BRAND PORTFOLIO RATIONALISATION SERVICE

BPRS

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The Cybersprint Brand Portfolio Rationalisation Service (BPRS) for Customers is a cloud-based Digital Risk Protection (DRP) solution for organisations who's brands are continuously evolving through mergers, acquisitions, or divestments. Keeping track of the organisation's changing number of digital assets can be hard. IT assets such as campaign websites, old brand logos or partner statements can easily be forgotten when brands or services are cut from the portfolio.

WHY IS IT IMPORTANT?

Unfortunately, many organisations are unsuccessful when rationalising their brands. A forgotten digital asset can become a cyber criminal's stepping stone into your organisation and it also confuses your customers with multiple (old & new) brand messages when searching for your products and services.

Only with a proper overview of your online footprint and digital attack surface do you know where to look and what to rationalise. This helps your brand identity, as strong insights lead to consistent branding.

HOW CAN CYBERSPRINT HELP?

Cybersprint is uniquely positioned to help organisations with Brand Portfolio Rationalisation projects. We provide actionable insights into the online brand assets of your own organisation, as well as your vendors' and newly acquired brands through our Digital Risk Protection platform.

These insights can then be used to rationalise the portfolio in a structured way and take away the guesswork, helping you with matters such as your security and compliance.

Please contact us today to find out how we can help you successfully rationalise your brand portfolio.

HOW IT WORKS

Discover

your digital brands by letting the DRP platform scan your online footprint.

The automated process works 24/7.

Assess

all found assets and catogorise them. These are visually displayed in presentable overviews.

We help you prioritise.

Rationalise

the assets and the to be discarded brands through the suggested mitigation actions.

The platform updates and adds new assets and brands automatically.