



## Complete, end-to-end cyber threat monitoring – Beyond the Perimeter™

threatSMART from BrandProtect, provides security teams with unprecedented visibility, analysis and mitigation for threats which arise beyond the traditional security perimeter. The suite of threatSMART services combines comprehensive, automated external cyber threat monitoring, advanced analysis by the BrandProtect team of military-grade threat analysts, industry-leading mitigation from its Rapid Response Team, powerful new reporting, multi-language capabilities, STIX/TAXII support, and numerous usability and performance features..

### Correlation and Context

threatSMART delivers unique cyber incident correlation capabilities, enabling enterprises to compare and connect threat data captured within individual cyberattacks with other incidents. By automatically developing a data trail for each incident, and then identifying common attributes across multiple events, BrandProtect is able to quickly identify the related events, threat vectors and attackers who represent the greatest risk.

threatSMART was designed specifically to meet the external cyber monitoring needs of the most security-centric enterprises in the world, including financial institutions, insurers, healthcare providers pharmaceuticals, manufacturers, and global media companies.

### Key Features

- ✓ Portal-based solution, No CPE required
- ✓ 24/7/365 monitoring across all public Internet channels
- ✓ Proprietary Automated Threat Detection Platform
- ✓ Advanced Analysis and Reports
- ✓ Military-grade Threat Analysts
- ✓ Cyber Incident Correlation
- ✓ Industry-leading Incident Mitigation
- ✓ Enterprise-class Workflow
- ✓ Complete Incident Audit Trails (FBI SAR-ready)
- ✓ Multi-language support
- ✓ Optional Dark Web Monitoring

**“BrandProtect discovered a credible, imminent physical threat... Without that early warning, we could have faced a disaster...”**

Security Operations Team  
Major NA Retailer

## Deploy threatSMART to:



Mitigate Reputational, Operational, Legal, Compliance and Governance Risk associated with the Internet



Secure a Complex Attack Surface Beyond Perimeter



Gain Visibility/Intelligence/Mitigation of external Cyber Threats



Leverage expert resources and analytical excellence for external cyber threat monitoring



Identify, gain context on, and mitigate credible actionable threats from high volume of potential threats including (but not limited to):

- Phishing Attacks
- Domain squatting and Impersonation
- Mobile App Fraud
- Executive Masquerades
- Infringing Social Domains
- Malicious Social Media Activity
- Physical Threats
- Event Threats
- Activist/Hactivist Threats
- Insider Threats
- Auction Fraud

## The threatSMART suite provides you with flexibility to focus on your most important concerns

- **Domain Threat Monitoring**
- **Global Phishing Detection & Mitigation**  
**Rolling Event Monitoring**
- **Executive / High-Value Target Threat Monitoring**  
**Social Media / Open Source Risk Monitoring -**  
**Physical Incidents**
- **Social Media / Open Source Risk Monitoring**  
**- Cyber Incidents**
- **Social Media / Open Source Risk Monitoring**  
**-Reputation / Marketing / Legal /**
- **Investor Relations / HR Incidents**
- **Auction Monitoring**
- **Global Brand Abuse Monitoring**
- **Paid Placement Monitoring**
- **Global Mobile App Monitoring & Mitigation**

# brandprotect™

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To protect companies from the significant risks arising from fraudulent or unauthorized online activities, BrandProtect deploys a unique combination of advanced proprietary technology, incident-oriented workflow, advanced reporting and threat forensics, backed by a seasoned team of deeply experienced threat analysts, to quickly identify and take action on illegal, infringing or threatening online incidents involving IP, trusted brands and trademarks.

Acting as a trusted partner, BrandProtect helps security, risk management, and marketing organizations at leading financial services institutions, large-scale retailers, insurance providers, telecoms, pharmaceuticals and more, protect their brand value and business bottom line. Our blue chip roster of enterprise clients includes leading banks and financial institutions, insurers, consumer brands, pharmaceuticals, energy and technology firms, many of whom have been clients for years.