

Phishing and malware attacks severely undermine consumer confidence. For fear of becoming the next victim of identity theft, 150 million U.S. consumers don't bank online.

AntiFraud Solutions: Powerful Protection from Damaging Phishing and Malware Attacks



More than 400 brands are attacked each quarter—many of them for the first time—by fraudsters using targeted phishing or malware attacks. And virtually any enterprise with a recognized brand and a customer base is at risk.

Because identity theft continues to be lucrative, these trends will accelerate. Attacks will continue to increase in sophistication, employing a wide range of tactics including distribution (as in drive-by downloads and VOIP), infrastructure tools (botnets and fast-flux DNS), and credential-theft schemes such as man-in-the-middle attacks.

The impact on brandholders goes far beyond the need to manage network security. More and more frequently, these are concerted attacks on brands, affecting revenue and reputation. Other negative impacts can include significant financial loss, higher customer service costs, and reduced adoption of online channels due to diminished customer trust and confidence.

The Industry's Most Comprehensive Solution for Preventing, Detecting and Responding to Phishing and Malware Attacks

Leveraging the industry's widest access to online data sources and broadest response network, **MarkMonitor AntiFraud Solutions** mitigate the risk and impact of phishing and malware attacks by **preventing, detecting and responding** to them before they can damage reputation and undermine customer trust.

Unlike others, these solutions emphasize prevention and loss mitigation, while quickly and effectively detecting, monitoring and—where appropriate—shutting down attacks that do get underway. Phishing attacks are dismantled up to 50 percent faster than with other anti-fraud solutions.

MarkMonitor AntiFraud Solutions include antiphishing and antim malware components; customers may use either component, or both, depending on their needs. The MarkMonitor Security Operations Center maintains 24x7 vigilance, while the SaaS-based web portal provides a complete view of both individual attacks and trends.

AntiFraud Solutions Highlights:

- **Provide multiple lines of defense**—unlike other solutions, both preventive and reactive—against phishing and malware attacks
- **Prevent an attack before it happens** with Early Warning System® and tools for uncovering fraudsters while they're still in the planning stages of an attack
- **Detect attacks before your customers do** by monitoring and analyzing the industry's widest range of intelligence sources, including spam feeds from the top ISPs, honeypots, desktop sensors, and more
- **Mitigate loss and brand risk with early detection and response** by sharing malware and phishing alerts via the broadest fraudcasting network of ISP's, browsers, email providers and security vendor partners
- **Achieve shutdowns in a fraction of the industry average time** by leveraging 24x7 security operations and the broadest technical shutdown network
- **Halt even complex rock phish and fast flux DNS attacks** by shutting them down at the root level—at the domain
- **Quickly identify targeted malware** to enable internal team monitoring for forensics and credential recovery
- **Arm enterprises with critical intelligence for ongoing, proactive defense** with a web portal for real-time monitoring, reports on industry-wide fraud activity, and trend reports

A Cornerstone of the MarkMonitor Brand Protection Platform

The MarkMonitor Brand Protection Platform is a modular, customizable and seamlessly integrated suite of hosted solutions and services, including Domain Management and MarkMonitor Brand Protection™, as well as AntiFraud Solutions.

The Platform enables any global organization to comprehensively defend its brand online by combining patented technology and proprietary algorithms with an array of strategic alliances that give MarkMonitor access to the broadest set of Internet data sources in the industry.

As attacks on consumers are superseded by targeted brand attacks—launched on multiple fronts including email, search engines, social networks, vulnerable websites and more—enterprises are combining Brand Protection Platform components in a holistic brand protection strategy. AntiFraud customers, for example, prevent future phishing and malware attacks by leveraging MarkMonitor expertise and intelligence to identify high-risk domains, employing MarkMonitor Brand Protection to detect cybersquatting and trademark abuse, then use Domain Management for defensive registration plus complete visibility and control.



Dedicated Customer Service—Plus Optional, Customized Services

With its long experience, enterprise focus and commitment to customers, MarkMonitor is uniquely positioned to deliver the service and support global companies need. Every MarkMonitor customer has a dedicated, expert Client Services Manager included as part of their brand protection services—just one of the reasons we enjoy a near-perfect customer satisfaction rating.

Optionally, the company also offers a complete range of Managed and Advisory Services, from comprehensive strategy development to best practices consultation. Customizable, shutdown-focused enforcement processes are also offered in both fully-automated and authorization-required modes. Custom-configured for each customer, these services enable enterprises to more effectively protect their brands while better allocating internal resources.

Protecting Reputations, Revenues and Customer Relationships

Dedicated to enabling a more secure Internet for enterprises as well as their customers, MarkMonitor is the global leader in enterprise brand protection—currently safeguarding more than half of the Fortune 100 brands.

For additional information on AntiFraud Solutions, the MarkMonitor Brand Protection Platform, and MarkMonitor Services, visit markmonitor.com or call us at **1-800-745-9229**.

More than half the Fortune 100 trust MarkMonitor to protect their brands online.
See what we can do for you.

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