Safenames

# Let’s talk about...

## managing and protecting your online estate



One partner. Enterprise-level solutions.

# One online estate. One trusted partner.



**For more than 25 years, we've been trusted by leading global brands across a full range of sectors from pharmaceutical and manufacturing through to financial services and media & entertainment, as well as government and health organisations across the public sector.**

We bring together domain portfolio, security, performance, brand protection and hosting expertise – as one accountable partner.

Our specialist teams connect and share knowledge with your own to manage and protect your online estate – working to your business, governance and performance priorities to ensure:

- Timely renewals across your global domain portfolio
- Consistent, accurate configuration
- Faster identification of and response to new threats
- Capacity to scale with AI-driven workloads

Strategic Consultancy | Domain Services | Security & Performance | Brand Protection | Hosting Solutions

# An extension of your in-house teams

Whether you lead IT, security, digital, communications, legal, procurement – or your entire organisation – you can rely on the support of your dedicated team of experts and client service managers here at Safenames.

We're with you, every step of the way, from creating strategies that align with your own, through to giving you dedicated day-to-day support across our full range of solutions.

opentext™

*"Since 2014, Safenames has become a seamless extension of our in-house team, providing the end-to-end expertise necessary to manage our extensive global domain portfolio and navigate complex acquisitions. Their proactive approach to monitoring and brand protection, paired with exceptional responsiveness, allows us to manage our domain assets with complete confidence. It is a genuine partnership built on strategic insight and professional trust."*

**James Hawden**

Senior Director of Web Programs & Digital Experience

**OpenText**

**15-25 Years**

**average Safenames client partnership**

# Governance built into your online estate

**Your domains, DNS, certificates and suppliers shape how your organisation is accessed and protected online. Managing your portfolio as one connected layer improves consistency and responsiveness.**

**Visibility:** gain a clear, centralised view across all domain assets.

**Control:** define ownership, access and coordinated response.

**Governance:** align with internal policies and external frameworks.

**Enforcement:** implement fast, effective action when risks are identified.

We operate to recognised ISO- and ICANN-frameworks. This first-hand knowledge helps us map our services to your own governance requirements to strengthen your online estate as your organisation changes shape.

# Strengthening your visibility, control & accountability

### Privately owned and UK-based

With our global HQ based in Milton Keynes, near London, and Tier 3 data centre in Wellingborough, also in the UK – you retain clear visibility over where your infrastructure and hosted data are located.

### Framework alignment

Our services are designed to support requirements arising from frameworks and regulations including NIS2, CAF, DORA, PCI DSS 4.0 and UK GDPR. This helps you demonstrate coordinated control while retaining responsibility for your organisation's overall compliance.

### Board-level accountability

We help you establish clear ownership, reporting and escalation structures, supporting effective accountability for online risk at board and operational level.

### Visibility and control tooling

Portfolio discovery, risk/exposure insights, certificate inventory, monitoring across domains, DNS and brand threats are brought together in one central dashboard for complete oversight.

### Audit-ready documentation

We focus on governance model design, policy development and standardisation, plus audit-ready reporting and documentation, to support compliance reviews.

### ICANN rules and data specifications

As an ICANN-accredited registrar, we operate in accordance with ICANN's Consensus Policies, Registrar Accreditation Agreement and Registration Data Policy.

# One partner. One front door.

## Joined-up solutions across your online estate

**25+**
years supporting leading global brands as they expand or evolve

### World-Leading Domain Expertise

**The quiet force behind your global portfolio**

- A global domain portfolio built around your brand(s)
- Proactive support through acquisitions and demergers
- Every domain organised and under control
- Timely renewals, behind the scenes

### Security & Performance, Governance Locked-in

**The assurance behind every online interaction**

- Fast, reliable access to your online platforms
- Smooth experiences across your digital touchpoints
- Consistent journeys from start to finish
- Always-on availability where it matters most

### Strategic Consultancy

**Experts that work alongside your own**

- One accountable partner across our suite of solutions
- A clear view across your entire online estate
- Joined-up, strategic thinking across every service
- More than 25 years' experience, tailored to you

