Protecting Your Brand with Case Management Software

An eBook for Brand Protection Teams

Case IQ

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WHY
Between $1.7 trillion and $4.5 trillion worth of counterfeit and pirated goods are sold globally each year. (Federal Research Division, Library of Congress)

ROI
Case management software offers exceptional return on investment.

Case IQ

What is Case Management Software and How Will It Improve Our Investigations?

Case management software makes it easy for brand protection professionals, investigators, and their teams to create cases and manage multiple investigations at once. Managers can collect and analyze investigative data to manage risk and protect their brand, reputation, and bottom line.

With all case information stored in a centralized database, case management software provides complete documentation of an investigation, with all actions recorded in the case file. Digital evidence can be uploaded to the case file, including interview recordings, images and notes, emails and supporting documents. Case management software can include an anonymous ethics hotline to encourage tips, which can be integrated with existing reporting features.

Web-based case management software enables investigators and other team members to access case files from anywhere with an internet connection. If your case management software platform provides a mechanism to set up access roles you can set restrictions so that each user can access only the case information they need. This keeps confidential information secure and private, in compliance with state and federal information privacy regulations.

BACKGROUND

Investigating and resolving complex intellectual property theft, counterfeiting, and trademark violation cases ensures that only genuine products reach the market and protects a company's reputation.
Brand protection teams need tools to investigate incidents to provide visibility into occurrences for better prevention.

ON THE FOLLOWING PAGE:
How Case Management Software Works:
- Multi-channel intake
- Case management
- Reporting
- Alerts/workflows
- Access/roles

How Case Management Software Works:

Employees, Customers

Investigators, Attorneys

Managers, CEO

Intake

Create new cases quickly and easily, collecting all complaints and case-related information from any intake stream into one central file.

TELEPHONE HOTLINE
TEXT
INTERNAL WEB FORM
EXTERNAL WEB FORM
EMAIL-TO-CASE
2-WAY WEB PORTAL
24/7/365 AVAILABILITY
MULTI-LANGUAGE SERVICE
ANONYMOUS REPORTING OPTIONS

Case Management

Manage investigations with workflow rules that create a logical, structured process and all case information stored in one place.

EMAILS
TO-DO'S
TASK ASSIGNMENTS
ADVANCED SEARCH
CASE LINKING
AI CASE SUMMARIES
CENTRALIZED DOCUMENTATION
WEB-BASED SYSTEM
MOBILE-FRIENDLY VERSION
CONFIGURABLE WORKFLOWS
SCALABLE PLATFORM

Reporting

Analyze investigation data using summary reports that provide in-depth information on trends and areas of risk.

DRAG-AND-DROP REPORTS
PERSONALIZED DASHBOARDS
BI TOOLS
REPORT DISTRIBUTION
REAL-TIME UPDATES
PERFORMANCE TRACKING
75+ GRAPH & CHART TYPES
AUTOMATED INSIGHTS
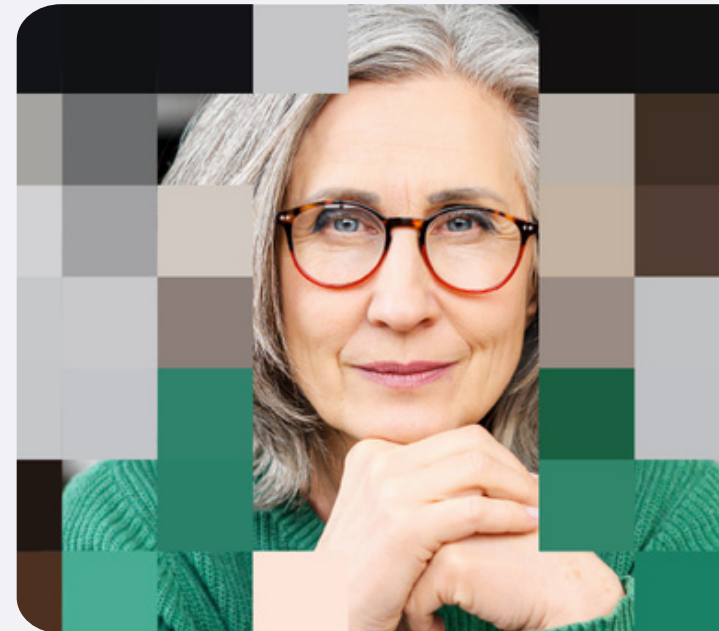
Why Do I Need Case Management Software?

A centralized case management platform that contains all case information in an organized, accessible format for key stakeholders helps organizations spot patterns and patterns and recurring issues in IP theft, counterfeiting, and trademark violations. A company-wide solution eliminates information silos, allowing visibility into recurring issues and escalation, no matter where they occur.

If your organization is using spreadsheets or an outdated in-house system, you are at risk. Valuable information may be falling through the cracks and you may be missing opportunities to protect your brand, reputation, and bottom line..

Case management software uses task reminders to keep investigators on track, reducing the amount of time it takes to complete an investigation. A case management solution also flags links between cases based on criteria you set.

