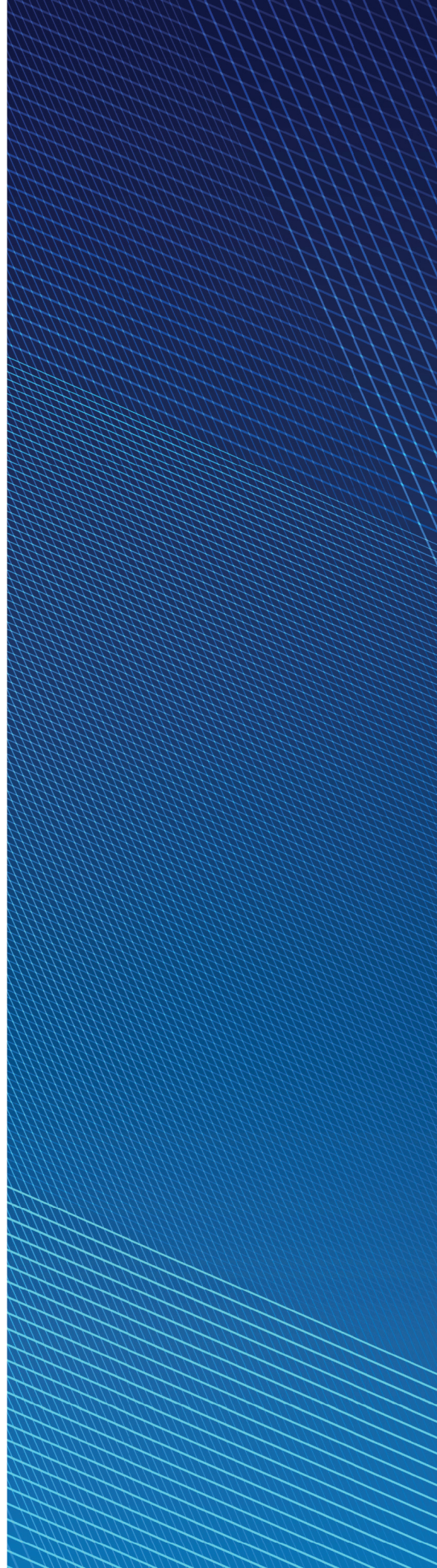


# **BRANDSHIELD RECEIVES THE 2023 NEW PRODUCT INNOVATION AWARD**

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*Identified as best in class in the global  
digital risk protection industry*



## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. BrandShield excels in many of the criteria in the digital risk protection (DRP) space.

AWARD CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

### *Zeroing in on Brand Protection*

Headquartered in Herzliya, Israel, BrandShield primarily serves large and mid-size enterprises across a variety of industries to protect their digital footprints beyond the traditional security perimeter. The DRP vendor offers extensive online threat-hunting capabilities and specializes in monitoring, detecting, and removing phishing, scam, and impersonation attempts. At the heart of BrandShield’s unique value proposition is the breadth of its brand protection use cases, which span trademark infringement, executive impersonation, anti-counterfeiting, anti-phishing, social media fraud, and paid-ad monitoring use cases.

Since its inception, BrandShield’s mission has been to protect its customers against online threats through its innovative products and services - regardless of business size or industry vertical. With its venturesome approach, Frost & Sullivan analysts observe how the vendor is staying on top of emerging challenges and technology trends and is expanding into new markets and industry verticals, such as blockchain and gaming. BrandShield’s DRP platform, which includes special data scrapers and workflows, is highly adaptable to any industry vertical or business requirements. For example, the recently introduced custom offering for organizations within the non-fungible token (NFT) sector, NFT Shield, detects and removes NFT scams such as counterfeit sales, pump-and-dump scams, and bidding scams. As a result, BrandShield has experienced rapid growth over the last three years and established a global market presence with a broad array of prominent customers; it supports over 450 brands, including Levi’s, The Sandbox, KTM, and New Balance.

