

5 reasons why you need a brand protection management platform

There are several compelling reasons why it is essential to have a brand protection management platform. While it is possible to remove online infringements on a large scale, it often feels like a never-ending cycle or a game of whack-a-mole. This is because products that are taken down from one platform tend to reappear on other online channels shortly after. To effectively combat this issue, offline actions such as investigations, raids, seizures, and litigations targeting the source of the infringement are necessary. However, these actions are highly intricate and require constant monitoring and updates due to their complex nature.

Using general tools like spreadsheets, shared folders, and email to manage these actions can be incredibly frustrating. This is precisely why brand protection teams require an intelligent brand protection management platform that can streamline and simplify these processes.

A brand protection management platform

So, what exactly is a brand protection management platform? It is a software solution that efficiently handles all aspects of brand protection, including information management, activity tracking, communication, file organization, and analytics. Essentially, it serves as a comprehensive digital workspace that caters to all the needs of brand protection professionals in their day-to-day work.

Here are five reasons why your organization should stop using spreadsheets and switch to a genuine brand protection management platform.

1. Act on brand protection issues faster

Acting on brand protection issues quickly is crucial, regardless of the size of your brand protection team. Managing a large amount of data, including case details, evidence, and communication, can be challenging. Additionally, meeting deadlines and staying ahead of counterfeiters, who are becoming increasingly efficient, adds to the pressure. If your data is scattered across different platforms, it becomes difficult to stay updated and collaborate effectively.

To address these challenges, a brand protection management platform offers a solution. By centralizing all relevant documents, information, and communication in one place, you can easily access and share information with your team and stakeholders. This ensures that everyone is working from the same reliable source of information. Consequently, you can streamline your workflow, save time, and reduce costs by eliminating the need to search for scattered data.

By utilizing a brand protection management platform, you can enhance your team's focus and make a more significant impact on protecting your brand.

2. Save time toggling between multiple applications

According to a recent report in the Harvard Business Review, the average office worker switches between applications approximately 1,200 times per day. Shockingly, they spend nearly four hours each week reorienting themselves after switching to a new application. This means that over the course of a year, about five working weeks are wasted on toggling between applications and getting reacquainted with each one. Essentially, the more applications your team uses, the less time they have to focus on their actual tasks.

However, by consolidating key features and data into a centralized brand protection management platform, you can significantly enhance team productivity and simplify your work processes. Having a single workspace promotes consistency and transparency, enabling seamless automation and process improvements. It also helps prevent issues like duplicate data entries.

By adopting a brand protection management platform, you can eliminate the time wasted on application switching and reorientation, allowing your team to concentrate on their core responsibilities more effectively.

3. Simplify processes and save costs

By utilizing a consolidated platform, you can effectively organize and manage your brand protection efforts. This platform allows you to keep all relevant information, such as cases, targets, products, and communication, in one centralized location. As a result, your brand protection projects become more focused and streamlined, ensuring that no information is lost or overlooked.

Within this shared workspace, all team conversations, files, tasks, and milestones are conveniently stored together. This promotes collaboration and enables easy sharing of information with your entire team. By having everything in one place, you can enhance communication, improve efficiency, and ensure that everyone is on the same page.

With a consolidated platform, you can optimize your brand protection processes and maintain a well-organized and cohesive approach to safeguarding. Efficient access to information and documents within a brand protection management platform not only streamlines the document exchange process but also enhances decision-making speed and cost reduction.

A unified brand protection platform simplifies data input into the system and, more significantly, facilitates the cross-referencing of cases, pattern recognition, and the identification of similar cases or repeat offenders. In the past, these tasks required manual effort, but with a

digital brand protection workspace, you can automate certain processes and elevate your investigative capabilities through digital enhancements.

4. Improve team communication and collaboration

The brand protection team extends beyond your company; it encompasses investigators, legal firms, and local representatives across different countries. Together, you collaborate to safeguard the brand, and the key to effective teamwork lies in ensuring everyone is aligned on matters such as test purchases, raids, litigations, product identifications, and more. Employing industry-standard workflows, processes, and terminology in brand protection platforms enhances team collaboration efficiency, eliminating confusion and misunderstandings between internal and external team members. This results in everyone being well-informed about project statuses, enabling seamless collaboration and sustained productivity, ultimately accelerating your progress toward achieving your desired outcomes.

5. Make use of the latest technology and innovations

Utilizing a brand protection management platform empowers your team to access data-driven insights, consolidating essential business data within a unified workspace. As your team collects and analyzes data, you'll likely discover that making confident decisions and taking the right course of action becomes more straightforward. Data provides your team with a deeper understanding of the potential impact of each decision on your business.

Adopting a data-driven approach allows your team to become more proactive, the data tells a story, and your team reacts to it.

Conclusion

In conclusion, it's essential to stay in step with evolving times by equipping your brand protection professionals with the right and most effective tools for their roles. A brand protection management platform not only boosts productivity and efficiency but also elevates employee satisfaction and overall experience.

DH Anticounterfeit offers Origo, a tailored platform designed to support brand protection professionals in their daily tasks, covering aspects like collaboration, communication, case and task management, investigation and identification, budget and finance, as well as insights and analytics. This digital workspace for brand protection is well-prepared to streamline and automate your brand protection processes, all while maintaining the highest levels of safety and security, including compliance with ISO 27001 and GDPR standards.