### Enterprise Hosting and AI-Colocation

**The heartbeat of your online experiences**

- The engine behind your online operations
- Round-the-clock availability
- Resilient environments that keep your services running
- Save hours with GPUs and VMs in one dashboard

### World-Class Protection of Your Brand Online

**The eyes and ears in every corner of your estate**

- Peace of mind with our four-step defence approach
- Continuous monitoring to detect threats early
- Swift action to prevent disruption – and enforce your rights
- Protection of your brand, customers and reputation

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# Leading global & public-sector domain expertise

## Portfolio evolution through complex change

**Your domain portfolio is the foundation of your online estate. As you operate across more markets, brands, services and teams, complexity grows. From local presence and country-code registry requirements to licensing conditions and restricted registries for regulated organisations, domains have obligations. Safenames brings oversight to help keep domains secure, compliant and aligned to your organisation.**

As you enter new or newly regulated markets, launch brands or services, or consolidate portfolios after acquisitions, demergers or organisational changes, we work alongside your in-house teams as one accountable partner. We bring strategic insight and specialist knowledge of country-specific, restricted and sensitive registries, keeping domains organised, renewed and governed.



Domain Services

Safenames

| | | | |
|---|---|---|---|
| Dedicated account management | Support from our leading team of global domain experts | International Domain Portal (IDP) | A single platform to view and manage your entire domain portfolio |
| Domain strategy | Domain planning around markets, products, expansion and organisational evolution | Global domain registration | Coordination across every market you operate in, including regulated jurisdictions |
| Public-sector domain discovery and registration | Coordination across teams, suppliers and legacy organisations | Portfolio consolidation | Organisation of fragmented domains into one clear, structured portfolio |
| Renewals management | Seamless renewals reduce the risk of critical domains lapsing | Ownership & transfer management | Domain ownership updates following organisational change |
| Country-specific expertise | Guidance and support across local presence rules and market requirements | New gTLD (top-level domain) & launch support | Support to secure domains as new extensions launch |
| Public-sector namespace expertise | Guidance across controlled namespaces and wider domain registrations | WHOIS & data management | Maintenance of accurate, compliant and secure domain registration data |

# Security that holds up under pressure

## Consistent performance to meet demand

**For high-demand platforms, pressure can rise without warning. A major event, retail sale, market-moving moment or coordinated attack can flood infrastructure within minutes. Traffic spikes, malicious activity and performance issues can slow services, block access or expose vulnerabilities – affecting delivery, sensitive data and the trust of the people who depend on you.**

Our experts and leading technology partners work alongside yours to take a considered, joined-up approach to control risk and maintain access, however sharply demand rises. With governance built in, our layered security and performance solutions scale with demand, helping services remain fast, secure and available when they matter most.





Safenames

| | | | |
|---|---|---|---|
| **Governance framework alignment** | Expert strategic support to deliver visibility, control and compliance across your online estate | **DDoS mitigation** | Continuous monitoring of traffic, with rapid response to surges and targeted attacks |
| **SSL/TLS certificate management** | Centralised inventory, lifecycle management and personalised support for automated renewal | **Bot management** | Identification and control of credential stuffing, fraudulent signups, and scraping |
| **DNS security & resilience** | Protection of DNS infrastructure with support from our experts | **API protection** | Protection of system and service connections from abuse and attack, including payment and data APIs |
| **Traffic filtering & threat protection** | Proactive identification and blocking of malicious traffic | **Load-balancing & traffic management** | Distribution of demand to maintain performance during peak periods |
| **Web application firewall (WAF)** | Protection of websites and apps from targeted exploits and vulnerabilities | **Incident response & recovery** | Rapid identification and resolution of issues to minimise disruption and restore services |

# Brand protection across your online estate

## Coordinated action to preserve trust

**Online threats are constantly adapting, and for established brands, the stakes have never been higher. From lookalike domains, fake websites and counterfeit products to impersonation across social platforms, apps and marketplaces, the risks extend beyond reputation to revenue, sensitive data and the trust of customers and the public. Without a clear joined-up view across your online space, it's easy for misuse to go unnoticed until real damage is done.**

Whether you're dealing with cybersquatting, phishing, fraud or counterfeit activity, speed and coordination are critical, wherever threats emerge. We work alongside your in-house teams as a strategic partner, combining our monitoring, investigation and legal expertise to take decisive action that protects your brand, customers, reputation and investment at every stage.



