

SBS Seguros Scales Brand Protection with Axur's Cost-Effective, Automated Platform

Meet the Company



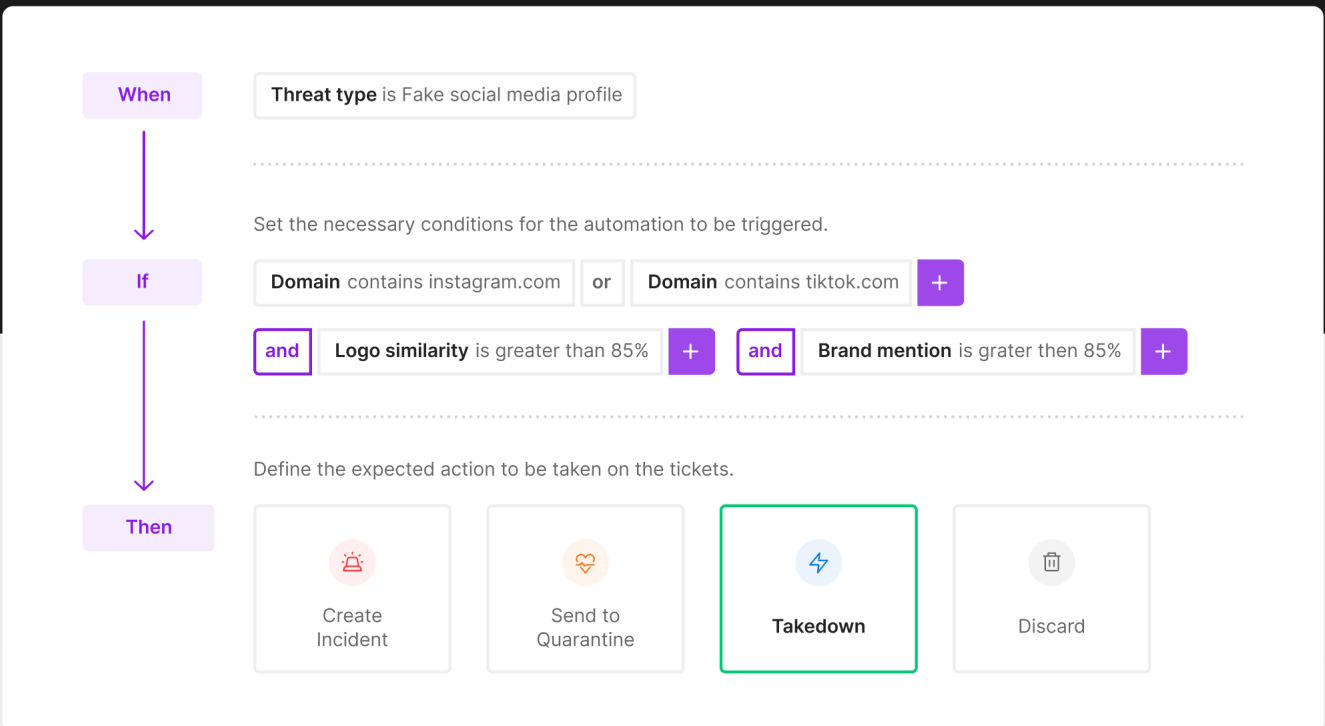
Founded: 1973
Industry: General Insurance
Size: 700+ employees

Challenges

Before partnering with Axur, SBS Seguros relied on a basic digital marketing service for brand monitoring, which helped detect scam pages impersonating the brand. However, responding to these threats was manual and costly. This highlighted the need for a more specific, robust, and targeted solution to handle these issues more efficiently.

Solution

Through a recommendation, SBS Seguros was introduced to Axur and found to be a cost-effective solution with significant expertise in digital risk monitoring. Axur's automation capabilities allowed SBS Seguros to streamline their processes without needing to increase their team size.



Currently, an employee from the SBS Seguros team operates the Axur platform and the workload does not take up their entire day—a fact that the company finds highly beneficial. The platform's key features, particularly the **automated takedown process**, stand out as a major advantage, making the task of removing threats seamless and efficient.



"What we like most is that the product is highly specialized and handles everything automatically, especially with takedowns, so we don't have to send emails or fill out forms."

Janneth Castro, Information Security Officer at SBS Seguros.

Moreover, the platform was praised for being intuitive, easy to use, and cost-effective.

Results

In the first days of monitoring, SBS Seguros registered 58 detections on the platform, expanding their visibility on brand usage to improve decision-making. With Axur, SBS Seguros now continuously monitors and controls its brand. They have also begun cross-referencing leaked information with data from their SOC (Security Operations Center) to identify and investigate brute-force attacks targeting corporate emails.

SBS Seguros initially implemented the Axur platform for a specific use case, but it quickly became a key tool for other departments, enhancing performance beyond the security team. They've expressed interest in expanding to additional Axur solutions, such as Dark Web Monitoring and Executive & VIP protection, after seeing value during the POC by finding relevant cases.

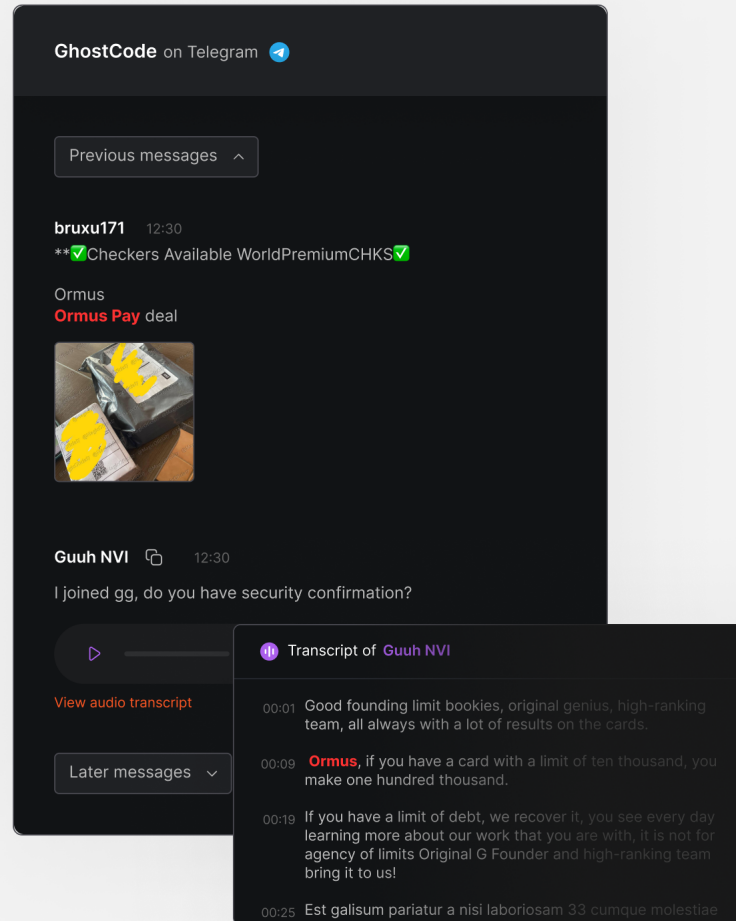
Ready to Start Your Success Story?

Join SBS Seguros and countless other organizations in securing your company with the world's most advanced takedown solution. With Axur's automated platform, you'll save time, reduce risks, and enhance efficiency—without needing to grow your team.



Monitoring with Axur allows us to have more eyes and take more actions.

Janneth Castro, Information Security Officer at SBS Seguros.



Get started today and discover how Axur's cutting-edge brand protection can transform your security efforts.

DISCOVER THE BEST TAKEDOWN