



INFORMATION

Location: Mississauga, Ontario
Web site: www.brandprotect.com
Industry: Online brand protection

CHALLENGE

Build and maintain a state-of-the-art technology platform capable of monitoring the entire Internet for references to clients' brands.

SOLUTION

Affinity Systems worked with BD-BrandProtect to help it define its business model, build its entire Internet scanning system and leverage its core data pipeline to expand its business over time.

TECHNOLOGIES

- C#
- C++
- SQL Server 2005
- ASP.NET

BENEFITS

BD-BrandProtect partners with Affinity Systems to create a platform that delivers market-leading brand protection

The Internet can be a dangerous place to do business. As greater volumes of business shift online, the risk to a company's brand grows as well. Brand infractions, ranging from phishing to domain hijacking to identity theft, can compromise trusted client relationships, threaten revenue streams and dilute hard-earned brand equity. Yet, going online is imperative in today's economy.

It is the need to safely tap into this unprecedented business opportunity that drives BD-BrandProtect. BD-BrandProtect is an industry leader that



protects companies against fraud, phishing attacks and other online offences, helping them safely leverage the power of the Web. Despite the risks associated with online brand infractions, BD-BrandProtect has always recognized that a solid protective platform can mitigate the risk and allow companies to focus on

what they do best: enhance their brands so they can build their markets and grow their profits.

Affinity Systems innately understands how fast-moving the Internet threat environment can be. Often, by the time an emerging threat is identified, the damage has already been done. BD-BrandProtect needed a time-critical solution that closed the gap for its clients and protected them against things that competitors hadn't even heard of. Affinity Systems helped deliver on this make-or-break need.

AN AGILE PLATFORM THAT ADAPTS TO FAST-CHANGING THREATS

By relying on an agile methodology, Affinity Systems created a highly flexible technology platform capable of evolving to keep pace with the ever-changing nature of Internet content. This is critical for protecting

- Site takedown performance leads the industry
- World's largest type-specific database neutralizes fast-emerging threats that others haven't yet seen
- Combination of cutting edge technology and human analysis drives market-leading precision and relevancy
- Clients spend time on their business, not guarding the gate or building security-specific competencies

against brand-related infractions, because the threats constantly evolve. Affinity Systems developed a platform that, by virtue of its flexible architecture, can detect and respond to the most recent threat types.

The solution needed to be fast as well. Database conventional wisdom, however, dictates that large databases will typically be relatively slow to update themselves. Not here. Affinity Systems architected its database to be both very large, and to have a high update rate. This allows it to scan a

"Our business depends on monitoring Web content, which grows all the time. Thanks to Affinity Systems, our technology platform has the flexibility to continuously evolve – enabling us to accelerate time to market while containing costs."

— Hugh Hyndman
Co-founder, BD-BrandProtect

greater range of potential infractions without getting bogged down by its size. In terms of sheer database transaction volume, the only thing that comes close is the NASDAQ, which only deals with two significant peak periods per day. The solution that Affinity Systems built for

BD-BrandProtect runs full out, 24/7. Online threats to a company's brand don't take vacations, so neither does this solution.

BD-BrandProtect is unique in its involvement of human analysts in the process. Once the automated components of the platform have produced an initial relevancy report, human categorizers take over. They analyze and categorize the data in a deeper manner and help develop detailed reports for clients. It is this human involvement that sets Affinity's platform apart from all others and ensures optimal precision and relevancy.

This platform, which Affinity Systems initially developed for BD-BrandProtect to search for potential brand infractions across Web sites, search engines, news sites, mailing lists and news groups, is also extremely flexible. So much so, in fact, that it has been evolved by BD-BrandProtect's sister company BrandIntel to scan social networking sites such as online forums, communities and blogs. In all cases, this kind of agility is visible on the bottom line.

AWARD-WINNING RESULTS

Relying on the technology platform developed by Affinity Systems, which is based on Microsoft SQL Server™ 2005, BD-BrandProtect now stores approximately 90 billion links mapped for eight billion URLs and 210 million Web sites in its database. With over eight terabytes of data, this continually growing database has won several industry awards. More critically, the robust architecture is highly scalable and cost effective, making it an ideal basis for current and projected analytical needs.

CASE STUDY



Software by Design

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On a day-to-day basis, the results are impressive: the solution has so far processed hundreds of millions of e-mail messages, detected tens of thousands of unique attacks, and responded to them. Takedown of a suspected site averages four hours, with some sites neutralized in ten minutes. This is much faster than the industry average of four days.

This achievement is also being recognized. Not only did Affinity Systems and BD-BrandProtect beat out 2,300 competing firms in the 2006 Microsoft Partner Awards Program in the "Winning Customer" category, but Affinity Systems was also honored by Microsoft as the best data management solutions provider.

Access to this kind of analytical and response capability allowed BD-BrandProtect to rapidly establish itself as a leader in the brand protection market. Looking ahead, it will enable BD-BrandProtect to continue to bring industry-leading services to market in the never-ending battle to protect its customers and allow them to focus on their business operations.

TO LEARN MORE

Affinity Systems Ltd. is a custom solutions provider specializing in producing complex, high-quality software solutions. To find out how Affinity Systems can help you quickly solve your business problems, visit www.affsys.com or call 905- 278-9444 or toll-free 877-278-9444.