



LOOKING BELOW THE SURFACE

BRAND SECURITY ON THE INTERNET

The Issues

ONLY 24% OF MARKETING MANAGERS REALISE THE POTENTIAL DANGERS OF THE INTERNET WITH RESPECT TO THEIR BRANDS AND RELATED COMMERCIAL INTERESTS. THIS STATISTIC WAS REVEALED AS A RESULT OF RESEARCH CONDUCTED BY INTERNET INTELLIGENCE EXPERTS ASP SOLUTIONS.

Even that minority proved to be vague on their understanding of the possible extent of the problems that may affect their business.

However every marketing executive is acutely aware of the value of the brands they are responsible for and the impact of success or failure on their company and it's shareholders.

The risks come in many guises and can apply to brands and their companies in different ways depending on the industry sector and type of products or services they offer to the market.

'PASSING-OFF'

e-commerce sites claiming to be your company and selling services under one of your brand names.

'INITIAL INTEREST CONFUSION'

Use of your brand names to attract visitors or to sell services on other web sites as a result of them being placed in Meta-tags or hidden text.

'DEEP-LINKING/FRAMING'

Copying your web pages into another site, that potentially leads to commercial piracy.

'BLACK/GREY MARKET PRODUCT DISTRIBUTION'

Sale of counterfeit goods and illicit distribution of branded products intended for other specific markets.

'DOMAIN-NAME HIJACKING'

Deliberate attempts to assume ownership of a domain that could be confused with your corporate identity.

'CONSUMER SPEAK'

Opinions of consumers about specific products, services and brands - including threats or incitement to boycott them.

'ILLEGAL ASSOCIATIONS'

The abuse of your brands due to a close or direct association with illegal activity that may bring your company into disrepute.

'DISINFORMATION'

About your company including but not limited to, Human Rights, Litigation, Racial/Sexual discrimination, Employee disputes and Environmental issues.

'FALSE CLAIMS OF ASSOCIATION'

Sites claiming to be affiliates, partners, or clients of your company either a false association or misrepresentation of your brands.

'COMPETITOR ANALYSIS'

Just as your company and brands may have problems on the Internet so will your competitors and it is just as relevant to watch their performance as yours.

Any other areas which a brand owner is worried about or in which they have an interest can be addressed within a comprehensive automated search of the Internet.

Corporate reputations, brands and customer confidence are being damaged by activities of a minority of criminal and anti-capitalist elements on the Internet.

ASP Solutions Limited is a group of highly experienced specialists in the delivery of business information services with Internet Monitoring & Surveillance at the core. ASP Solutions provide clients with a comprehensive range of automated online data gathering solutions, analysis and reporting.

Our role is to bring together a variety of technologies to perform intelligent search processes according to a detailed client brief. Having reported any infringements discovered we can then carry out investigations to eliminate the problem or take legal action.

Our chosen technologies have unrivalled breadth and power making them capable of tracking over a million items of information simultaneously. They are able to emulate human intelligence to understand the content of every web page to produce unparalleled results.

The core of the ASP Solutions proposition is built on best of breed matching techniques which compliments the vast knowledge of the management team in this area.

INTERNET MONITORING SERVICES

| | Brand/Risk Audit | 24/7 Monitoring |
|---------------------|--|--|
| Timescale | 8 Weeks | Continuous - after initial 30 day refinement of 'spiders' |
| Application | Predominately Marketing or Risk Management applications but all corporate functions can benefit and an essential element of corporate governance | All/any corporate functions |
| Scope | Limited to brand image (logo) and related commentary | Unlimited to include all/any client issues |
| Depth & Breadth | 4 week Internet search reporting 20-25,000 of relevant pages from the Internet | Unlimited/variable search to incorporate all components of the Internet viewing millions of pages over time |
| Process | 'Spiders' are released with best vocabulary to generate a relevant response, according to brief | 'Spiders' are released initially and refined in first 30 days then modified to ensure accurate results on a continuous basis |
| View | 'Snapshot' | Real Time |
| Deliverables | Comprehensive Report & Analysis | Dedicated User Interface & Quarterly Summary Reporting |
| Searchable Database | na | Accumulated data can be searched at any time in a variety of ways |
| Database Access | na | Any designated employee from their own terminal |
| E-Mail/SMS alerts | na | Critical issues will be advised to relevant departments as soon as they are identified |
| Pricing | Single one-time payment | Monthly or quarterly instalments (minimum 6 months) |

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