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Brand Protection & Legal Services

Safenames

## Our four-step defence approach

| | | | |
|---|---|---|---|
| **Detect** | **Mark Protect® platform**<br>Identify domain registrations featuring your trademarks and brand | **Domain, content, social & app store monitoring**<br>Spot lookalikes, fakes and impersonators early | **Domain watch and backorder**<br>Get alerts when valuable domains are released |
| **Investigate** | **Domain investigations and portfolio analysis**<br>We investigate suspicious domains and coordinated phishing or fraud networks to gather evidence. | **Registrant research**<br>We examine profiles, past cybersquatting and domain usage timelines | **Legal recommendations**<br>We analyse domain dispute viability and provide a clear path for legal recourse |
| **Enforce** | **Brand enforcement strategy**<br>Our experts coordinate legal and technical response plans | **Cease and desist and takedowns**<br>We tailor legal letters and removal notices, acting fast to limit damage | **Domain dispute resolution**<br>IP specialists pursue arbitration through UDRP and ADR processes to recover domains critical to your organisation |
| **Recover** | Our world-class legal team guides you through each stage of the dispute process | We shield your brand or organisational reputation & recover important domains | We help you avoid costly buybacks and keep your brand investment intact |

One partner. **Joined-up solutions.**

# Hosting built for business-critical operations

## Reliable, high-availability infrastructure

**Keeping infrastructure running is about more than capacity. It's about performance, uptime and knowing everything works around the clock. That's whether you're serving customers across time zones, delivering public services or supporting the people who rely on you every day. As operations grow and AI use increases, that responsibility becomes complex and critical to get right.**

Our experts work alongside yours to plan and manage hosting around your organisation's needs. From infrastructure and networking to resilience and day-to-day operations, we bring the knowledge and support your teams need to help your services stay available, adapt to change and perform when demand rises, however your organisation evolves.



| | | | |
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| **Colocation options (inc. AI-optimised colocation)** | Secure, reliable rackspace in our UK data centre for your hardware | **Dedicated & bare-metal servers** | High-performance physical infrastructure, fully managed or managed by your own teams |
| **Managed colocation** | End-to-end monitoring and maintenance of your environment in our data centre | **AI-optimised infrastructure** | High-density, GPU-ready environments built to support AI and ML workloads, including model training, inference and data analytics |
| **Cloud infrastructure (private, hybrid & VPS)** | Scalable cloud environments, incl. hybrid cloud | **Managed networking** | Firewalls, routers, VPNs & load-balancers maintained by our experts |
| **Hybrid Cloud Consulting** | Design and migration for multi-cloud and on-premise setups | **Backup & disaster recovery** | Automated recovery designed to maintain continuity when disruption occurs |
| **Compliance & sustainable hosting** | Standards-aligned environments that meet industry and regulatory requirements, plus low-carbon hosting options | **Network & connectivity** | High-performance, resilient connectivity, multi-homed and carrier-neutral, built to handle peak demand |

# Championed by our infrastructure partners

**Our partner status reflects the strategic relationships we've built with each provider, and the investment we've made to deliver their services effectively to our clients. We bridge the gap, so you have just one partner to deal with, and one front door to your suite of solutions.**

Each relationship works in your favour. As a Safenames client, you can leverage our well-established partner relationships to access sales and technical resources, clear escalation routes if things go wrong, and training for your team. When you need answers fast, we can reach senior levels within our partners' businesses to get them. And because you're buying through Safenames, rather than dealing with partners directly, you'll benefit from commercially competitive pricing too.

# Some of the strategic partners we work with are:

## DigiCert Platinum Partner

*Trust verification and certification*

DigiCert's TLS/SSL certificates encrypt web traffic and verify website ownership, while the DigiCert ONE platform brings every certificate, including those issued elsewhere, into a single view for centralised management and automated renewals. Its code signing validates developer identities to ensure applications and drivers have not been altered, and its device trust services provision and track secure cryptographic identities across your IoT hardware.

