

Teck Cominco mines the Internet with BrandProtect

Keeping pace with online activities relating to brand usage is of critical importance for mining operations such as Teck Cominco. In an industry that is strongly focused on protecting investor confidence, as well as health and safety, Teck Cominco found that the services of BrandProtect could play an important role in tracking fraudulent sites, as well as enhancing their ability to keep track of public concerns and safety issues.



Teck Cominco Limited is a diversified mining and metals company headquartered in Vancouver, Canada. It is a world leader in the production of copper, zinc and metallurgical coal and a significant producer of gold and specialty metals. The company has full or partial ownership of approximately 20 properties throughout North and South America and Australia.

A spoofing dilemma

While maintaining vigilance of all online activities has always been a top priority for Teck Cominco, it was a job that was growing beyond the organization's in-house capabilities. This became evident when it discovered that its site was being spoofed by a group in California that was using the company's photos and logos to attract investors.

According to Kalev Ruberg, Chief Information Officer, Teck Cominco Ltd., knowing about the problem was one thing. Solving it proved harder than expected.

Although the site had not done any fiscal damage at that point, resolving it in a timely fashion was critical. "Our industry is very sensitive to investor confidence, so it was imperative we stop this group based out of who knows where in California spoofing our site. The worst part was some of our biggest, long-term investors were seeing this site and questioning

our ability to protect ourselves. It was a matter of maintaining our operational integrity."

After several attempts at contacting the domain registrar and costly investigative work, the site was still up and running. "A lot of dollars had been spent and we were no closer to getting it resolved," says Ruberg. "It was time to find a company that specialized in online 'policing' - one that understood Internet and brand protection issues and could provide us with the kind of service we needed to stop these guys."

In July 2007, Teck Cominco engaged BrandProtect to provide brand monitoring services. Before implementing ongoing services however, the first order of the day was to deal with the spoofing issue. Within 48 hours, the BrandProtect team was able to shut down the site – even before the final contract was signed.

Maintaining the status quo

Since the initial project, BrandProtect has been providing ongoing monitoring and brand protection services for several of the Teck Cominco websites. Teck Cominco receives summary scanning reports every week, and a more detailed report at the end of each month. "Now we always know who is doing what to our name."

He adds that BrandProtect is often also called upon to provide its input on the validity of new domain registrars, procedural do's and don'ts, and appropriate negotiation techniques.

A critical part of BrandProtect's value proposition is its ability to know the complex ins and outs of the Internet players. "It's almost impossible to get in contact with the right people at the large service providers like Yahoo," says Ruberg.

He cites an example where incorrect financial data had been published by another provider. Teck Cominco tried contacting them and sent letters, but never received any acknowledgement. Once BrandProtect took it on however, they were able to get the message across and resolve it in a couple of days.

Public protection/public perception

Since working with BrandProtect, Ruberg says there have been some exceptional occasions that have justified the investment. In one particular case a disgruntled employee was registering Teck Cominco-related domain names and posting defamatory comments at a faster rate than they could be shut down through standard written notification procedures. BrandProtect was able to contact registrars immediately on registration to ensure that the domains were terminated before any damage could be done.

Teck Cominco mines the Internet with BrandProtect

For more information:
www.brandprotect.com
onlinesales@brandprotect.com
1.866.721.3725

In another instance, BrandProtect unearthed a website that had posted hiking and off-road vehicle/ bike trails that ran through a number of company properties. As with any mining company safety is a priority issue and Teck Cominco takes every measure possible to ensure people are not at risk. Mining sites can be dangerous because they have steep slopes and/or there is a lot of reclamation work being done. The website owners were notified and the trails were removed.

The Internet is pervasive and businesses today have to deal with a lot more legal, investor relation and brand protection issues than they can handle in-house.

Proven ROI

As far as return on investment is concerned, Ruberg says BrandProtect has shown its worth many times over. Just one single incident Teck Cominco dealt with prior to engaging them generated very expensive legal costs. With BrandProtect it's much more cost effective, because they know what they are doing, they take the time to do it and it's their specialty. To build something that effective would be rebuilding what BrandProtect already has. Why should we try to reinvent that?"

For Teck Cominco, BrandProtect's real worth lies in its ability to cover several functions at once.

Brand Protect has the tools to thoroughly scan the Internet in a cost-effective way. They can resolve issues in the process. And they have the industry connections to get the message across. Together, those three skills make a successful kind of service. the technology costs."

About BrandProtect

As the leader in internet reputation management, BrandProtect empowers organizations to gain control over how they are represented online by uncovering and mitigating the issues that put their reputation at risk and erode customer trust. BrandProtect's Response Services help detect, uncover and mitigate brand and trademark infringement issues, phishing attacks, web traffic diversions, website integrity issues and defamatory discussions. BrandProtect was the first company of its kind to be offered full membership by the Forum for Incident Response and Security Teams (FIRST). It also has relationships with more than 4,000 Internet Service Providers globally, accounting for more than 90 percent of the traffic flowing across the internet.