

## Case Study – Zurich Financial Services

### About Zurich Financial Services

Zurich Financial Services Group is an insurance-based financial services provider headquartered in Zurich, Switzerland. Founded in 1872, Zurich has a global network of subsidiaries and offices in North America, Europe, Asia Pacific, Latin America, and other markets. Their 60,000 employees serve customers in more than 170 countries. Zurich combines strong market positions in personal, commercial, and corporate insurance in North America and Europe with strengthening positions in Asia and key emerging markets. Zurich's global reach transcends all lines of their business. Zurich's customers benefit from their ability to underwrite and provide services on many fronts and from the combination of their international expertise, global strength, and detailed local knowledge.

### Challenges

As one of the world's leading financial services companies, Zurich understood very early on that protecting their Internet presence was of extreme importance. Although they had developed a brand protection programme to proactively monitor the use of their brands within new domain name registrations, they found that they had to spend too much time reviewing information. They also lacked a central resource for all the brand managers to keep track of results and monitor actions that had taken place. Therefore, they needed an efficient system to help internal business leaders track, action, and report online brand enforcement efforts.

### CSC Solution

Without the need for any IT implementation, CSC was quickly able to provide Zurich with a Web-based, Internet monitoring solution that enables business leaders to proactively manage their brand protection programme from detection to enforcement. Through a secure online portal, Zurich receives monthly reports from CSC that identify misuse of its brands in new domain name registrations. All report results are categorised and prioritised based on defined preferences from Zurich to reduce review time and allow corporate identity managers to focus on only the most significant infringement. Furthermore, report results are automatically populated into an online case management system where appropriate actions can be assigned. Other information held in the system includes screen shots, Whois records, and enforcement history. The tool also provides Cease & Desist sending capabilities and further monitoring functionality on each domain result.

### Results

Zurich Insurance Company (Zurich) uses the Online Domain Detector portal to effectively handle and monitor possible third-party infringements. "We need a means by which we receive pre-qualified and categorised possible infringements and a simple, yet extremely effective, means by which to track and manage such cases with minimal involvement across multiple users and business units," said Jo Colman, who is responsible for the operational services supporting Zurich's online presence and domain name portfolio. "The solution provided by CSC enables Zurich to mitigate brand dilution and reputational risks and take action against IP infringements on the Internet in a timely manner. Domain Detector alerts our users to possible misuse of Zurich's brand, as well as allowing us to build and store case material and enforce a claim against specific infringers as and when required. This is a valuable resource to our legal functions."