CHECK POINT™

Infinity External Risk Management Services

BRAND PROTECTION DATASHEET

Infinity ERM protects your organization's brands and trademarks from impersonation and abuse. This covers everything from lookalike domains and phishing sites to impersonation on social media and malicious applications that mimic your official apps. Infinity ERM Brand Protection also safeguards your executive leadership team from impersonation on social media platforms and from targeted leakage of PII.

CHALLENGE

Cybersecurity isn't just about protecting your organization's hardware and software assets. It's also about protecting your trademarks and brand reputation. Attacks that impersonate your organization present real security risks that can have costly consequences, if these threats are not quickly detected and mitigated.

SOLUTION

The Check Point Infinity ERM solution continuously discovers the open, deep and dark web to identify impersonation and abuse of your organization's brands, products, and logos. This includes everything from lookalike domains and phishing sites to fraudulent social media profiles and malicious apps that impersonate your organization. After identifying a threat, Infinity ERM offers fast and effective takedown services to eliminate the risk.

KEY BENEFITS

- Gain visibility on typosquatting and lookalike domains.

- Identify and takedown phishing sites and other unauthorized usage of logos.

- Monitor social media platforms for impersonation of brands and executives.

- Uncover rogue applications that mimic your brand's official apps.

- Fight fraud, scams, and counterfeit goods schemes that operate online.

- Accelerate the takedown of threats before they evolve into costly incidents.

CHECK POINT™

Detect Domains & Phishing Sites That Impersonate Your Brand

Bad actors impersonate your brand in their cyber attacks to take advantage of the trust you've earned from consumers. Infinity ERM uses several techniques and technologies to mitigate this risk.

Detect Lookalike Domains	Uncover Misuse Of Logos	Get Immediate Visibility On Clones
Quickly detect typosquatting and lookalike domains that resemble your organization or its brands or products.	Be alerted to unauthorized usage of your organization's trademarked brands and logos on phishing sites.	Infinity ERM's Phishing Beacon sends a signal within seconds of a clone of your legitimate website being published online.

Monitor Social Media Platforms For Impersonation & Abuse

Attackers often impersonate trusted brands on social media to drive traffic to malicious sites. Infinity ERM continuously monitors social media platforms to detect and takedown this type of abuse.

Identify Brand Impersonation

Identify impersonation of your brands and products on social media to prevent phishing and social engineering.

Block Brand Vandalism

Protect your brand's reputation from imposter social media profiles that seek to cause harm and diminish trust.

Protect Executive Leadership

Monitor social media platforms for impersonation of your organization's executive leadership personnel.

Uncover Rogue Applications, Data Leakage & Fraudulent Activity

Infinity ERM continuously monitors the open, deep and dark web to detect digital risks to your organization, including data leakages, fraud, and rogue apps that impersonate your legitimate apps.

Detect Leaked Source Code, IP, and PII

Monitor the deep and dark web to know when your source code, intellectual property, or PII is exposed online.

Prevent Fraud From Causing Damages

Protect your organization from costly scams like discount code fraud, gift card scams, and other illegal schemes.

Takedown Malicious Applications

Detect and takedown trojanized apps that impersonate your brand while spreading malware and harvesting sensitive data.

> Because we're a small team, the Check Point analysts are like an extension of us, which really helps from a risk management standpoint.
>
> Evans Duvall, Cyber Security Engineer, Terex

> We realized that Check Point was much more than an EASM solution, it delivered much value with highly relevant intelligence from the deep and dark web.
>
> Benjamin Bachmann, Head of Group Information Security, Ströer

> Once we identified the need to address the risk of fraudulent websites and social profiles, I quickly realized we needed to handle this in a scalable manner. Our solution is to use Check Point to help us automatically detect and takedown these threats.
>
> Ken Lee, IT Risk and Governance Manager at Webull Technologies

SCHEDULE A DEMO

Recognition As An Industry Leader From Trusted Analysts

Gartner   FROST & SULLIVAN   G2   IDC