



BCD TRAVEL



TESTIMONIAL



BCD Travel uses CSC for brand protection and domain management

CSC spoke with David Arce, global webmaster at BCD Travel, whose role grew from managing the global domain inventory of bcdtravel.com to being responsible for the overall architecture of its public-facing websites, strategizing, identifying, and implementing technology to mitigate risk from brand threats and impersonation.



From A to Z, CSC strategizes domain centralization

After recognizing the fragmented BCD Travel domain management process, David was tasked with spearheading the centralization of domain management across multiple departments. One of his many accomplishments thus far is bringing together separate groups of stakeholders to seamlessly consolidate their overall domain management strategy.

“Whenever I’ve asked for documentation for purchasing a new domain, or local agent support, there’s always been a solution from CSC,” says Arce.

CSC manages online brand protection strategies

BCD Travel recently added a new Brand Protection service from CSC, Internet Monitoring plus analyst hours. Previously, it didn’t have monitoring or any automated tools to help identify threats to its brand. Arce said it was relying on word of mouth to implement remedies, for example, “hey, we found this URL on the internet” or “we found this copy of your website.” Because of CSC, it’s evolved into a proactive approach to tackle fraudulent sites before they can cause harm—just last year, the team found two websites impersonating BCD Travel through internet monitoring.



“The one thing others should know about CSC is that you can always rely on their service.”

DAVID ARCE

Global Webmaster at BCD Travel

Security is also increasingly more critical every day. Cybercriminals manufacture new threats as quickly as innovative technologies emerge, and it is often difficult to see the full picture of brand threats if there is no monitoring service in place to identify threats in real time.

Some of the benefits for BCD working with CSC is a new understanding of the array of services offered—that there is an enterprise-class, security-focused company that can protect brands online—backed by proprietary solutions and real people behind unmatched customer service.

“Once a month, I check our results to analyze them and take the necessary actions. The results that you can see from the tool are—well—amazing,” says Arce. “CSC having our back whenever we’ve encountered a threat has provided incredible peace of mind since we know we can rely on follow-up action to be taken. The success rate from the Enforcement Team has been incredibly positive; that really adds up to stellar service.”

Clients recommend CSC

“CSC has always been on point and helpful for the team. The level of support BCD Travel has been receiving for so many years has always been exceptional. Having a specific person dedicated to our account—that we can rely on—has always been a wonderful experience,” says Arce.

Arce continues, “Previously it was just me against the world when I was hired to manage our global domain inventory. Having CSC on my side is immensely helpful. I feel that I can always count on CSC to help.”

CSC’s 24x7x365 support desk is always available to respond to issues in the moment. “CSC is everywhere,” says Arce. “If BCD Travel is starting a new business in a country I’ve never heard of, or I need documentation for purchasing a new domain, there has always been a solution from CSC—having a global footprint makes me feel really comfortable.”



CSC helps businesses thrive online. We help effectively manage, promote, and secure our clients' valuable brand assets against the threats of the online world.

Leading companies around the world choose us to be their trusted partner, including more than 90% of the Interbrand® 100 Best Global Brands. Leveraging state-of-the-art technology, CSC delivers outstanding outcomes through our unique account management structure. With our expert, dedicated team, you'll have a daily point of contact to ensure your brand has the strength it needs to succeed in the 21st century. We help consolidate and secure, monitor and enforce, then optimize and promote your brands to maximize digital presence, secure digital intellectual property, and reduce costs.



Get in touch

 [cscdbs.com](https://www.cscdbs.com)

Copyright ©2024 Corporation Service Company. All Rights Reserved.