*"Safenames started by simply selling certificates, but they've evolved from being a product to a solution provider. From DNS to security, performance and brand protection, they're involved in, and investing in every part of a customer's digital portfolio. This shift from product play to solution focus is why Safenames has climbed the value chain, and it's what puts them in the best position to be a trusted advisor to their customers."*

**Alistair Scott**
Field CTO – Global Partners
**DigiCert**

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## Cloudflare Powered+ Partner

*Secure every connection, without compromise*

Cloudflare proxies around 20% of the web's traffic, giving you the benefit of threat intelligence drawn from one of the internet's largest networks. Every day, it blocks an average of 57 billion threats, as well as managing bots in real-time across 25 million properties. Its network combines DDoS protection, CDN routing and fast, redundant DNS with WAF and zero trust access control, to keep every connection fast, secure and available.

### Secure and govern AI everywhere innovation happens

Built on the network trusted by 80% of top GenAI companies, Cloudflare brings model traffic, MCP servers, AI apps, and data controls into one platform designed to work together from the start — and run everywhere in the world.

### Security controls and guardrails

Protect your AI applications from leaking or sending sensitive information. AI Gateway protects your AI app from malicious traffic without needing to configure or maintain anything extra.

*"Being named a Powered+ Partner signals the trust Cloudflare has placed in Safenames to deliver its global security and performance solutions properly.*
*While airlines, betting operators, accountancy and advisory firms may all look different on paper, what they ask of us remains the same: keep our online estate fast, secure and available, whatever gets thrown at it.*

*With Safenames, you get our team on your side, with the technical know-how to set things up properly, dedicated support if something goes wrong, and a direct line into Cloudflare when you need it most. That's what being an extension of our clients' own teams looks like in practice."*

**Gavin Mills**
Global Sales Director

Safenames

# A safe pair of hands for global brands

**Our expert teams are renowned for delivering world-class customer service and for being trusted partners in the room. We have supported organisations across a wide range of sectors, including highly regulated industries, for more than 25 years.**

malaysia airlines

AQUENT

DELL Technologies



NEOM

G4S

William HILL

GSK

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*"With Safenames, we only need one partner, because they help us access a range of solutions to manage our global online estate. From domain management to brand protection, dispute resolution and cybersecurity, they have supported us for over a decade as an extension of our in-house teams."*

**Andrew Davis**
Infrastructure Manager
**Betfred**

BETFRED

*"Safenames made our domain transition, following a large-scale corporate demerger, a smooth one – and continues to provide valued support with reliable brand protection and domain recovery services."*

**Mali Rickards**
Senior Trademark Counsel
**Haleon**

HALEON

*"For over a decade, Safenames has been an indispensable partner in managing our global domain portfolio. From domain management to brand protection and dispute resolution, their expertise gives us complete confidence in an area where there is no room for mistakes."*

**Nik Ambrosch**
Senior Systems Engineer
**FXCM (Stratos Markets, LLC)**

FXCM

*"Moving to Safenames cut our SSL costs by 50% and made our certificates much easier to manage. We can now use multiple certificate providers, manage everything in one place and schedule alerts through the portal. Plus, we can contact our account manager directly whenever we need support."*

**Daniel Bhatoa**
Technical Services Engineer
**NHS Blood & Transplant**

NHS Blood and Transplant

Safenames

# Let's talk about...

## managing and protecting your online estate

We've been trusted by leading global brands for more than 25 years to bring together domain portfolio, security, brand protection and hosting expertise – as one accountable partner.

**Get in touch with our expert team for a no-obligation conversation about how we can support your organisation.**

**Email: letstalk@safenames.net**

**Call: +44 (0)1908 200022 ext 218**

## One partner. Enterprise-level solutions.



CfA ISO 9001 UKAS Quality Management 0120

CfA ISO 27001 UKAS Information Security 0120

ICANN Accredited Registrar