



Zurich Deploys MarkMonitor Solution for Global Domain Portfolio Management



Case Study:

Zurich Financial Services Group

Headquarters:

Zurich, Switzerland

URL:

www.zurich.com

Industry:

Insurance-based financial services

Products:

MarkMonitor Domain Management

Executive Summary

In the world of global financial services, Zurich is one of the strongest brands. Prior to selecting MarkMonitor®, Zurich Financial Services Group (Zurich) managed its domain portfolio in a decentralized fashion, experiencing inconsistent domain registrations across geographies and duplicate efforts. As a result, Zurich identified the need for a holistic, integrated system built on responsive customer service — both of which it found in MarkMonitor. During the five years since Zurich has deployed MarkMonitor Domain Management for global domain name portfolio management, it has enjoyed a more efficient domain management process, savings in cost and time and more consistent, responsive and personal service. “Having MarkMonitor as our domain name supplier supports us in delivering the confident, consistent brand our customers expect from Zurich everywhere around the world,” says Jo Edwards, eSolutions Editor Support & Managed Services for Zurich.

Challenges

- Minimal centralization resulting in inconsistent domain portfolio management and duplicate registration efforts
- Missed renewals and delayed, even unsuccessful, registrations
- Unable to register domain names in all geographies

Solution

- Zurich works together with MarkMonitor for its integrated software and services solution and responsive customer service

Results

- Respectable reduction of portfolio management expenses
- Streamlines account management time and effort
- Resolves issues quickly with all-inclusive 24/7 support
- Group-wide domain portfolio with comprehensive solution

Challenge

Zurich serves customers in more than 170 countries around the world and yet, prior to working with MarkMonitor, was not assured that it had registered its brand as a domain name in all required countries due to the decentralized nature of its portfolio management efforts. Zurich's domain portfolio management activities were fragmented and widely dispersed among different locations and departments. Lack of coordination led to duplicate registration efforts, missed renewals as well as inconsistent registrant and contact information. In short, the portfolio could not be serviced to Zurich's standards.

"We had gone through the pain to establish what the portfolio was and had a good idea of what the domain names were," said Jo Edwards, eSolutions Editor Support & Managed Services for Zurich. "Still, we had a long way to go to improve upon the level of service."

Without a fully centralized domain portfolio, Zurich spent far too much time and effort monitoring every single domain name. As a result, Zurich turned to MarkMonitor for assistance.

Solution

MarkMonitor Domain Management lets Zurich protect and defend its portfolio of domain names, one of the most vital components of its brand and its business. An integrated software and services solution already used by well over half the Fortune 100, MarkMonitor Domain Management gives Zurich complete visibility into the global domain space so it can proactively seize opportunities, prevent others from undermining the Zurich brand and revenues, and efficiently manage domain names.

With MarkMonitor Domain Management, Zurich wields centralized control over its domain name portfolio in different countries. Due to the levels of service provided by MarkMonitor, the Zurich team feels confident that each new domain name enjoys the best possible registration. For example, MarkMonitor proactively alerts the Zurich legal and communication teams when new country code top-level domains (ccTLDs) become available to ensure that Zurich benefits from protection across geographies.

Results

MarkMonitor delivers the support Jo Edwards needs to manage the domain names on a group-wide basis with a complete and centralized portfolio resulting in respectable cost, time and resource savings. The difference, Jo Edwards says, is all in the level of service.

“Knowing that the knowledge and expertise is there means that I can get what I need to get done much more quickly,” says Jo Edwards. “I can initiate a domain name transfer being aware that MarkMonitor will have the processes in place to see it through to completion.”

MarkMonitor has built a higher standard of customer service by proactively warning Zurich about anything new and relevant to their portfolio, from updates on industry news to the emergence of new top-level domains (TLDs). The result is a service that supports Zurich’s overall domain name strategy.

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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