STREAMLINED CASE MANAGEMENT SOLUTION

- Personalized dashboards
- AI-generated investigation reports
- All data in one centralized database
- Incident mapping capabilities
- Task reminders
- Configurable forms and fields

Case Management Software Helps Brand Protection Teams:

- Manage patent and trademark policing
- Conduct counterfeiting investigations
- Investigate intellectual property theft
- Log sighting reports and customs seizure
- Track online counterfeiting
- Track recovery amounts
- Report on global IP theft trends

By Implementing Case Management Software, You Will:

- Capture every report, incident, and violation
- Monitor case progress in real time
- Use alerts and notifications to enforce a consistent investigative process and provide early notice for cases that are off-track or high-risk
- Close cases faster
- Create investigation reports in seconds using AI
- Conduct root cause analysis
- Eliminate blind spots and identify trends
- Get deep insight into brand protection and intellectual property theft trends, risks, and opportunities
- Collaborate securely from anywhere with an internet connection
- Save time and money

NEXT

Why Case Management Software Is Better Than the Alternative

Why Case Management Software Is Better Than Home-Grown and Spreadsheet Systems:

Spreadsheets:
- Can't collaborate
- Multiple files that are out of sync
- Hard to create the final investigation report
- Users manually track activity, date, and time, leaving the records open to mistakes and information gaps
- Users must cut and paste information into spreadsheets from other files resulting in high error rate
- No task assignment, alerts and deadlines
- No analytics

Home Grown:
- IT staff needed to maintain and fix
- In-house programmers required to update and fix problems
- Not purpose-built - may require work-arounds that deviate from best practices
- May not have task assignment, alerts and deadlines built-in
- May not have data analytics
- Information security and privacy may not be as strong as leading case management software
- May not be configured for roles and responsibilities associated with best practices

Case Management Software:
- No need for dedicated IT staff
- No hardware to buy
- No in-house expertise required for support and maintenance
- Best practices built into the system workflow
- Case activity is tracked with the date and time for accountability
- All information is in one centralized case file
- Strong information security and privacy built in
- Investigators, administrators and managers can set alerts and deadlines to keep cases on track
- Integration with employee databases allows information to be pulled into each field, instead of having to type or paste it in

5 GOOD REASONS TO IMPLEMENT CASE MANAGEMENT SOFTWARE:

1. We've identified gaps in our brand protection program
2. We've identified more counterfeit products in the market
3. Our team is expanding
4. We need to work more efficiently
5. We have new products/IP to protect

The Best Time to Implement Case Management Software

There are several things to consider when deciding the timing for implementing case management software, but often it's changing circumstances that drive the need for a new system.

We've Identified More Counterfeit Products/IP in the Market: Often, the need for a case management solution arises because of an increase in a company's workload, which requires investigators and managers to track and organize more cases. Implementing a new case management solution as early as possible allows investigators to learn the system before their caseloads reach maximum capacity.

Our Investigation Team is Expanding: Team expansion could include the addition of more investigators or additional management. All of these scenarios could trigger a need for a more efficient, better organized system for managing and documenting brand protection investigations.

We Need to Work More Efficiently : Brand protection investigations can be complex and time-consuming. A case management solution with easy case creation, customizable features and logical work flow ensures no data or cases fall through the cracks, saving time and money.

We Have New Products/IP to Protect: For many companies, it's painfully obvious when to implement case management software. They've experienced a counterfeiting or IP theft incident that damaged their reputation or bottom line or they've added high-value IP to their portfolio. Implementing an investigative solution helps catch counterfeiting and brand theft early before real damage is done.

Return on Investment

Case management software offers exceptional return on investment for brand protection teams.

- Cost avoidance - less money spent on IT and in-house programmers for upkeep.

- Cost savings - scalable platform makes it less expensive to upsize or downsize.

- Increased productivity - investigators and brand protection professionals can get more done in less time.

- User adoption - investigators like using tools that make their jobs easier.

- Fewer incidents - access to case information helps you analyze areas of

- higher risk so you can take preventive action.

- Lower risk - powerful reporting solutions help you recover more funds lost to intellectual property theft, counterfeiting and trademark violations.

- Reputation protection - trend and risk-monitoring helps you catch counterfeiting and brand theft before your reputation (and bottom line) suffers

Cost Comparison

The costs for building and maintaining a bespoke system are much higher than for implementing case management software.

Cost of Home-Grown
Software for managing workplace investigations can be complicated and in-house IT teams generally underestimate the costs to build and maintain a system.
- Building a system from the ground up requires conceptualizing and designing from scratch, which is time-consuming and labor-intensive.
- Cost and maintenance of servers in-house is often more expensive than hosting.
- Information privacy compliance mechanisms must be researched and incorporated.
- You'll have to purchase and maintain secure information backup systems and hardware.
- IT staff must be dedicated for the entire building phase, taking them away from other tasks.
- Continuity and maintenance can be an issue when the staff who built the system leave.
- Software upgrades and support require getting into the internal IT services queue and fighting to keep your priority.
- Penetration testing and security measures must be carried out at regular intervals, requiring IT staff time.

Cost of Case Management Software
Case management software can be a cost-effective solution for an organization. Total cost of implementing case management software includes:
- Time that would be spent researching companies, vetting proposals, and attending demonstrations.
- Built-in information privacy compliance, without the need to research and incorporate it.
- A one-time setup fee, which is lower than staffing costs to build a home-grown system from scratch.
- A few hours of IT staff input to ensure compliance with your company's security and process requirements.
- A couple of weeks of staff time for implementation, spread over the course of two months.
- On-site or remote training to ensure your team is comfortable using your new system
- Annual licensing fees, which include 24/7 support, so that your IT department doesn't need to be involved.

One-on-One Advice

Our team of experts has implemented Case IQ for brand protection teams around the world.

They are available - free of charge - to speak with you and share the best practices we've learned. No pushy salespeople, just a chance for you to learn from our experts.

With a single focus on investigative case management solutions and a 20-year track record of successful implementations, Case IQ is the global leader in configurable case management software for investigations. To get a demo please visit www.caseiq.com/request-a-demo

To book your one-on-one, please contact:

📞 (800) 465-6089

📍 300 March Road
Suite 501 Ottawa,
Ontario K2K 2E2
Canada

✉ sales@caseiq.com
media@caseiq.com
support@caseiq.com

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