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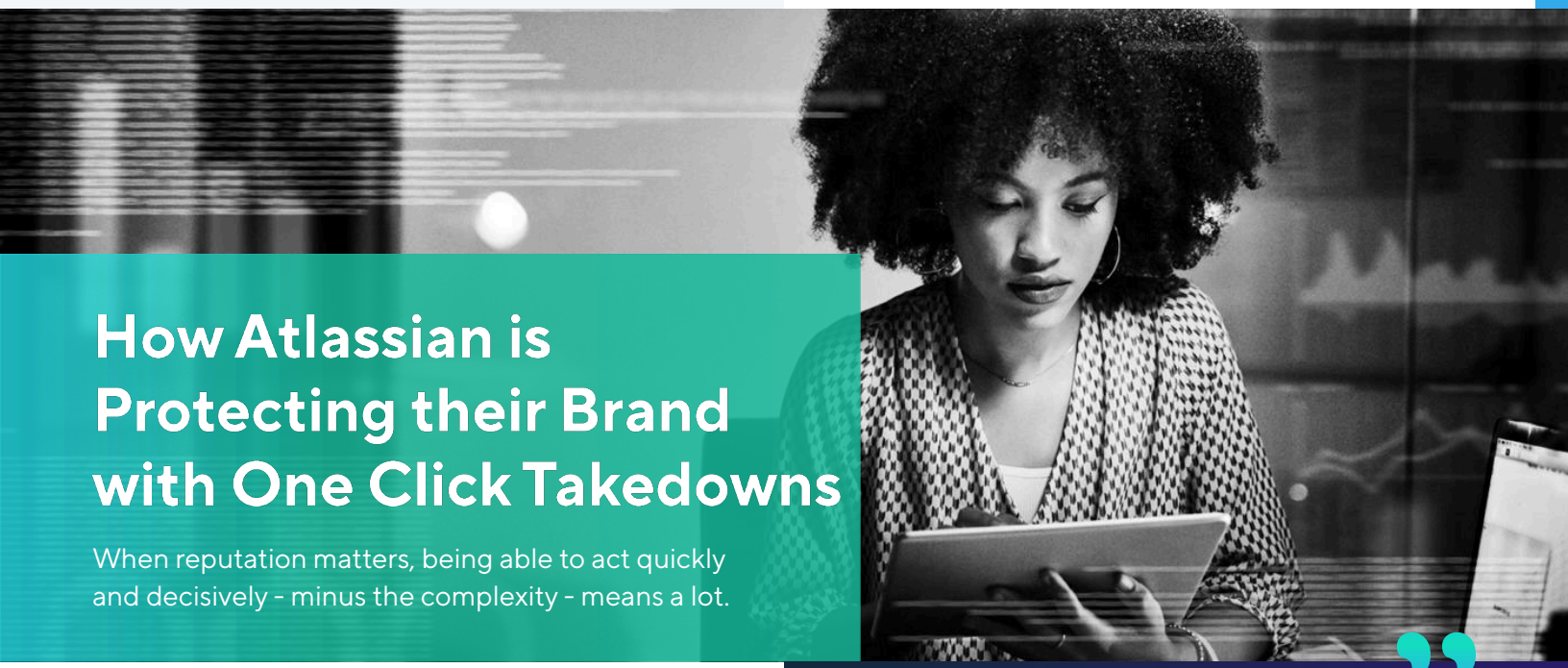


How Atlassian is Protecting their Brand with One Click Takedowns

When reputation matters, being able to act quickly and decisively - minus the complexity - means a lot.

