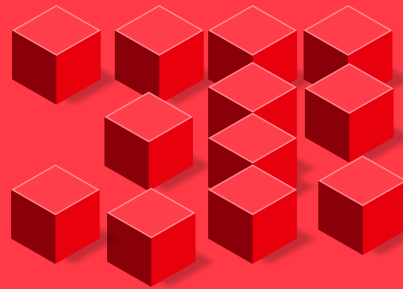


## **12 fundamental capabilities for brand protection management**



As we reflect on the tumultuous year that was 2020, many struggled to encapsulate it in a single word, with "unexpected" emerging as a common sentiment.

In 2020 we all got used to video calls in "Zoom" "Microsoft Teams" and "Google Meet" on a daily basis. An unforeseen side effect from 2020 is that our common digital maturity level has reached an unprecedented level.

It is already a clear trend with tailored digital solutions to target specific industry needs. We are starting to see players entering into the brand protection management business after we have played here along for more than a decade. Now, it's time to talk about what makes a great brand protection management tool or IP enforcement management tool.

In general, "intuitive", "affordable", "user support", "security certified" are common mandatory requirements for all management software. But "continuously upgrade cloud base solution", "hosted in a secured country" and "scaleable" are often forgotten by non-technical evaluators.

### **Must-have digital capabilities for brand protection management**

Here are 12 must-haves (and 8 extremely useful functions, see another article) you do not want to miss when selecting a case management system for your team.

#### **1. Statistics and reporting**

One of the ultimate goals is to be data-driven and to make smarter decisions. As long as you spend time entering structured data, the system should help you quantify your enforcement effort and give you reports as output. And this is also the real-time to test if the system architecture is built in a desirable way.

## **2. Local email integration**

You definitely don't want to have too many tools sending you messages, notifications, and emails at the same time. To avoid this stress and confusion, the tool you are using has to connect to your Outlook or Gmail so you only need to keep track of all your cases in one place.

## **3. Advanced Analytics**

Enable comprehensive analytics among cases, targets, and products. The system should autonomously identify links and patterns, and users should have the flexibility to manually add connections. Visualizations, whether in an overview or detailed drill-down, should facilitate a nuanced understanding.

## **4. Unified Case Overview**

A well-designed system will present all essential information on a single page, eliminating the need for multiple clicks. The interface should be structured, providing mandatory field validation during data entry for accuracy and completeness.

## **5. Task Tracking and Milestone Monitoring**

Tailored to the unique terms and workflow of brand protection, the system should offer a user-friendly interface for tracking enforcement steps and outcomes. It should seamlessly manage deadlines and tasks assigned to internal or external parties, ensuring efficient collaboration.

## **6. Product knowledge library**

What might start as an online counterfeiting issue might end up as an offline case. It means the tool needs to support your offline investigation, test purchase, raid action, and product identification process. Most importantly, it must help you to keep your genuine and fake product knowledge for making reports to authority, sharing verification skills, and data analysis. This is the key to improve your performance reliability and efficiency.

## **7. Target management**

A well-designed system will store both company and individual data smartly so that you can find matches and build connections among them. Also it allows you to create extra fields such as multiple phone numbers, contact persons, addresses, social media links, etc.

## **8. Full-text search**

A compelling search function is not only about the ability to search on keywords, but to present the result in an intuitive interface. The search should also cover the title and content of the files you uploaded.

## **9. Communication for both internal and external users**

Since the brand protection teams often heavily rely on external counsel, anti-counterfeit organizations and investigators in the local market, a common case reporting and communication channel needs to be built for both sides to work with.

## **10. User accessibility settings**

Enforcement related data are highly confidential and need to be disclosed on the "need to know" basis. Therefore the system needs to allow the brand to set up flexible accessibility rules for internal and external users.

## **11. Bulk changing data and assigning tasks**

If you work with a large number of products and cases, it's a hassle you have to change data in each single product or case. A function that helps you to change data in one go will make you feel so relieved.

## **12. Existing case migration or data transferring**

The old case and target information is part of your asset that shouldn't be lost when you move to a new solution. Either the project will conduct a data migration for your existing data or at least upload your target list so you are always accumulating more intelligence.

When we ask people the question - "what do you wish you could have done better before the pandemic?". Many said, "I wish I am more prepared for the home office and staycation (stands for stay home vacation)".

We hope an easy-to-use software could make your life easier while working at home. We are also fun-to-work-with-techies. In the next article we will continue talking about 8 extremely useful functions you will find beneficial for your brand protection work.

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