



Reputation Threat Services

Cyber attacks can damage the reputation of a company, but organizations rarely have the resources necessary to continuously protect themselves from attacks.

Threats grow on a daily basis with malicious actors indiscriminately targeting whole industries right down to single individuals.

One area that is vulnerable to attack is an organization's internet infrastructure – its website, social media channels, IP and domain, and email communications. If these are compromised, the organization's brand reputation could be damaged resulting in a decrease in confidence in the brand and its products and services.

Proactive intelligence is essential as both a preventative and combative measure, but most organizations don't have the internal resources and expertise required to perform the necessary research and analysis themselves.

NTT Security's Reputation Threat Services (RTS) provide those resources.

RTS is delivered by our Global Threat Intelligence Center (GTIC) analysts, who continually collect and analyze threat information and convert it into actionable threat intelligence. Threat analysts also look for signs of sensitive client data, exposed credentials or intellectual property found on the internet. Mindful of the global nature of security threats, GTIC employs multilingual analysts to pull data from all around the world, allowing our centers to collaborate to protect you from malicious attacks.

This proactive service allows increased situational awareness and identifies targeted threats which combined with a swift reactive approach to breaches, limits the impact of targeted attacks. Unlike traditional threat feeds and automated tools, our threat analysts convert information into actionable intelligence tailored for you.

RTS Core

We have designed our core service around brand reputation and technical monitoring.

Brand – RTS Core searches for threats to an organization's brand through direct monitoring of the brand and product names. This includes:

- IP address mentions
- Notifications of service disruptions
- Brand references on non-mainstream sources
- Cyber threats on social media
- Brand mentions with cyber significance
- Domain registrations, similar domains and typosquatting

Technical – RTS Core monitors the threats to your infrastructure such as IP address, space, and domains in surface, deep, and dark web. These include:

- Checking for leaked credentials, intellectual property, and financial information
- URLs or email addresses found in code repositories and non-mainstream sources
- Increases in IP address and domain risk

NTT Security Reputation Threat Services provide:

- Threat intelligence alerts and reports sent directly to you
- GTIC analysis of targeted threats, exposed credentials, sensitive information disclosures and IP reputation.
- Client-specific threat advisories
- Vertical market landscape analysis/reporting

Additional services include:

- Cyber profile and discovery report
- Weekly threat digest/monthly industry landscape
- Takedown services

Benefits of NTT Security Reputation Threat Services:

- Reduces overall security risk
- Reduces data exposure
- Reduces infrastructure risk
- Releases in-house security staff for other initiatives
- Enhanced brand/reputation protection

RTS Core Plus and RTS Advanced

Enhanced RTS services cover a number of additional areas including:

Trusted relationships – with RTS Core Plus, we monitor for threats to your organization through industry suppliers and partners.

VIP – your Board of Directors and Executive team are a risk due to their public profile. With RTS Advanced, we monitor the social media and web presence for your key personnel, identifying information that could pose an additional risk to the organization.

NTT Security will also deliver notifications and intelligence during the on-boarding phase of the service delivery. All notifications and alerts are promptly delivered to you through the NTT Security Portal, keeping you and your team in the loop on progression and the overall results of the RTS service implementation.

Support and contact

Our account team engages with you to schedule all service-related activities, coordinating with the Global Threat Intelligence Center RTS for all necessary

on-boarding and support. All appropriate data points and search criteria requirements are assembled to create a Client Profile Workbook (CPW). Each individual workbook allows us to curate all the information sourced from and relating to the client, aiding our continuous service delivery and ongoing client support.

Our aim is to understand all aspects of your organization, resulting in targeted threat intelligence based on your sector, the market in which you operate, your business model, and your geographic locations.

Figure 1: Our Reputation Threat Services are available at four levels combining the proactive intelligence, reputation and technical insight to help you protect your brand

Service Elements	RTS Core	RTS Core Plus	RTS Advanced	One-time Assessment
Brand (attack planning; reputation risk)	✓	✓	✓	✓
Technical (data exposure; infrastructure risk; stolen asset discovery)	✓	✓	✓	✓
Trusted Relationships (high risk vulnerabilities; third-party supplier and partner risk)		✓	✓	✓
VIP (data exposure; attack planning; reputation risk)			✓	✓
Client Notification				
Client Threat Advisories	✓	✓	✓	
Investigations		✓	✓	

About NTT Security

NTT Security is the specialized security company and the center of excellence in security for NTT Group. With embedded security we enable NTT Group companies to deliver resilient business solutions for clients' digital transformation needs. NTT Security has 10 SOCs, seven R&D centers, over 1,500 security experts and handles hundreds of thousands of security incidents annually across six continents.

NTT Security ensures that resources are used effectively by delivering the right mix of Managed Security Services, Security Consulting Services and Security Technology for NTT Group companies – making best use of local resources and leveraging our global capabilities. NTT Security is part of the NTT Group (Nippon Telegraph and Telephone Corporation), one of the largest ICT companies in the world. Visit nttsecurity.com to learn more about NTT Security or visit www.ntt.co.jp/index_e.html to learn more about NTT Group.