

A BETTER WAY TO PROTECT YOUR BRAND

Ruvixx is a collaborative cloud solution that is re-imagining licensing and brand protection - with new revenue streams as the focal point. Built by industry experts, Ruvixx employs a data-driven approach through modern technology and data analytics to provide enterprises with the tools and insights necessary to explore and capture new revenue opportunities.

“ Ruvixx is the best collaboration and IP management solution in the brand protection space.

Mark Bhide,

Sr. Director of Global Brand Protection and Licensing Compliance

HDMI™

THE LOSING BATTLE AGAINST BRAND INFRINGEMENT

Technology and globalization have expanded the reach of top brands, but they have also expanded the reach and sophistication of brand infringers. Today, as much as 10% of all goods/services sold worldwide are counterfeit and pirated - this is a global counterfeit market in excess of \$1.77 Trillion. Brand protection and compliance professionals are under-equipped to effectively shutdown infringers and reclaim lost revenue. How much more revenue and brand value could your team deliver if they weren't trapped by outdated tools and manual workflows?

THE CHALLENGES TO SUCCESS



Over-reliance on spreadsheets, email and manual processes wastes time and results in mismanaged information.



Disconnected teams and data impede productivity and make effective collaboration with teams and partners near impossible.



Lack of real-time insights limits the ability of executives to make timely and informed decisions, resulting in missed revenue.

WHY BRAND PROTECTION TEAMS LOVE RUVIXX

Quick & easy setup

Modern web interface and intuitive setup make it easy to get started. Smart import widgets ensure you'll get insights from your historical data on day one.

Less busywork

No more messy spreadsheets and disjointed email threads. Automate repetitive tasks and boost collaboration with parties inside and outside your company to deliver more results.

No more surprises

Secure, centralized knowledge management ensures transparency of information and accountability. Instant insights into all brand protection activities simplify reporting and accelerate informed decisions.

Stop revenue leaks

Grow revenues and avoid unnecessary costs by eliminating infringers who are exploiting your brand. Visual dashboards provide a real-time snapshot of progress against goals and revenue recovered from counterfeiters.

UNLOCK MORE REVENUE AND RESULTS WITH RUVIXX



Deliver executive insights

Real-time insights via dashboards and custom reports allow you to deliver the right level of information to management across all brand protection activities.



Gain control over infringers

Identify, prioritize and track infringers coming through trade shows and other channels so you can stop them before they impact your brand and reclaim lost revenue.



Connect the dots across all infringement data

Search and access specific incidents and easily link them to other entities and historic infringements in a visual and intuitive manner.



No more project bottlenecks

Tap into centralized project workflows to collaborate on key initiatives such as raids, investigations, test buys and legal action more efficiently.



Balance team workloads with ease

Standardize processes and communication across teams for improved efficiency and reduced case preparation time. Project transparency ensures visibility into daily task progress and workload balancing.



Track 3rd-party resources

Easily educate and collaborate with external partners such as lawyers, auditors, and customs officials to ensure they're properly equipped to stop infringers before they hurt your brand.

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GET STARTED TODAY

Join a growing list of industry leaders who rely on Ruvixx to protect their brand.

Contact us today for a live demo and more information:
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