

Brand Protection

*Protect your digital footprint
with Brand Exploit Protect*



Staying one step ahead in a fast-moving threat landscape demands a proactive, multi-layered approach to cybersecurity. As the number one attack vector, phishing defenses should start with protecting your own email system and the employees that rely on it every day. But that's no longer enough. Attackers are increasingly using your online brand as bait, launching lookalike websites to trick your customers, partners, and supply chain into giving up credentials and sensitive information and even handing over money. These often invisible attacks put your brand and reputation at risk.

Discover attacks early, take them down fast

Mimecast's Brand Exploit Protect solution extends phishing protection beyond your email perimeter to proactively uncover and takedown attacks at the earliest stages. The service combines machine learning web scanning, the analysis of key indicators like new domain registrations and security certificate issuance, and cloned website tracking to stop cybercriminals in their tracks. The ability to identify new threats means you're able to identify and block compromised assets at the earliest stage of the attack chain.

Key Benefits

Brand Exploit Protect

- Protects your brand, customers, and supply chain against online attacks exploiting your digital assets
- Takes instant action to block suspicious and actively malicious domains and URLs
- Reduces mean time to detect (MTTD) and mean time to respond (MTTR)
- Reduces costs and the burden on IT, security, and legal teams with a fully managed service
- Enforces protection across both Mimecast Email Security and Web security



Protect your brand, customers, and supply chain

Cybercriminals have become highly skilled at website cloning, social media account spoofing, domain infringement, and creating look-alike mobile applications. All of these tactics are intended to mislead customers, partners, and employees into sharing sensitive data or even money. Brand Exploit Protect provides a fully managed, cloud-based service that defends against website impersonations, and in the process, helps build digital trust. Our multi-step approach – which includes monitoring digital channels for attacks, investigating possible impersonations, and rapid remediation of threats through site takedowns – stops brand impersonation in its tracks.

Dramatically reduce mean time to detect (MTTD) and mean time to respond (MTTR) from weeks to hours

With Mimecast's Brand Exploit Protect solution, you can automate monitoring for brand impersonation and enable time constrained information security professionals to focus on other important tasks. This proactive approach can reduce MTTD and MTTR from weeks or months to just hours.

The combination of focused expertise and a one-stop-shop for threat monitoring and remediation reduces risk and safeguards the brand you've worked so hard to build.

Proactively detect and rapidly take down fraudulent websites

Many organizations aren't equipped to proactively hunt for threat actors that operate beyond their field of view. This leaves them unaware of brand impersonations and allows attacks to remain active for long periods of time. Mimecast scans the web around the clock for domain registrations, newly issued certificates, website clones, and other potential digital touchpoints that reveal when impostors and look-alike domains are trying to impersonate your brand.

Once a threat is found, the remediation process begins. Mimecast leverages dedicated APIs and works closely with registrars, hosting providers, and certificate authorities to automate and accelerate the takedown of fraudulent websites. On average, Mimecast can successfully take these sites down in under three hours. In some cases, infringing sites are taken down in seconds.

Reduces cost and labor overhead for IT, security, and legal teams.

Countering digital threats requires a holistic, three-pronged approach that combines people, technology, and processes. Mimecast's managed service model provides customers with a dedicated team of security analysts who proactively monitor for potential attacks and then follow up with hosting providers to accelerate the remediation process. Mimecast's managed service provides measurable financial advantages when compared with in-house online brand protection initiatives.