



UBS Employs Holistic Approach to Online Brand Protection with MarkMonitor

MarkMonitor Solutions Help Secure Online Assets, Brand Equity and Customer Trust



Company:

UBS

Headquarters:

Zurich and Basel, Switzerland

URL:

www.ubs.com

Industry:

Financial Services

Products:

MarkMonitor® Domain Management,
MarkMonitor® Online Trademark Protection,
MarkMonitor® AntiPhishing Solutions

Executive Summary

With more than 80,000 employees in 58 countries, UBS is the global leader in wealth management. UBS is also one of the strongest brands in the world. Based on the annual Best Global Brands survey conducted by Interbrand, UBS is ranked No. 39 among the top global brands in 2007.

As a leader in the financial services industry with a large online presence and numerous trademarks and domain names, UBS has become a target for online fraud in recent years. As UBS recognized this growing problem, the company realized it needed a method and infrastructure for protecting its online assets as well as its customers. Yet, a dedicated and highly competent team was not enough to keep up with the rising problem.

To help protect its global brand, online assets and the company's sterling reputation, UBS deployed a suite of MarkMonitor solutions including Domain Management, Online Trademark Protection and AntiPhishing Solutions. MarkMonitor is now a cornerstone of the company's online intellectual property protection initiative. With an easy-to-use solutions set, the intellectual property group has eliminated a significant administrative burden associated with manual tracking of online fraud activity while protecting company revenues, customer trust and brand equity.

“Our goal has always been to be proactive and stay ahead of threats. MarkMonitor allows us to do that.”

— Leo Longauer, Executive Director Intellectual Property, UBS

Challenges

- Strong global reputation and brand equity draws online fraud activity
- Breadth of online properties makes brand infringement difficult to manage
- Lack of automated infrastructure for preventing and eliminating phishing attacks

Solution

- UBS selected MarkMonitor® for its comprehensive, advanced suite of solutions for online brand protection

Results

- Automated detection and enforcement reduces company risk
- Brand equity and customer trust is upheld
- Intellectual property department improves productivity
- Increased confidence of customers and auditors
- Comprehensive approach limits number of attacks

Challenge

UBS has approximately 5,500 registered trademarks, 2,100 domain names and 2,480 active company names. As Executive Director Intellectual Property for UBS, Leo Longauer is responsible for protecting all of these assets. “Our mission is to protect the UBS brand, protect its intellectual property as well as our customers’ online security,” says Longauer. “This includes trademarks, patents, trade secrets, copyrights, domain names, URLs and websites.”

As UBS recognized the growing online fraud problem, the company realized it needed a method and infrastructure for protecting its online assets as well as its customers. UBS implemented a process for securing its brand, put together a dedicated team of employees to attack online fraud, and focused on educating employees and customers about the hazards of online infringement and how to report incidents. The intellectual property group also put together new processes to deal with fraud, collaborating with various internal departments across regions including e-banking, crime and communications.

To further develop its intellectual property infrastructure UBS needed a technology solution set to manage worldwide domain registration and abuse as well as to detect, enforce and shut down online trademark infringement. “We wanted a technology solution that could help us fight every form of online fraud,” says Longauer.

In recent years, UBS encountered the rising problem of phishing, a form of Internet fraud that aims to steal valuable personal data from customers such as credit card numbers, passwords and identification numbers. “Trying to monitor and stay on top of phishing attacks has been very difficult and time-intensive for our intellectual property group,” says Longauer. “We had to send countless emails to offenders and harass the Internet Service Providers to finally shut down a site. It was certainly an administrative burden and we had no way of preventing phishing attacks before they happened.”

Solution

UBS initially deployed MarkMonitor Domain Management and Online Trademark Protection solutions to uphold the brand. MarkMonitor Domain Management allows UBS to protect its hefty portfolio of domain names, using defensive domain registration to safeguard the UBS brand and company revenues. MarkMonitor Online Trademark Protection prevents unauthorized parties from using UBS trademarks

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and other intellectual property in websites, URLs, search ads, blogs or message boards through automated detection and enforcement tools delivered through a web browser. The MarkMonitor fully-hosted Software-as-a-Service model allowed UBS to deploy these solutions quickly to a team located in multiple geographies, without large infrastructure investments of lengthy implementation processes.

When the phishing problem escalated in recent years, UBS conducted a careful vendor review process to find the best solution to deal with phishing. “After looking at competing products from 10 vendors, we found MarkMonitor AntiPhishing Solutions had all the features we were seeking,” says Longauer. “Combining MarkMonitor AntiPhishing Solutions with the Domain Management and Online Trademark Protection products already in place, we now have the most comprehensive solution on the market to fight all forms of online fraud.”

Results

Designed to mitigate online fraud and uphold the extraordinary equity in the UBS brand, MarkMonitor is a cornerstone of the company’s online intellectual property protection initiative. UBS has used MarkMonitor solutions over the years to identify, manage and shut down hundreds of instances of online infringement and scams—including domain abuse, phishing attacks and counterfeit websites.

Longauer’s team relies heavily on MarkMonitor to identify new threats and manage existing cases. Nine UBS intellectual property team members and other IT security specialists spread across Switzerland, the U.K., Australia and the U.S. use MarkMonitor to manage, track and shut down online fraud activities. With an easy-to-use solutions set accessible through a web browser, the intellectual property group has eliminated a significant administrative burden associated with manual tracking. MarkMonitor does all the heavy lifting, providing employees with vital information and data in real-time. As a result, employees can dedicate more time to strategic activities that deliver greater value to the company.

With a solid infrastructure, process and technology platform in place, Longauer’s team has minimized the impact of online fraud at UBS. With MarkMonitor, the company is effectively protecting its brand, company revenues, customer trust and upholding its enviable reputation in the financial services industry. Customers and auditors alike are impressed with the comprehensive, professional technology solution UBS has in place to deal with this rampant problem.

According to Longauer, “Our goal has always been to be proactive and stay ahead of the threats; to eliminate attacks before they actually happen. MarkMonitor allows us to do that. We have the confidence that MarkMonitor will deliver innovative solutions in the future that will enable us to adapt to new, unforeseen online threats.”

About MarkMonitor

MarkMonitor, the global leader in enterprise brand protection, offers comprehensive solutions and services that safeguard brands, reputation and revenue from online risks. With end-to-end solutions that address the growing threats of online fraud, brand abuse and unauthorized channels, MarkMonitor enables a secure Internet for businesses and their customers. The company’s exclusive access to data combined with its patented real-time prevention, detection and response capabilities provide wide-ranging protection to the ever-changing online risks faced by brands today.

More than half the Fortune 100 trust MarkMonitor to protect their brands online.

See what we can do for you.

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