



DIGITAL BRAND SERVICES
CORPORATION SERVICE COMPANY™

Case Study: ARKOPHARMA

Brand Protection



Protect>Monitor>Enforce

ARKOPHARMA : a successful transfer

Arkopharma pharmaceutical laboratory, founded in 1980, is a European leader in the specialty fields of phytotherapy, natural medicine and dietary supplements sold through pharmacies.

With its headquarters in Carros, in France's Alpes-Maritimes region, 100% of Arkopharma's production is located in Europe, with 80% in Carros. Remaining production takes place at plants in Ventimiglia, Italy, and in Waterford, Ireland, where production is destined primarily for the Russian market.

The company has a presence in 60 countries worldwide and has seven international subsidiaries, operating directly in its most important strategic European markets and via distribution contracts in the remainder. International turnover represents 50% of the total turnover of the Arkopharma Group.

Led by Jérôme Gast, Arkopharma's Digital Marketing department is a six-strong team working in both the international and French markets. This department manages 560 domain names and 35 websites, of which 10 are highly active. Language barriers present no issues to the department.

The Transfer

"Proximity matters," says Gast. At the beginning of 2012, Arkopharma's service provider for domain name management, online trademark protection and online security "relocated all departments to Paris, after which quality deteriorated significantly." This prompted him to put the contract out to tender and take on the challenge of overseeing a swift change of supplier while avoiding the potential pitfalls inherent to this type of transfer.

Among the candidates was CSC Digital Brand Services, a leader in online brand protection services. Although an outsider, the company stood out: the customer relationship is "flawless," the proposed tool (CSCDomainManagerSM) offers total autonomy, and their pricing is fair. Plus, CSC Digital Brand Services has a dedicated transfer team that takes care of the trickiest aspects right from the start of the process.

"We knew CSC had a specialist team," says Gast. "This was a major plus, although we didn't find out just how much difference this transfer team would make until after we'd signed... Often there's a shortfall between the service you're sold and the service you actually get. On that front, the reality far exceeded the promise... impressive efficiency!" said Gast.

Eighty percent of the names were transferred within two months, and the remainder shortly thereafter. "CSC Digital Brand Services demonstrated relentless dedication to finding solutions in difficult situations," Gast says. The transfers simultaneously offered an opportunity for an overhaul and for the correction of certain technical matters.



ARKOPHARMA

"A global approach to health and well-being"

06510 Carros, France

Pharmaceutical laboratory

2013 Turnover: **€201.3M**

Employees : **1,501**

Domain names: **560**

Registrations and medicine marketing authorizations held: **1,853**

"The reality far exceeded the promise... impressive efficiency!"

Jérôme Gast

Head of Digital Marketing
Arkopharma

And now?

CSCDomainManager, the tool supplied by CSC, enables Gast and his team to manage their domain name portfolio with total autonomy when making necessary modifications, such as redirections, on a daily basis.

Although counterfeiting is not a major issue for the company, Arkopharma does have concerns about cybersquatting and online brand protection. That is why it uses CSC's Domain Name Monitoring Service, which enables it to easily identify any domain names registered by third parties that might constitute breaches of names Arkopharma owns.

In the event of a serious breach, the company says it would not hesitate to take action to protect its brands, with the help of CSC Digital Brand Services if necessary. Indeed, a domain name corresponding to an Arkopharma-owned brand was recently taken by a third party in France. A simple cease and desist letter was enough to compel them to withdraw their new application, but if the same problem were to arise in the international arena, Gast says CSC's help would be necessary to start a UDRP procedure.

CSC's Traffic Analysis feature has also proved useful to Arkopharma. As Gast points out: "[We've learned that] a lot of people search to see if there is an Arkopharma site in the UK. From a marketing perspective, perhaps it would make sense to create one!"

Arkopharma has also used CSC's Brand Reconciliation Service because, as Gast says, "It's important not to take risks with usernames on social networks."

At the Carros headquarters, Arkopharma's Digital Marketing team appreciates the frequent release of updates for CSCDomainManager and the addition of new functionality based on client feedback. "They really understand how to build an ongoing relationship!" adds Gast, who is glad to see that CSC Digital Brand Services listens to its clients and acts on their feedback to improve their services.

The future

Arkopharma has little interest in new generic top-level domains (new gTLDs), but the company does need to adopt a defensive strategy, and here CSC's assistance will be vital.

Faced with this explosion of top-level domains, CSC Digital Brand Services has helped Arkopharma to put together its submissions to the Trademark Clearinghouse, to ensure protection against cybersquatting.

The future is also bound to see a greater need for training, which CSC Digital Brand Services offers clients according to need to help them fulfill their potential online.



"They really understand how to build an on-going relationship!"

Jérôme Gast
Head of Digital Marketing
Arkopharma



DIGITAL BRAND SERVICES

CORPORATION SERVICE COMPANY®

CSC's services and tools have enabled Arkopharma to strengthen its domain name portfolio without any increase in its allocated budget.

If client satisfaction can be measured by a company's willingness to share positive feedback about its vendors, Arkopharma's experience with CSC Digital Brand Services earns high ratings. Recently Gast traveled to Paris to report on his favorable view of Arkopharma's transfer to CSC as part of a conference hosted by CSC Digital Brand Services.

©2014 Corporation Service Company® All rights reserved.

About CSC Digital Brand Services:

CSC® Digital Brand Services helps businesses thrive online. One of the world's largest corporate domain name registrars, CSC is also the leading provider of services related to ICANN's New gTLD Program, representing more than one third of all "dot brand" domain applicants. CSC offers SSL certificates for safe online transactions; enterprise DNS services; social media username services; trademark search and monitoring services; and a broad range of Internet monitoring and enforcement tools designed to assert intellectual property rights. CSC's award-winning customer support and superior technological assets enable companies to maximize the value of their brands, expand into new markets, and counter emerging online threats.

For more information visit: www.cscglobal.com