

Case Study: Helping ING Protect the Online Channel

About ING

ING Group is a global financial services company of Dutch origin with 150 years of experience, providing a wide array of banking, insurance and asset management services in over 50 countries. ING has 125,000 employees who work daily to satisfy a broad customer base: individuals, families, small businesses, large corporations, institutions and governments. Based on market capitalization, ING is one of the 20 largest financial institutions worldwide and ranked in the Top 10 in Europe.

Challenge

As a leading financial institution with a strong reputation for innovation and excellence, ING was early to adopt the Internet as a medium to drive global brand awareness and client service delivery. During the last few years, escalating frequency and severity of online fraud and identity theft within the financial services industry caused ING executives to become increasingly concerned about the use of their corporate identity within domain name registrations. With direct navigation by Internet users averaging at 70%*, ING recognized that without proactively identifying misuse of their name in the global domain name space it might leave both their customers and the reputation of their brand at risk. However, identifying, categorizing and prioritizing misuse of the ING brand, particularly in light of its generic nature, across 700+ global domain name extensions would be a complex and labor-intensive endeavor.



CSC Solution

Over the last 4 years, ING has relied on Corporation Service Company® (CSC) as its trusted partner for global domain name management. To help ING gain greater insight into the use of their corporate identity in domain name registrations, CSC® combined its knowledge of ING brand objectives with cutting-edge, proprietary search technology to provide a *Cyberscape Report*SM for the ING brand. The CSC *Cyberscape Report* delivers succinct, but detailed search results across 700+ domain extensions categorized and prioritized based on user-specified criteria, such as web site usage, registrants, geographical location, domain name string make-up (for example, brand+term) and registrar. The CSC *Cyberscape Report* also cross-references 3rd party registrant data identified with domain arbitration case data from the World Intellectual Property Organization® (WIPO) and the National Arbitration Forum® (NAF) and provides brand specific best practice recommendations to help clients quickly action search results and mitigate risk.

Results

Instead of expending critical internal resources manually researching the use of the ING brand across the global domain name space or wasting countless hours culling through unfiltered search results, partnering with CSC enabled ING to cost-effectively gain insight into relevant brand misuse in 3rd party registrations, quickly audit registration activity involving the ING brand across all business units and identify proven best practices to mitigate risk exposure. According to Perke Rombouts, Manager in the Brand & Reputation Management Division at ING, "CSC clearly understands the needs of those charged with managing corporate identities globally and has created innovative solutions that provide the qualitative information and industry expertise needed by corporations to make strategic decisions about how to protect customers and brands within the online channel".

*Websidestory.com