

SOLUTION BRIEF

# Get Visibility Into Brand and Business Risks to Digital Assets With FortiRecon Brand Protection

## Executive Summary

There are enough cybersecurity concerns for most CISOs, CSOs, and security operations teams to manage today. But what of the cyber-related risks to a brand that go beyond the typical scope of security concerns or coverage? Assessing these digital risks is an important extension of the enterprise security architecture and of a company's secure digital footprint. CLOs, CMOs, risk and compliance, and other executives may need to take swift action in these "extended" areas of concern outside of the traditional security posture.

Part of the Fortinet Digital Risk Protection (DRP) solution, FortiRecon Brand Protection provides a brand-specific view of threats that enables organizations to get early warnings of brand and reputation risks, such as credential breaches, typo-squatting and defacements, rogue applications, harmful social media posts, brand impersonation, phishing, and other digital risks.

## Attackers Go for the Brand too

There are many ways brands can be compromised. For example:

- A mobile app is distributed by cybercriminals that purports to be from a legitimate company, putting prospects and customers at risk.
- Credentials are stolen and it's in the news, leaving the impression that the company cannot be trusted with sensitive data.
- A company website is defaced or otherwise rendered useless, making it unreachable for online purchases or conducting other business.
- Threat actors spoof a company website for the purpose of defrauding or attacking visitors.

## FortiRecon Brand Protection Reduces Risk With Extended Visibility

FortiRecon Brand Protection assesses the places brands are often at risk. This risk has the potential to damage a company's credibility in the industry, reputation with customers and the public, and valuation within the market.

Specifically, FortiRecon Brand Protection monitors the following areas for risk to brands:

- Social media: impersonations of a company's social media accounts
- Web: malicious activities such as typo-squatting and defacements to websites
- Phishing: tracking of clones and re-hosted company webpages for phishing
- Mobile: rogue mobile apps made to appear as a company's mobile app

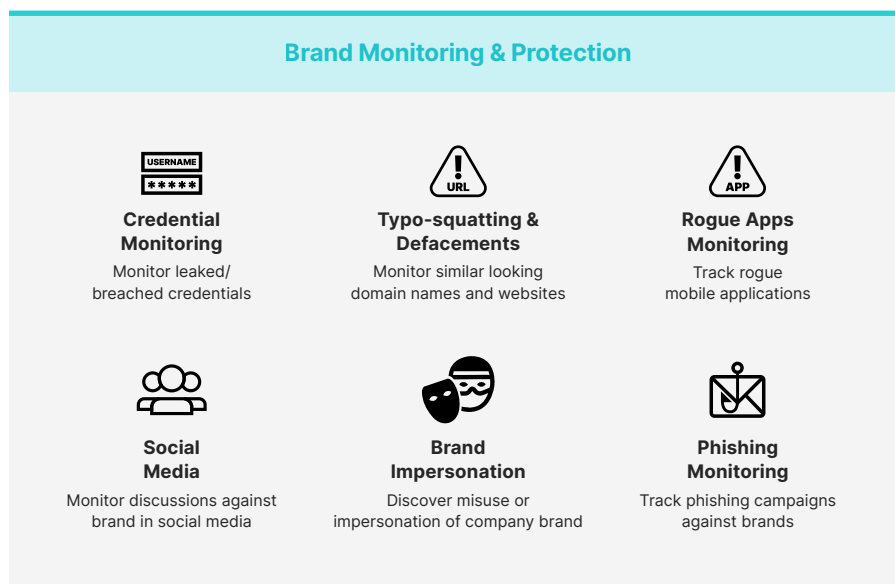
**"DRP... is about securing the parts of a company's digital presence that fall beyond the remit of traditional cybersecurity. Those systems were built to protect networks, users, and data. DRP, by contrast, protects digital assets."**<sup>1</sup>

With alerting and takedown services, FortiRecon Brand Protection sends immediate notifications of newly discovered issues and offers mitigation in the form of takedown services. Alerting to the first instance of an issue, flash alerts and more detailed follow-up flash reports detail the specifics of the brand risk found. To mitigate the risk, takedown services can address the offending accounts, websites, and mobile apps.

## Insights for Functions Across the Organization

Understanding risks to the company brand is of interest to many departments across the company. Impact to marketing, legal, customer support, and other teams are important to understand so affected departments can be prepared. Insights across departments include:

- **CLO:** to learn of potential legal risks that could have longer-term ramifications to the company
- **CMO:** to learn of potential brand risks or damage and use marketing for damage control
- **CIO:** to learn of these additional risks to the company's digital assets and information
- **Risk and Compliance:** to address any potential compliance concerns, which may vary by country and region of the world
- **Mergers and Acquisitions (M&A):** to learn of any potential risks to newly acquired brands



## FortiRecon Digital Risk Protection

FortiRecon Brand Protection can be licensed with FortiRecon External Attack Surface Management or both EASM and FortiRecon ACI. The full FortiRecon solution with Brand Protection, EASM, and ACI includes the following features:

- A breadth of coverage that includes digital asset discovery, data leak detection on underground and open forums, and early threat warnings for swift action
- Takedown service for accounts, websites, and rogue mobile applications
- Licensing flexibility, for broader cyber-risk visibility
- Executive to technical-level security staff access to information 24/7 through an intuitive graphical user interface (GUI)
- Access to threat and incident expertise—from additional FortiRecon analyst time to incident response and assessment services

## Fortinet Delivers Comprehensive Security and Services

The Fortinet Security Fabric delivers end-to-end security across every stage of the attack lifecycle with FortiGuard threat intelligence for up-to-date protection. We also provide on-demand analysis, assessments, readiness services, and exercises. The FortiGuard Labs threat research team is skilled at collecting, analyzing, and discerning the relevance of billions of threat events worldwide. We bring together this wealth of expertise, skilled dark web researchers, multi-language intelligence collection, and human intelligence (HUMINT) specialists. This enables unrivaled access to threat intelligence and data on the latest threat activity, including restricted and invite-only forums. Almost a quarter of the total generated FortiRecon reports are done purely on the human intelligence that we collect, providing the most realistic view of risks.

### Summary

As an extension of the Fortinet Security Fabric and early stage attack-lifecycle protection, FortiRecon Brand Protection builds upon security controls already employed in the network to add brand-specific risk visibility and remediation. Visit our [website](#) to learn more about FortiRecon.

### Key Brand Protection Benefits

- Stay ahead of potential risks to the brand
- Swiftly address legal, compliance, and related risks to the brand
- Minimize customer risk and loss of faith
- Protect company reputation in the broader market
- Maintain competitive strength

<sup>1</sup> ["What is Digital Risk Protection and do you need it?"](#) British Assessment Bureau, November 29, 2021.



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