

Reputation Management Service

Corporate Identity Protection and Enforcement

KEY BENEFITS

▶ **Specific Source Monitoring**

Identify domain names that may potentially infringe on your brand

▶ **Easy Prioritization**

All the resources to track and prioritize activities

▶ **Online Portal**

Provides simple data aggregation in a convenient location

▶ **Automated Reporting – Human Analysis**

Reports are generated automatically based on results. Reviews are conducted by enforcement specialists.

A positive corporate reputation is a precious asset. In addition to enabling consumers to easily access your brand, information, goods and services, search engines frequently provide links to content posted on specialized user communities, blogs, consumer reports, and product reviews, some of which may contain negative or derogatory content, and which has the potential to diminish brand equity and consumer confidence in your brand. Some websites can also contain content or graphical representation outside the standards of use of the rightful trademark owner, which may constitute a legal infringement of a trademark owner's rights. Effective monitoring of the Internet to identify these sorts of risks to a brand's reputation requires full-time vigilance.

The Bottom Line

Melbourne IT DBS Reputation Management Service helps companies and organizations guard their online reputations by providing early warning notice of potential compromises and rapid response to incidents through a service which combines monitoring services and prioritization of detected results with human analysis (all based upon specific criteria you determine). When warranted, website shutdown requests can be submitted on behalf of the company or organization. The Reputation Management service helps prevent brand abuse and preserve consumer, supplier, and partner confidence. For companies that are serious about maintaining a good reputation, the cost of our services is well below the cost of, and generally more effective than, developing and maintaining internal monitoring resources and technical capability.

Solution Overview

The Reputation Management Service search criteria are developed by the client, in conjunction with Melbourne IT. This consultative process helps clarify specific requirements and identify likely Internet sources of brand abuse, define suspicious incidents within these sources, and prioritize the incidents. This process identifies and prioritizes sources to target for monitoring, e.g., usenet groups, message boards, blogs, web pages, domain names, and images. Based on the client criteria developed during the session, our team of analysts will create a disciplined, iterative process to initiate, test, and deploy the incident detection and reporting service.

Prevention Services

Melbourne IT DBS prevention services include assessment, education, and policy programs. Consultation services are available to assess current processes and vulnerabilities, recommend optimal policies, implement educational programs for employees and end users, and develop a response plan to help companies manage their reputation.

Detection Services

This service helps organizations to detect the most common types of brand abuse:

- Trademark and copyright infringements
- Unauthorized use of logos or content
- Negative commentary
- Objectionable content
- False claims of association with the organization or brand
- Attempts to divert customers to unauthorized sites (i.e., typo- and cyber-squatting)

The advanced detection engine identifies suspicious words and images and then automatically determines whether the combination of elements on the same web page is an indication of brand abuse. The detection engine uses specialized image recognition technology to search for logos or other images that match or mimic the organization's brands. Similar to fingerprint matching, this technology breaks the image into sections and component parts, then applies context-matching rules to determine the number of the components matching the organization's true image. When the detection engine identifies anomalies outside of acceptable parameters a Melbourne IT analyst receives an alert and performs a secondary analysis. In each case detection and prioritization is customized based on criteria specific to the client.

Response Services

Response services are often combined with monitoring services to help companies respond to online brand infringement. We leverage our experience in detecting internet fraud, and working internationally with registrars, registries, and Internet service provider (ISP) communities, to assist our customers to take action on offending websites.

Take the first step today! For more information about our Brand Protection Services, please visit us at www.melbourneitdbs.com or email info@melbourneitdbs.com.

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KEY DIFFERENTIATORS

► **Scale**

Melbourne IT has a distinguished heritage as Australia's first domain name registrar and has grown into a leading global IT services group.

► **Talent**

It is our talented and dedicated employees who have helped propel Melbourne IT to the top of the industry. By attracting and retaining the best professionals in the business, it is our clients that ultimately benefit.

► **Resources**

Melbourne IT has a team that is experienced in all areas of Online Brand Management; domain name experts and IT professionals who can provide guidance.

