

ONLINE REPUTATION MANAGEMENT

Mitigating uncertainty and risk and responding decisively to critical events is our customers' armour when navigating today's operational challenges.

By supplying discreet expert advice, we aim to equip our customers with the tools to manage and alleviate risk throughout the business lifecycle, using expert investigative skills and cutting-edge technology.

ITC's unique approach to investigations guarantees that customers receive the highest quality advice. We employ specialised and experienced investigators and leverage an extensive and established network of global experts to acquire hard-to-access intelligence and evidence. With these resources, ITC promises that all investigations will be conducted by experts in their field, ensuring the best quality advice and results.

For more information please contact us: digital-investigations@itcsecure.com or **020 7517 3900**

SOLUTION OVERVIEW

Failure to take control of your online profile leaves you at the hands of a hostile perpetrator or worse, vulnerable to an online attack. Engaging ITC pre-crisis protects the online reputations of ultra-high-net-worth individuals, FTSE 100 and 250 listed companies and countries advising on sensitive matters with the utmost discretion, confidentiality, and integrity.

ITC's offerings can be split into three components, Reputation Audits, SERP (Search Engine Results Page) Management/Remediation, and Real Time Threat Monitoring.

Our reputation audit can be used to identify vulnerability by search term and territory, enabling a strategy to mitigate any specific, or unknown threat. In advance of a specific crisis, this analysis can be used to devise a tailor-made remediation strategy for deployment by way of preparedness in advance and in management during that crisis.

ITC works with you to devise a bespoke and tailored SERP management strategy, involving asset audit & optimisation, and the careful selection and creation of high authority owned assets, which during a crisis situation, might be populated with content to assist in the displacement of negative content, and serve to increase control over the client's search profile by introducing additional positive search results on the first page of Google across the chosen territories.

Deployment of ITC's cyber technology capabilities provides early warning alerts and analysis of reputational threats found within the deep web and dark web.

We monitor blogs, forums, social media posts and news websites across a multitude of different jurisdictions and languages so we can immediately identify when content has been published about a person, firm or specific matter.

KEY SERVICES



- SERP Management
 - Asset Creation
 - Asset Optimisation
 - Online Narrative Management



- Reputation and Vulnerability Audit
- Crisis Threat Monitoring
- Digital Privacy Training



BENEFITS

- World-leading expertise
- Access to proprietary investigations technologies
- Unrivalled global network
- Absolute discretion
- Fast turnaround
- Complete integrity
- Integrated delivery model



WHY ITC

ITC Secure (ITC) is an advisory-led cyber security services provider and a Microsoft Solutions Partner with designations in Security, Modern Work, and Infrastructure.

The company has a 25+ year track record of delivering business-critical services to over 300 global blue-chip organisations, bringing together the best minds in security, a relentless focus on customer service, and advanced technological expertise to help businesses succeed.

With its integrated delivery model, proprietary platform, 24x7 fully managed state-of-the-art Security Operations Centre, and customer-first mindset, ITC works as an extension of its customers' teams to accelerate their cyber maturity – safeguarding their digital ecosystem, securing their business, and their reputation.

ITC serves global organisations from its locations in the UK and US with a world-class team of cyber consultants, technical designers, and cyber experts.

The company is a certified Great Place to Work® employer and an active member of the Microsoft Intelligent Security Association (MISA). ITC is also the winner of the 'Cyber Security Company of the Year 2022' award, 'Customers at the Heart of Everything 2022' award, Best Workplaces™ 2022, Best Workplaces™ in Tech 2022 and Best Workplaces™ for Wellbeing 2023.

To learn more about ITC, please visit www.itcsecure.com or email us at enquiries@itcsecure.com