## ***A New Approach to Digital Risk Protection***

The rise of e-commerce, increasing remote work adoption, and cloud migration have drastically increased the average digital footprint of organizations, adding numerous external attack vectors that threat actors seek to exploit. To make things worse, scammers have adopted sophisticated tools and technologies, including AI/ML, to create highly successful and far-reaching phishing campaigns. Threat actors utilize a multi-layered approach, combining fake emails, websites, mobile applications, social media accounts, deep fakes, and advertisements. The majority of organizations do not have the resources to continuously monitor their entire external attack surface and effectively take down phishing sites without the support

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***- Martin Naydenov,  
Sr. Industry Analyst***

of a designated DRP solution. Many cybersecurity vendors offer standard DRP use cases, such as domain and social media protection, but few can provide the scope of brand protection coverage delivered by BrandShield.

Aware that phishing attacks are highly dynamic and involve complex socially engineered methods that bypass conventional cybersecurity solutions, BrandShield has invested heavily in new DRP capabilities, such as paid-ad monitoring and image

recognition technology. The vendor’s proprietary threat detection method harnesses a combination of AI/ML, human analysis, and image recognition software to successfully identify online threats in different formats, whether a spoofed website or a counterfeit sale. With the help of sophisticated natural language processing (NLP) and image analysis, the brand-oriented DRP platform scans millions of data points and recognizes intellectual property (IP) infringements that would fall through the cracks with many DRP solutions. Furthermore, BrandShield offers a complete takedown service that removes typosquat domains, copycat sites, rogue mobile applications, and fake social media accounts, which saves organizations valuable time and money.

## ***BrandShield, a Business Enabler***

Over the last three years, phishing and brand impersonation attacks have drastically increased, creating unique challenges for organizations. Successful phishing and scam campaigns can have devastating consequences, including brand erosion, business disruption, and increased customer churn – all leading to the potential for substantial financial loss. Furthermore, organizations may face significant fines for breaking data privacy regulations, lose digital trust, and experience a drop in their stock prices. Digital risk protection is no longer just a cybersecurity issue, as successfully mitigating phishing and brand impersonation attacks often involve the combined efforts of cybersecurity, legal, marketing, legal, IT, and compliance teams. Without a designated DRP solution, the removal of a fraudulent site (which is not guaranteed to be successful) is a lengthy and tedious procedure that can take up to several weeks. Each web host, social media platform, and marketplace has its own terms of service, point of contact, and proof requirements, adding immense complexity to an organization’s mitigation process.

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Aware of these overarching challenges, BrandShield has designated enforcement managers and lawyers with years of IP legal experience to facilitate the remediation of online threats. The DRP vendor’s intuitive user interface (UI) empowers cross-functional teams without any cybersecurity experience, such as legal and marketing, to collaborate and rapidly take action against phishing attacks and brand impersonation attempts. The cybersecurity platform provides significant time and cost savings by offering a fully

managed service consisting of automatic detection, analysis, and takedowns. Equipped with sophisticated AI/ML, image recognition, and NLP tools, organizations can continuously monitor their digital footprint and effectively mitigate online threats without a huge investment.

## Conclusion

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BrandShield nicely fills a gap in the cybersecurity industry with its brand-oriented DRP platform and breadth of brand protection use cases, which its other competitors cannot easily replicate. The vendor is staying on top of new market trends and challenges, continuously improving its capabilities, and offering new use cases to reflect the zeitgeist of the DRP market. The versatile DRP platform adapts to any industry vertical and business size, fulfilling the evolving needs of organizations globally.

BrandShield is a business enabler for modern organizations seeking to protect their external attack surface and brands. Thanks to BrandShield’s fully managed service, organizations can automate their entire remediation process and significantly accelerate the removal of phishing and brand impersonation threats. With its strong overall performance, BrandShield earns the 2023 Frost & Sullivan Global New Product Innovation Award in the digital risk protection industry.

## What You Need to Know about the New Product Innovation Recognition

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Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

### Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *New Product Attributes*

**Match to Needs:** Customer needs directly influence and inspire product design and positioning

**Reliability:** Product consistently meets or exceeds customer performance expectations

**Quality:** Product offers best-in-class quality with a full complement of features and functionality

**Positioning:** Product serves a unique, unmet need that competitors cannot easily replicate

**Design:** Product features an innovative design that enhances both visual appeal and ease of use

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

