Brand Protection Solution Brief
Digital Risk Protection Services

Secure Your Digital Frontier

Brand Protection, is a comprehensive collection of cybersecurity tools engineered to deliver robust protection for organizations' external digital assets. Brand Protection closely monitors a diverse range of online platforms.

The objective of Brand Protection is not only to identify and monitor potential digital threats but also to proactively mitigate any risks that could affect the organization's financial affordability, brand reputation, or customer loyalty. The Brand Protection solutions are crafted to detect, track, and analyze potential threats in a real-time environment utilizing the power of threat intelligence.

Brand Protection

With the rise of emerging technologies, cybercriminals increasingly target such platforms to steal personal credentials, spread misinformation, phishing scams, and carry out other malicious activities. Organizations must implement robust anti-fraud and cybersecurity practices to effectively identify and mitigate potential risks. However, Monitoring the multitude of platforms requiring constant surveillance and rapidly detecting emerging threats poses a significant challenge for organizations. Consequently, seeking assistance from an appropriate Brand Protection solution becomes imperative to effectively address these complex demands.

SOCRadar's Brand Protection

## Stay One Step Ahead With Actionable Intelligence

SOCRadar's Brand Protection is one of the components of Extended Threat Intelligence (XTI) that help businesses to proactively manage their digital risks, protect their credibility, and identify potential threats by monitoring:

- Dark web forums
- Social media sites
- Surface web
- Third-party apps
- Domain name registration databases

- Underground marketplaces
- App stores
- DNS records
- Online advertising networks
- Intellectual property databases

Additionally, SOCRadar Brand Protection prioritizes helping organizations safeguard their sensitive data and assets, ensuring their readiness to face a wide range of threats from the surface, deep, and dark web. Leveraging ESAM (Enterprise Security Assessment Manager) and CTI (Cyber Threat Intelligence) is crucial to achieving comprehensive brand protection.To ensure the safety of digital assets and minimize the outcoming threats, SOCRadar Brand Protection includes technologies like threat intelligence, monitoring, and analysis tools.

SOCRadar's Brand Protection module is built on instant phishing domain identification, dark web monitoring, and compromised credential detection practices by aggregating and correlating raw data into actionable intelligence alerts. With the power of Brand Protection, SOCRadar offers a range of features, including risk assessment and scoring, threat intelligence feeds, incident response workflows, and reporting tools to help businesses manage their digital risks effectively.

Brand Protection provides comprehensive coverage for various digital risks, such as brand infringement, data leaks, stolen credit cards, and more. The Brand Protection module enables an organization's Security Operations, Risk Management, Fraud, and Legal/Regulation teams to swiftly and effectively understand their particular risks and what to do for mitigation. The module aims to protect the company's reputation against legal issues and the theft of intellectual property by threat actors.
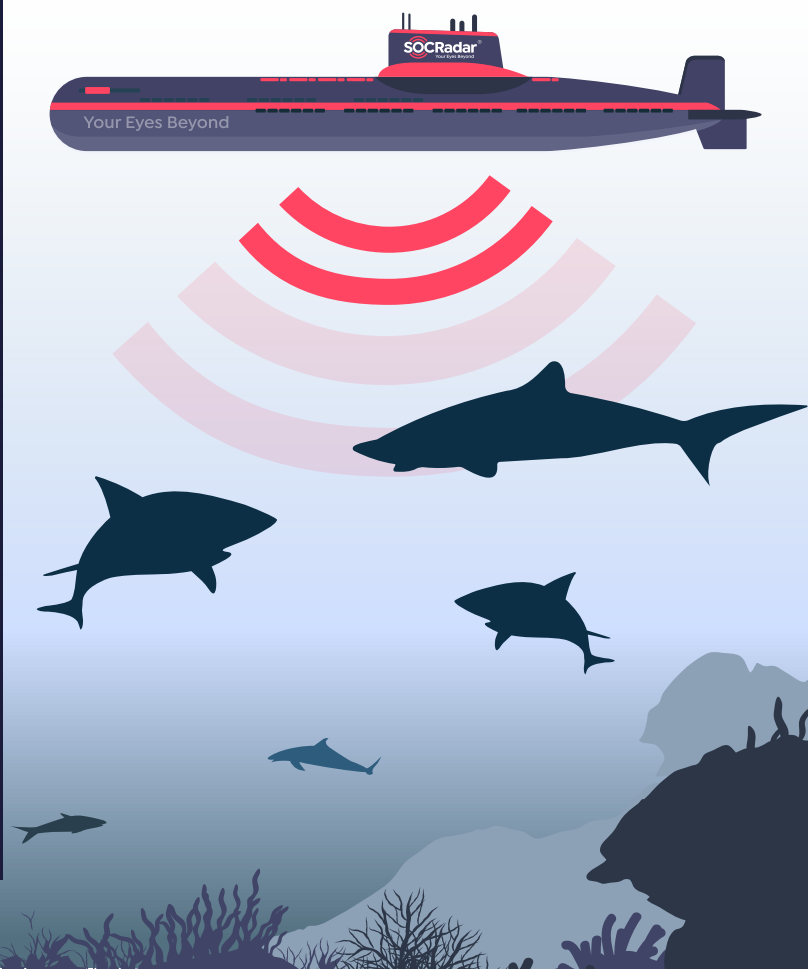
With advanced ML-powered fraud detection capability, SOCRadar Brand Protection helps organizations to unmask potential fraudulent activities through comprehensive monitoring of digital channels used by threat actors.

In the concept of brand protection, safeguarding the digital presence of executives like CEOs and CFOs holds paramount importance. These high-ranking individuals often become prime targets for threat actors seeking to exploit their personal information and online profiles to compromise both them and their professional network.

SOCRadar's Brand Protection equips security teams with the capability to search and monitor the personal email addresses of C-suite personnel by scanning major global breach databases.

SOCRadar Brand Protection also crawls algorithms that can help SOC teams to spot and address social media threats in real time. With real-time alerts and notifications, businesses can respond quickly to potential incidents. It is possible to be informed about source code leaks, compromised credentials, cloud buckets, and all kinds of intelligence that can threaten the organization's operation.

SOCRadar employs a robust alarm system to alert customers to company-related vulnerabilities, deep and dark web detections, external phishing sites, etc. SOCRadar expert analyst team meticulously reviews and filters these alarms to ensure accuracy and relevance. As a result, SOCRadar provides an impressively low false positive alarm rate, allowing customers to focus on genuine threats and avoid unnecessary distractions.

In the rapidly enlarging environment of digitalization, SOCRadar's Brand Protection module is designed to help safeguard both individuals and businesses from the potentially devastating consequences of cyber threats. SOCRadar's Brand Protection aims to carry the security environment to the cutting edge.
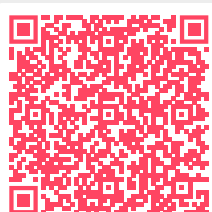
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