

## NetNames Brand Monitor

### Brand protection that covers all the bases

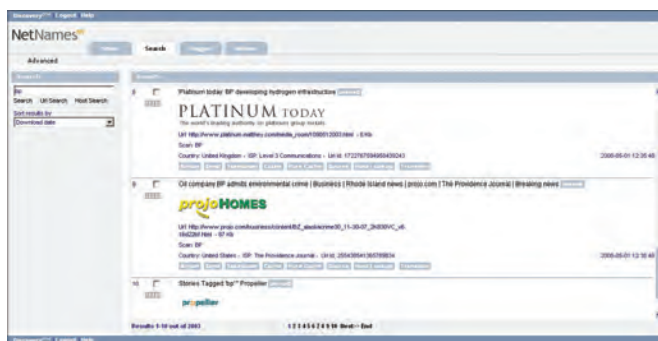
Less than 15 years since the birth of the web, online branding is a vital business asset for every major company. But your good name is vulnerable in so many ways – to phishing and brand hijacking, conmen and cybersquatters, disgruntled staff and cynical pornographers.

Opportunists will register domains incorporating your brand name, link to your site in devious ways, claim ties with your company or divert your customers to porn sites or direct competitors. Grumbling or careless employees will accidentally expose personal or company secrets or email addresses in blogs, mail archives and social networking sites. Criminals will probe and copy, steal and cheat, harming your reputation, your customers and your business.

The Brand Monitor service from NetNames gives you real protection against all these threats.

Using advanced artificial intelligence technology developed and patented by NetNames sister company, Envisional, it watches the web like a hawk, 24 hours a day, 365 days a year, to keep your brands safe. It clambors and crawls under the bonnet of the Internet to find out who is setting up deep links to the inner pages of your site, who has "borrowed" images from your pages and who is trying to use your name in association with gambling or pornography pages.

Never before has there been an intelligent, automated protection service that covers this range of possible threats. Brand Monitor puts the information you need at your fingertips, with a simple, browser-style control panel, and it uses the system's intelligence to sort and categorise its findings, so you are always in charge and never at risk of drowning in a sea of results.



### The Brand Monitor package

NetNames Brand Monitor puts today's advanced technology at the service of your brand. It helps protect you against a whole range of threats – some based on technical vulnerabilities, some on human weakness, some on aggressive criminal activity. And it hugely reduces the chances of severe damage to your brand or your customer base through malicious actions online.

- > Know who's targeting your brand in time to prevent harm
- > Pre-empt frauds based on domain name cons
- > Prioritise your enforcement activity using sorted, categorised results

### How Brand Monitor safeguards your assets

- > Highlights threats to your brand from criminals, opportunists and careless employees
- > Detects a vast range of suspicious activities online
- > Delivers up-to-the-minute information through an easy, intuitive control panel

It's powerful.

It makes comprehensive brand protection practical and affordable.

To find out how NetNames Brand Monitor can help you fight online fraudsters and criminals, please contact:

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