



DATA SHEET



KEY BENEFITS

Protects Reputation; Preserves Trust

Reputation Management Service scans proactively for brand abuse activity and notifies designated personnel immediately of high-priority incidents, thereby helping organizations move quickly to prevent losses.

Leverages Global Relationships

Long-term stability, worldwide relationships, and leadership in providing security, naming, and communications services give VeriSign access to information and assistance that many vendors cannot match.

Provides Comprehensive Services

VeriSign Reputation Management Service scans for potential brand abuses; detects, distills, and prioritizes incidents according to customer-defined criteria; and provides a centralized portal for managing and analyzing incidents.

Streamlines Case Management

The Web-based case management center reduces administrative burden and shortens response time by providing a central point for viewing, analyzing, tracking, and referring incidents.

VeriSign Reputation Management Service

Consumers today can research virtually any brand online, simply by entering its name into a search engine. However, search results frequently return not only the organization's authorized Web site, but also unfavorable or misleading content from specialized user communities, blogs, consumer reports, product reviews, and other sources. These sources can rapidly diminish brand equity and consumer confidence by publishing negative commentary, promoting boycotts, associating offensive content with the brand, or diverting users to unapproved sites. Monitoring these myriad sources requires 24/7 vigilance and accurate detection.

VeriSign® Reputation Management Service helps organizations protect their trademarks and other brand assets by providing early warning of potential compromises to their brand and enabling analysts to respond rapidly to brand abuse incidents. The service is comprised of finely-tuned incident detection, prioritization, analysis, and case management tools. Built on VeriSign's proven infrastructure and strengthened by VeriSign's global relationships and seasoned analysts, Reputation Management Service helps organizations prevent brand abuse, lower operational costs, and preserve consumer, supplier, and partner confidence—all while alleviating the burden associated with an in-house brand monitoring infrastructure.

The service helps organizations detect the following types of brand abuse:

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



Where it all comes together.™



Minimizes False Positives

Customer-specific search criteria and context-based incident detection help ensure that incident results are accurate, relevant, and organized.

Reduce In-House Administrative Costs

The VeriSign services model saves organizations time and money by reducing or eliminating staffing, training, maintenance, and upfront capital expenditures.

Technorati estimates that 75,000 new blogs are created daily, along with 1.2 million new posts per day (<http://www.technorati.com/about>; as of October 11, 2006).

Visit us at www.Verisign.com/dbms for more information or call 866-907-DBMS. Outside of the US call +1-650-426-3267.

+ Customer-Specific Search Criteria

Reputation Management Service search criteria are based on an in-depth facilitated session between VeriSign experts and key representatives from the customer's organization. The objective of this process is to clarify the organization's unique concerns and then identify potential sources of brand abuse, define suspicious incidents within these sources, and prioritize the incidents.

- **Identify potential sources of brand abuse** – Identify which Internet sources should be targeted by the service, e.g., Usenet groups, message boards, blogs, Web pages, domain names, and images.
- **Define incidents** – Decide what text and images within a given source are relevant—and in what context.
- **Prioritize incidents** – Determine the order in which incidents should be addressed.

Based on the decisions made during the session, VeriSign analysts use a disciplined, iterative process to set up, test, and refine customer-specific rules for incident detection and prioritization.

+ Context-Based Incident Detection and Prioritization

The service's advanced detection engine identifies suspicious words and images, and then determines whether their use together on the same Web page likely indicates brand abuse. The detection engine also uses specialized image recognition technology to search for logos or other images that match the organization's brands. Similar to fingerprint-matching, this technology breaks the image into sections and component parts. Then, it applies context-matching rules to determine how many of the components match the organization's logo. If the detection engine discovers suspicious information, it categorizes and prioritizes it, and then forwards it for analysis—within hours of discovery. In each case, detection and prioritization is customized based on the organization's needs and industry.

+ Streamlined Analysis and Case Management

The Reputation Management Service case management tools—accessed via a standard Web browser—provide a secure environment for viewing and analyzing incident details, efficiently tracking case management tasks, referring incidents to cross-functional teams (e.g., brand management, legal, IT, and security), and responding quickly to actual abuses. Organizations can assign in-house personnel to route incidents, or they can offload incident analysis and management to dedicated VeriSign analysts.

An archive and advanced search and reporting tools enable users to quickly find and compare specific types of incidents; view incident response status; and preserve incident-distribution history for tracking and other purposes. Depending on their role, users can change rankings and other incident classifications, get SMS text messages, and label incidents according to the focus of their job.

+ Proven Services Model

Many organizations do not have the personnel, infrastructure, intelligence-gathering capabilities, or relationships to effectively detect, organize, and analyze brand abuse incidents in house. Reputation Management Service is delivered via VeriSign's intelligent infrastructure, which powers billions of Internet interactions daily. By leveraging VeriSign technology and expertise, organizations alleviate the time, cost, and complexity of implementing and maintaining brand monitoring services.