SUCCESS STORY

DFINITY Secures its Corporate Brand and Executive Impersonation

Swiss-based non-profit, The DFINITY Foundation (DFINITY), created the first and only third-generation blockchain that extends Internet functionality from a network connecting global devices, to a platform that hosts systems and services directly on the blockchain.

With today's fast-growing external attack surface, DFINITY faced a never-ending wave of phishing attempts, fraudulent posts, and executive impersonations on websites and social media platforms, negatively impacting their brand reputation. When traditional surveillance across numerous online platforms proved insufficient in combating the surge of growing threats, DFINITY sought out a new digital risk protection (DRP) provider.

Dfinity Business Card

Company:	**The DFINITY Foundation**
Main Office:	**Zurich, Switzerland**
Products:	**Not-for-profit organization – World's first web-speed, internet-scale public blockchain**
Website:	**www.dfinity.org**

BrandShield quickly emerged as a standout contender, a result of its AI-driven scanning capabilities, and autonomous removal of malicious content derived from phishing scams, and executive impersonations. "We knew we needed a solution capable of proactive detection, fast threat analysis, and even faster remediation, and takedown. That's why we were sold on BrandShield from the get-go," said Jorge Gongora, Support Operations Lead at DFINITY.
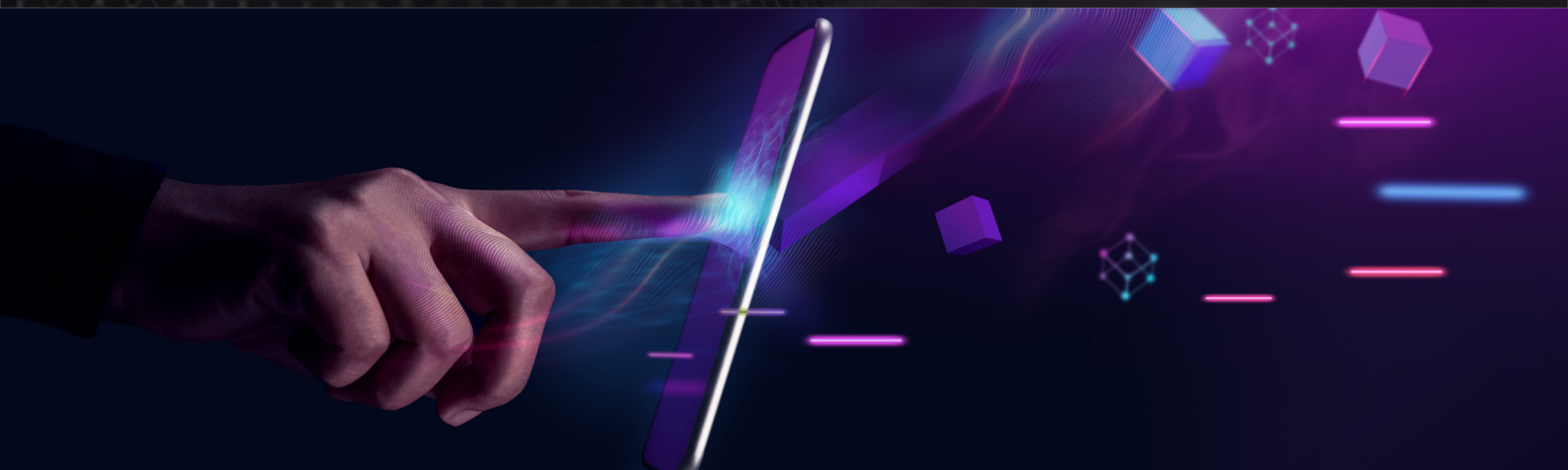
B BrandShield®

www.brandshield.com

BrandShield detects and fights fraud attempts in the digital space. Our AI-powered SaaS software enables big data analysis and a complete solution from monitoring to takedown. Suitable for companies at any size and from all industries.

Following a thorough system analysis, the BrandShield team designed a work plan to detect fraudulent activities, and identify potentially damaging patterns and anomalies related to DFINITY's 'flood' of phishing attempts, and executive impersonations. BrandShield got to work, implementing its automated 24/7 monitoring systems to immediately detect, mitigate, and take down external threats.

DFINITY have come to rely on BrandShield's dedicated AI/ML tools, and advanced monitoring capabilities to proactively detect and remove bad actors abusing the organization's brand. "Supported by BrandShield's professional team, matched with their robust solutions, we've achieved a remarkable 100% takedown rate on websites, and a 98% success rate on social media platforms!" Today, BrandShield continues to help DFINITY preserve its reputation by maintaining near-perfect fraud detection and takedown rates and safeguarding the organization from external threats, thus strengthening trust within the community and its partners.

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> **Jorge Gongora, Support Operations Lead**

CHALLENGE

- Managing a flood of executive impersonations, mainly on Twitter (X)
- Protecting the brand from phishing attempts on websites and social media platforms
- Lacked suitable automated processes for detection, takedowns and workflows

SOLUTION

- Partnered with a trusted provider who understood their unique needs and pain points
- Quickly established effective work procedures and automated takedowns
- Implemented digital asset monitoring for fast detection and removal of external threats

RESULTS

- Achieved 100% takedown rate on websites and 98% success rate on social media platforms
- Removed hundreds of online phishing attempts and impersonation listings every month
- Significantly reduced internal workload, enhancing efficiency and streamlining operations

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