DATASHEET

AntiCounterfeiting

Shut down the counterfeiting threat to protect revenues, brand integrity and customers.

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Overview

Counterfeiters are leveraging every opportunity they can find to flood digital channels with fake goods, exploiting established brand power and costing legitimate businesses between $650 billion and $1.77 trillion a year.[1] OpSec Online AntiCounterfeiting helps brands fight back with a solution that detects potential infringements to safeguard online revenues, preserve brand integrity and protect your most valuable asset: your customers.

Challenge

Counterfeiters Reach Vast New Audiences Through Global Digital Channels

With 3.5 billion Internet users worldwide, including 721 million in China, 520 million in Europe, and 286 million in the United States, the popularity of e-commerce has never been greater – and the market for counterfeits never more ominous. Counterfeit products now comprise an estimated five to seven percent of all global trade.[3]

Counterfeiters exploit a growing number of digital channels to reach their audiences, including email, e-commerce sites, online marketplaces, social media and mobile apps. Sophisticated infringers can easily place an online listing on one side of the world and have it purchased by a consumer on the other side, leaving very little in terms of a digital "paper trail".

As consumers grow weary of unauthentic experiences online, businesses will suffer from lost revenue and see their brand value eroded by the actions of counterfeiters.

Solution

Detect Widespread Infringements Across Digital Channels

OpSec Online AntiCounterfeiting uses a combination of advanced technology, deep industry expertise and expansive relationships with marketplaces, payment processors, investigators and industry partners to identify the full scope of the counterfeiting problem and facilitate quick enforcements. The powerful solution provides actionable intelligence and unmatched visibility across digital channels to hone in on the most egregious offenders, discourage them from targeting your brand and make legitimate goods more available to consumers. OpSec Online AntiCounterfeiting helps improve brand equity and protects the customer experience by making your brand much harder for counterfeiters to target.

5%-7%

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👁 DETECTION TECHNOLOGY

Intelligent detection technology leverages machine learning, big data analytics and a multi-channel approach that quickly identifies infringements across millions of product listings and an unprecedented volume of data. Search results are tagged and prioritized by the most visible infringements so you can take down abuses en masse quickly and efficiently.

🔍 ACTIONABLE INTELLIGENCE

Today's digital landscape spans an unprecedented number of channels, making it easy for fraudsters to disguise their identity and engage in illicit activities. OpSec Online leverages technology, strategic services, investigative reporting and other world-class tools to generate actionable business intelligence and targeted insights to identify and enforce against widespread counterfeiting activity.

DEEP INDUSTRY EXPERTISE

Our team of brand protection analysts reviews and enforces potential infringements and provides insightful reporting back to the customer how their program is performing. Relationship managers help each customer navigate the complex world of online counterfeiting, working closely with strategic partners that include marketplaces, payment processors, investigators, law enforcement and industry associations.

Key Features

SERVICE-BASED ARCHITECTURE

Highly scalable, services-based infrastructure effectively addresses any size of infringement volume and supports the foundation for continuous innovation to add new features and capabilities quickly.

GEO-SPECIFIC SEARCH RESULTS

Relevant search results by harvesting data using local proxies to identify brand abuse in a specific local market, detect abuse outside your home markets, as well as analyze abuse trends across various geographies.

CONSUMER-CENTRIC APPROACH WITH PLACEMENT RANKINGS

A customer-centric approach to identify most visible counterfeit goods; know exactly where listings rank based on exact keyword searches to better prioritize enforcements.

ENFORCEMENT WORKFLOW

Workflow is optimized to analyze, tag, and enforce infringements to take down large volume of abuses quickly and efficiently. Our data shows that with our successful enforcement 80-85 percent of sellers that infringe on a brand will stop shortly after we take action.

IMAGE CLUSTERING

Next generation image clustering to prioritize and identify related infringement – including copyright and counterfeit.

REAL-TIME ANALYTICS AND REPORTING

Maintain visibility into the effectiveness of your brand protection program with real-time insights, targeted KPIs and advanced impact reporting.

Why OpSec Online

WORLDWIDE LEADER IN BRAND PROTECTION

Over half of the Fortune 100, 1,300+ customers in over 50 countries and industry leaders in technology, fashion, sports, entertainment, pharma, media, auto and healthcare trust OpSec Online every day to help them protect their brands online. With a near-perfect customer satisfaction rating, our best-in-class service team has years of experience to help ensure your success.

YOUR TRUSTED PARTNER

We do more than just provide powerful technology to protect your brand. We're also your trusted partner, providing an influential voice that represents your needs in the industry and advocates on your behalf. No one else can provide the advanced technology, expertise, relationships, and partners that OpSec Online provides.

EXTENSIVE INDUSTRY RELATIONSHIPS

A comprehensive brand protection strategy requires a strong network of strategic allies. OpSec Online experts are connected to an unparalleled ecosystem of partnerships and relationships with search engines, social media networks, online marketplaces, industry advocacy groups, registries and law enforcement agencies.

1   World Economic Forum, "Global Agenda: State of the Illicit Economy," http://www3.weforum.org/docs/WEF_State_of_the_Illicit_
     Economy_2015_2.pdf, October 2015.
2   The Economist, "Knock-offs catch on," http://www.economist.com/node/15610089, March 4, 2010.
3   Internet Live Stats, "Internet Users by Country (2016)," http://www.internetlivestats.com/internet-users-by-country/ 2015/16
     values, 2016.

About OpSec

For nearly forty years, brands, institutions, and governments around the world have relied on OpSec to ensure the integrity of goods and documents. In a world of rising fraud and black-market alternatives, we are the layer of truth that powers revenue-generating relationships. This is only possible through a unique combination of proven security experience, deep industry expertise, the market's broadest range of solutions, and a commitment to digital and physical integration leadership. For brands that depend on sustained relationships with customers, OpSec secures integrity, enhances loyalty, and protects revenue. **For more information please visit www.opsecsecurity.com.**

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