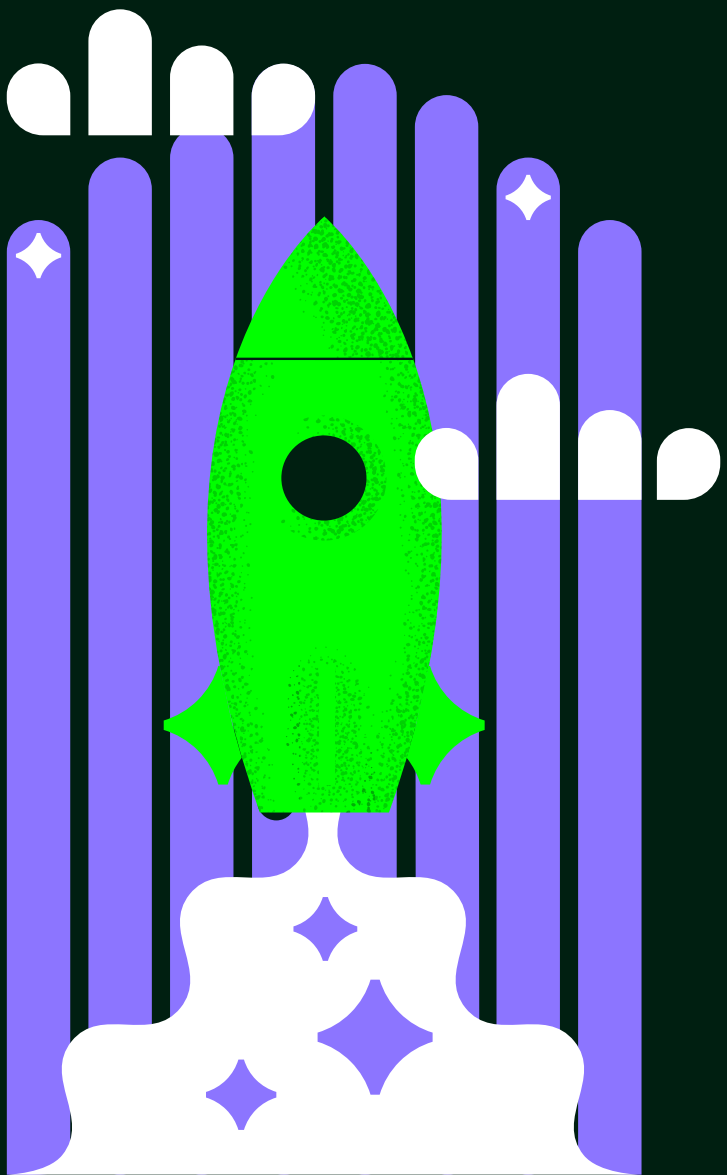
abion

Owned Assets vs Risk Exposure – Gap Checklist

Identify where your current domain program has visibility gaps that create real exposure.



A

Portfolio visibility (owned assets)

- [ ] We have a current inventory of the domains we own
- [ ] We know where each domain is registered and who has access to it
- [ ] We have renewal controls and escalation processes for critical domains

---

B

Exposure visibility (outside owned assets)

- [ ] We don't have a consistent view of lookalike or typo domains related to our brand
- [ ] We can't quickly tell which lookalikes are active vs inactive
- [ ] We don't track DNS or email signals that indicate misuse or increasing risk
- [ ] We can't easily explain to leadership where the biggest exposure is today

---

C

Common "gap" indicators

- [ ] Different teams maintain different lists (IT vs. Security vs. IP/Legal)
- [ ] No shared process for deciding what to act on
- [ ] Responses are reactive (after an incident), not prioritized prevention
- [ ] We can't answer: "What should we protect next and why?"

D

Gap-closing quick wins (no overhaul required)

- [ ] Create a shared weekly view: Owned / Exposed / Actioned
- [ ] Agree on three decision buckets: Protect next / Monitor / Deprioritize
- [ ] Define 3–5 escalation triggers (what moves something into Protect next)
- [ ] Standardize one place to document decisions and owners

Start with a strategic conversation

Book a session with Matt Serlin,
Senior Director Domain Management (US)