

DIGITAL BODYGUARDING™

a Swiss cyber-surveillance tool for Private Banks

Private Banks choose Digital Bodyguarding™ to secure their own online reputation and to protect their clients from financial and reputational risk. In a tense and rapidly changing business environment, Private Banks need, more than ever, to acquire the technological tools necessary to safeguard the interests of all major stakeholders and serve their long-term strategic interests.

“ For Global Private Banking & Wealth Management Survey, brand reputation is ranked as the number 1 differentiating factor... „

The landscape of the private banking industry has been undergoing profound changes for the past few years. Globally, slower wealth creation rates and consecutive crackdowns from fiscal authorities around the world have forced the wealth management industry to rethink its priorities and renew its offering in order to remain afloat.

The 2008 financial crisis has been a damaging ordeal for the reputation of the entire sector. The trust of wealthy clients has been put to the test repeatedly and banks are now facing greater scrutiny than ever before.

In addition to the brand's reputation, many key figures such as the C-suite or the heirs (if the private bank is family-owned) are greatly exposed to reputational risks and are susceptible to negatively impact the overall sentiment towards the institution.

Reputation is commonly defined as the perception of a company's past and current actions, as seen through the multifaceted prism of consumers, prospective clients and the general public. Therefore, managing a private bank's reputation involves the meticulous control of several key business risks such as legal, HR, PR, high-profile clients and business partners, and the effective promotion of the company's Corporate Social Responsibility endeavors. Most of these reputation drivers are influenced by internal, as well as external factors that are a greater challenge to monitor and influence.

In the Price Waterhouse Cooper 2013 [Global Private Banking and Wealth Management Survey](#), brand reputation is ranked as the number 1 differentiating factor, as perceived by industry leaders. "There is a greater need to preserve and enhance the reputation of the external brand, as it becomes important to external public perception of prospective clients, as well as to engendering client confidence.

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Brand and leader search engine protection and tracking:

Digital Bodyguarding™ offers the possibility to replicate search engine results in numerous languages, from over 250 servers scattered around the world. Search engines, in particular Google, are a private bank's window to the world. A controlled, positive SERP (search engine results page) is an absolute must. Once configured to a client's particular strategic needs, Digital Bodyguarding™ will keep a historical record of the evolution of the 10, 30, 50 or 100 first results.

Example: A private banker is preparing a business trip to meet with an ultra-high net worth individual in Hong Kong. Before traveling from Dubai, he checks the Google results in Hong Kong through the Digital Bodyguarding™ platform and identifies a negative result at the 6th position when looking up his bank's name. This allows him to take notice of the issue, which is of local nature and with no incidence on the private banking arm of his institution. Nonetheless, he is able to conduct the client meeting with a prepared explanation, gaining the client's confidence and reassuring him about the bank's position as a market leader.

Deep web surveillance for strategically relevant key words:

Digital Bodyguarding™ allows users to monitor the deep web in real-time. Setting up a keyword tracker is quick, simple and will allow private bankers to identify risks and opportunities, consumer preferences, patterns and trends in consumer behavior. It is very important to track mentions in parallel to search engine results. Breaking news, social media posts and other mentions on forums or message boards will seldom make it to the top search engine results but may be a vector of persistent negative publicity.

Example: In a large private bank called Lion, a communications director sets up a deep web surveillance profile to monitor the key words "Lion + bank". He receives an email alert informing him of the latest mentions. After checking them online, he identifies one as being a dissatisfied customer who publicly posted on his Facebook profile "damn banks! Just got off the phone with my banker at Lion PB who told me fees were increasing again next year. Aren't they making enough money already??"

Seriously thinking of closing my account and doing online banking". After looking up the name in the database, the communications director identifies the private banker in charge of this client and immediately contacts him. The banker goes on to file a request for an exceptional flat fee, securing the client and defusing the situation immediately.

Ongoing due diligence:

Servicing the wealthy and powerful individuals of the world is a lucrative business. But increasingly, compliance guidelines are becoming uncompromising and due diligence considerations take precedent over any potential financial gain. Today, due diligence cannot be performed at a single fixed point in time. To protect the bank's interest and preserve it from legal and reputational risks, sensitive profiles must be monitored on an ongoing basis.

Example: A client, Mister X, has been banking with you for the past 15 years. He is a South American self-made millionaire who owns one of the largest coffee plantations in the world. Five years ago, he decided to enter into politics. Today he has become the governor of his province. Aware of the country's reputation in terms of corruption, the chief compliance officer sets up a Deep Web alert for the client's name. The CCO receives an email alert from Digital Bodyguarding™ referring to a press article published 21 minutes ago titled "Governor X suspected of fraud". After reading the article, which explained that Mister X was suspected of embezzling funds through his coffee company, he cross-checks the amounts and identifies a suspicious correlation with the facts described in the article. He therefore proceeds to immediately freeze the account and contacts his country's financial regulator so as to protect his bank while respecting his country's banking secrecy laws.

Digital Bodyguarding™ at the private banking client's service:

The distinct living conditions and the inherent complexities of high net-worth individuals' lives put private banking clients at a higher risk of being digitally exposed to gossip, slander or other reputational hazards. As a high-end service provider, the private bank can now help its clients preserve the integrity of their digital presence through Digital Bodyguarding™. The private banker can easily set up a Digital Bodyguarding™ profile for his clients which will include search engine monitoring, deep web alerts, specific web page trackers such as a Wikipedia page, a streamlined data protection module and bespoke reporting.

Identity management for wealth planning mandates:

Protecting digital assets and ensuring their accessibility in the worst situations is essential. Many lingering digital communication issues arise from ill-maintained access management. Today, planning a client’s legacy must include a clear management of his digital estate that contains instructions and provides access to social media accounts and all other digital assets that are part of the client’s digital identity.

Digital Bodyguarding™ provides an excellent identity management solution that allows users to store, organize and manage their online access credentials. All servers and backups are highly encrypted and located in Switzerland.

Finally, to ensure the highest possible level of protection, KBSD operates a War Room from which they gather the digital intelligence needed to protect their clients. In case of an emergency, clients have the possibility of calling on the team’s expertise for crisis management or tactical operations in conducted with absolute confidentiality.

The [Swiss cyber-threat software](#) is currently being used by financial institutions, but also by luxury brands, Fortune 100 companies and publicly exposed individuals such as politicians or celebrities. Its versatility is allowing many different users to find a suitable way to secure the many different aspects of their digital identity.

Dedication

The most advanced and specialized online protection software coupled with support from a world-class team.

International

Multiple languages, multiple countries, multiple locations. We cover the world including China and Russia.

Resilient

Proven and tested high-end technologies used for the past five years in high-level tactical operations and crisis mitigations situations.

Solutions

From identity managements to cyber protection, we help safeguard reputations and proactively prevent crises and revenue loss.



Sherif Mamdouh
Head of Content

In charge of content strategy, Sherif provides intelligence-based solutions powered by Digital Bodyguarding’s data. In-house content creation and international press relations are developed in synergy with the many other tactical considerations of Reputation Management and Cyber-Protection.



Thomas Lohner
CTO

Lead developer of the Digital Bodyguarding™ technology, Thomas is in charge of all technical aspects of KBSD’s surveillance solutions. He joined KBSD after having been the Web Architecture Manager for Swissquote Bank.