

Founded in 1963 in Sweden, **Betsson Group** is one of the largest online gaming companies. Betsson Group had a revenue of 777.2 million euro in 2022 and operates brands like betsson.com, betsafe.com, rizk.com, nordicbet.com, and more. Betsson Group's vision is to provide the best online customer experience in the industry through a diverse portfolio of more than 20 brands across 21 jurisdictions. Having a strong online presence allows Betsson to reach and engage a wide audience, making it easy for customers to access Betsson's product offerings.



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CSC spoke with Stephen Attard, marketing tech manager at Betsson Group, whose role is to bring stakeholders together from various departments to identify and implement technology solutions that can help with organizational goals. He is also responsible for managing the Betsson Group domain portfolio and assisting with brand protection queries.

How important is an online presence for Betsson?

Betsson has been in the entertainment business for 60 years and has successfully navigated the evolution from traditional slot machines to a global online gaming presence. The vision is to provide the best online customer experience in the industry through a diverse portfolio of more than 20 brands across 21 jurisdictions. Having a strong online presence allows Betsson to reach and engage a wide audience and make it easy for customers to access Betsson's product offerings.

Customers are at the center of everything Betsson does, and the goal is to not only fulfill, but exceed, their expectations. Therefore, it's crucial that the wide selection of online world-class casino games and sports betting opportunities Betsson offers are available for players anytime, anywhere.

Like many companies, Betsson Group also focuses on securing its domain portfolio. What are the challenges and biggest digital threats faced by Betsson?

Like every other online entity, Betsson Group faces a variety of challenges and potential digital threats. These include cybersecurity and fraud concerns, as well as issues related to cybersquatting, where someone with bad intent might register, sell, or redirect traffic using particular domain names in an attempt to profit from the Betsson name, or mislead people by creating confusion with a trademark or service mark.

Having said that, Betsson Group is proactive in addressing such potential challenges and threats. Besides securing the domain portfolio, Betsson Group and its brands are also certified as ISO27001:2013 compliant—the international standard for implementing an Information Security Management System (ISMS).



Looking at these challenges and threats, how does CSC help you to overcome them?

CSC helps Betsson focus on securing a strong and diverse domain portfolio. This helps protect the company's brand and reputation by preventing others from using similar or confusing domain names.

CSC also gives the company flexibility to expand or redirect its online offerings as needed. For example, if a company owns a range of related domain names, it can redirect traffic from one domain to another if it wants to change the focus of its website or launch a new product or service.

Also, CSC's Brand Protection and Takedown services are designed to help Betsson protect its intellectual property and prevent unauthorized use of company trademarks, copyrights, and other IP assets.

Can you give us insight into what type of brand issues Betsson has faced or is facing?

Since Betsson operates a diverse portfolio of brands in multiple markets, that sometimes exposes the company to intellectual property challenges or compliance issues.

It's important to proactively manage brands and reputation, and to have strategies in place to address any issues that may arise. This ensures Betsson can maintain customer trust.

How has working with CSC changed the way you manage brand infringements and how has it improved your overall day to day work?

CSC assists Betsson with managing potential brand infringements and protects the company's intellectual property rights.

Infringements monitoring: CSC regularly checks the internet and social channels to help Betsson identify any unauthorized use of its IP assets, such as trademarks or copyrighted material.

Taking action: If an infringement is identified, CSC takes action to stop the infringing activity. This may involve sending a cease-and-desist letter, filing a complaint with a relevant organization, or takedown.

The CSC Brand Infringements Team has also helped in some situations to regain stolen traffic from cybercriminals, ensuring the company's brand and reputation are protected.

Please tell us what your experience has been working with your dedicated customer services team?

With a huge domain portfolio of more than 20 brands to manage, Betsson Group works together almost daily with CSC's dedicated team of experts in Domain Management, Brand Protection, and Infringement services. CSC customer service is friendly, always available, and always ready to assist Betsson with immediate support.

Why would you recommend CSC to someone else?

Yes. We find CSC a trustworthy partner, as they have always assisted Betsson with quick solutions.