuing basis.



Digital Asset Security Risks

#5 Social Media Username Registration and Management

1. **Social Media Username Registration and portfolio management.** Register and maintain vanity URLs on key social media sites, as well as new and emerging ones.
2. **Social Media Brand Monitoring.** Discover what consumers are saying about your brands.
3. **Social media abuse.** Know the complexities and how to navigate for content removal, registering or attempting to recover handles, and brand abuse or trademark infringement on social media sites.



Digital Asset Security Risks

Wrap-Up

1. Domain Management and Strategy
2. Online Brand Protection
3. DNS Services and Analytics
4. SSL Certificates
5. Social Media Username Registration and Management





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Thank You



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