

# BlockMark Registry

## Full credential control



BlockMark Registry is a cloud-based software-as-a-service for managing credentials. Issue, receive and inspect certificates all on the same platform. Collect and share your own personal certificates or act on behalf of one or more organisations to manage theirs.

Certificates are everywhere and apply to *individuals* (birth certificates, qualifications, membership, etc), *organisations* (insurance, health and safety, information assurance, industry accreditation, industry awards, etc), as well as objects or *things* (MOT for cars, energy performance certificates (EPCs) for buildings, proof of origin for fine wines, etc). Being able to manage them is always a challenge, as they may require renewing, become invalid, or need supporting certifications to stay in force.

BlockMark Registry is designed to bring additional benefits to digital certificates with features that reduce management overhead, reduce fraud, increase brand protection, advertise certification schemes, showcase those that invested in training and accreditation, whilst providing valuable data and insights along the way.

### As an issuer...

Create and manage **certification schemes** with a range of default settings (for example how long a certificate remains valid, the kind of entity it can be issued to, a custom numbering scheme, and other information that is required to be shown on a certificate).



Schemes may have an associated **template**, created using a .docx file, for downloading and printing more conventional looking certificates. By adding 'placeholders' in the template the system will auto-fill and generate pdfs for each recipient.

Associated **scheme profile pages** provide more information, reachable from any issued certificate and linkable to more resources on your own website. This advertises your scheme, encouraging more applications to become certified.

Certificates may be issued manually by permitted staff members or automatically using authenticated **APIs** from other platforms like a CRM. The system maintains a searchable list of all your issued certificates indicating their status (such as expired) and providing links to the digital certificate and the recipient's profile.



Certificates can be **suspended**, **revoked**, **renewed** or **edited** as appropriate, and an **audit trail** is kept to show these changes alongside the digital certificate.

Certificates cost £1 + VAT per year to expiry upfront, capped at £10, to issue. So, for example, a one-year membership certificate costs £1, a three-year accreditation costs £3, and an open-ended qualification costs £10. The platform uses credits which may be purchased in advance or invoiced based on monthly usage. Certificates are free to the recipient.

## As a recipient...

The recipient obtains their certificate from the platform as an emailed link with optionally attached pdf certificate. They can then register or login to the platform to manage their certificate(s); switching between their own **personal area** for personal certificates and one or more **organisation accounts** for organisation certificates.



The recipient can control the dissemination of their certificate, making it public or private, sharing it on a restricted basis, sharing it to social media like LinkedIn, or adding it to their mobile phone in **Apple Wallet** or **Google Pass**.

Individuals and organisations also have their own **profile page** on which the certificates are displayed, subject to their own privacy settings. This enables credentials to be showcased and advertised to the benefit of both the recipient and the issuer. Organisations may also add **Product & Service cards** to drive business from being accredited.

It is also possible to upload pdf copies of **'legacy' certificates** (those that are not yet issued digitally from BlockMark Registry) and administer those on the platform.

## As an inspector...



Certificates are there to be **verified**. The platform enables a viewer of a certificate to find out more about the scheme, the scope of a certificate, the issuing body, and importantly to **record an inspection** for future reference.

This facility saves the inspector time and money, meaning certificates are more easily checked and demanded. As a result, issuers benefit from certifying more entities and recipients benefit from investing in a new qualification, membership, or accreditation.

As a cloud-based system, BlockMark Registry is continuously updated and enhanced. We have a long list of exciting new features that we are working our way through. We are also keen to explore how we can add any new functionality that satisfies your own specific needs. Over the years, different certification bodies will have developed their own nuances and 'ways of doing things', so our aim is for BlockMark Registry to interface seamlessly with real-world operations and make things easier and more streamlined.



**Smart badges** are available for websites and email signatures that provide links back to the digital certificate and any associated information. These badges can be updated in real-time if there is a change in branding and will also disappear if the associated certificate expires, helping to incentivise renewal and reduce fraud or misrepresentation.

The platform also offers **analytics** to monitor numbers of certificates issued, received, viewed and inspected, thus helping to better understand the value and impact of each certification scheme within a portfolio.



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