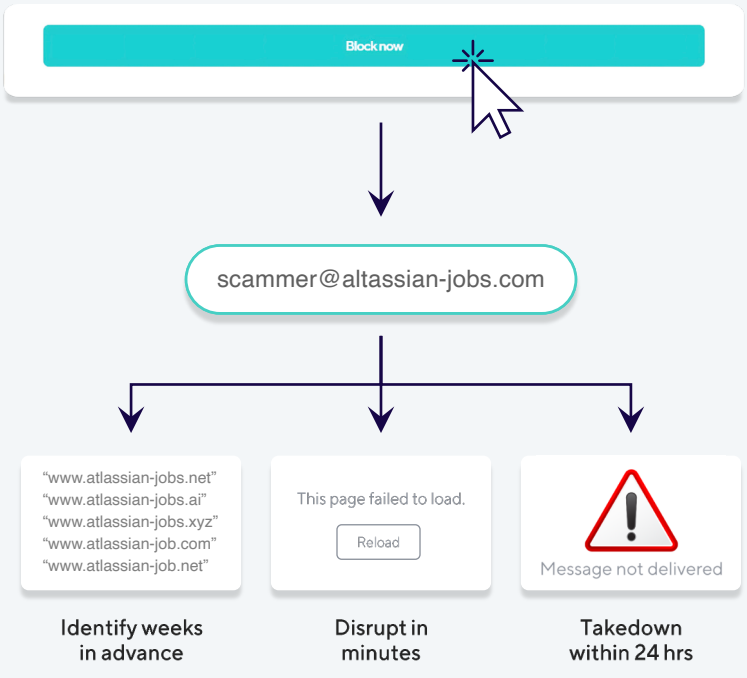
When it comes to productivity tools, there are few names more ubiquitous than Atlassian. Their suite of tools including Confluence, Jira and Trello are well-loved and heavily used for project management and team collaboration. As a widely-known and trusted brand, market reputation is critical.

Atlassian is a distributed work advocate and encourages other companies to adopt distributed work practices that will help increase their own team's communications and productivity. Atlassian's "Team Anywhere" initiative has positioned the company as a target for recruiters, as it highlights their commitment to be able to hire candidates from anywhere it has a legal entity. Scammers have tried to use the Atlassian brand to perform fake interviews and falsely impersonate Atlassian employees as a way to do it. They ask for personal candidate information to use it for financial gain.

The Atlassian Anti-Abuse Team needed a solution that could:

- Autonomously monitor the internet for the infrastructure used in these attacks
- Quickly disrupt identified attacks as early as possible
- Provide a "one click" takedown solution to streamline the adversarial disruption process

> *With PreCrime being predictive it's exactly what we need because our action is proactive, so it's a great match.*
>
> *~ Atlassian Principal Software Engineer for Anti-Abuse, Enrique Calot*



Atlassian and PreCrime Brand: A Case Study within a Case Study

In its experience with BforeAI, the Atlassian Anti-Abuse Team had an interesting reminder of what life was like before PreCrime Brand began protecting their brand.

"We had the case where there was an acquisition and we were not protecting that brand. There was an incident created on a fake domain using our acquisition (brand) and a lot of people had to work to do the takedown manually. If we just had the brand protected by BforeAI, it would have been one click and the takedown would have happened. Done in one second."

PreCrime Brand is automated protection for your organization's digital presence. Our predictive AI security solution continuously monitors the internet, using predictive inteligence to identify and disrupt malicious infrastructure before they do damage, automatically taking down online impersonation threats, and securing your brand from financial and reputational harm.

Well-known brands like Atlassian have a unique set of challenges when it comes to their reputation.

The Problem:

"Our globally respected brand will attract a lot of scammers, because they want to use our reputation of being able to hire candidates from outside of major cities as a way to create fake interviews to get personal data from them or make them buy laptops under a reimbursement fake promise for example."

The Scope:

"An 'external to external' (attack) is where we don't have control over the source and destination of the attack, yet it affects our brand reputation. Someone using our own brand to recruit people, for instance."

The Solution:

"We have the capability to execute takedowns on our own. However, finding the relevant reports among the hundreds of emails we receive weekly and getting the site taken down requires at least 10 days of wait time and three hours of an engineer's time per week. By using BforeAI, we save time and reduce engineering costs. We only need to monitor our dashboard to filter out our own domains, leaving only the threats to be evaluated. This process takes an engineer only one hour per week, and the domain is taken down within days or even hours."

BforeAI customers neutralize and eliminate costly attacks:

PreCrime takes the pain out of the manual takedown process.

80%	0.05%	18 days
Takedowns completed before content appears	False positive rate	Median advance notice of attacks

ATLASSIAN

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