



IPCybercrime is a full-service brand protection agency that specializes in serving major global brands and their attorneys. It offers a broad spectrum of services pertaining to the investigation of counterfeiters, unauthorized trademark usage, copyrights and patents.

IPCybercrime is a fully licensed Private Investigations firm as well as Internet venture company and currently handles over one thousand cases every year. Some of the services offered include: litigation support, major case consulting, test purchases, investigative buys, online auction monitoring and more.

The investigations carried out by IPCybercrime have led to the seizure of over two billion dollars in counterfeit goods, hundreds of arrests, and millions of dollars in recovered money.

“I looked hard for a one-stop solution that would suit my company and its unique needs. TrackVia was the only provider that could do so.”

**Rob Holmes**  
 Founder and CEO  
 IPCybercrime

## Summary

Because IPCybercrime offers full-service brand protection and investigative services, each case is a multi-tiered process with numerous steps involved. With over one thousand cases taken on each year, IPCybercrime had a need for meticulous case management, scalable data storage and world-class security. After the implementation of TrackVia, IPCybercrime was able to transfer all its data and self-build a customer-specific application in less than two weeks – with no prior developing knowledge.

## Challenge

Although IPCybercrime is in the business of assisting major global brands in curtailing their counterfeiting problems, the company itself is fairly small with only five employees. As a result, there is no internal IT department, and Founder and CEO Rob Holmes had to tackle the task of data management himself.

Because IPCybercrime operates in an industry that is small, relatively new, and very unique no “ready-built” solutions existed that were specifically tailored to the company’s needs. IPCybercrime operates using an extremely in-depth series of processes for every case, requiring each new client to have over 110 fields of data related to their file.

In 2004, Holmes built a database using Microsoft Access. While it worked well for storing and organizing data, it was too cumbersome for the company and did not offer the portability IPCybercrime’s employees needed. Every client case had mission critical data that was highly confidential, and when using Access, files had to be copied multiple times by different users, leaving room for error and copies of confidential information in multiple locations. Also, any time a change was made to data or the user interface, changes had to be made manually on each user’s computer, resulting in a loss of time and efficiency.

Holmes wanted a solution that was easier to use remotely and allowed for better collaboration amongst employees and clients without using a central server in the office, but still stored all the mission critical data in one, secure location.

**We use TrackVia to begin and operate every single case, every step of the way. TrackVia is open on all of our computers all day.**

**Rob Holmes, Founder and CEO, IPCybercrime**

## Solutions

Holmes recognized the necessity to have an out-of-the-box solution that was secure, scalable, remotely accessible and user friendly. He began looking for online databases and sampled a number of different options, including QuickBase, Dabble DB and Zoho. According to Holmes, “QuickBase, Zoho and Dabble DB weren’t ready to go like TrackVia, with the powerful back end that TrackVia has. None of them were a product that a business man with my mid-level aptitude could actually integrate into his business.”

TrackVia OnLine  
 Database  
 Professional  
 Edition



TrackVia  
 Application  
 Platform



Holmes implemented TrackVia, and within two weeks, was able to create a custom app from scratch, and have it fully functional for a client. "That client is still paying today," says Holmes.

Now TrackVia has become an invaluable asset to IPCybercrime. The team has better collaboration and is able to work from multiple locations. Also, less time is spent on data management and updating. Changes made to fields or entries are automatically updated on every user's account, and Holmes is able to troubleshoot almost any issue remotely. Also, security has vastly improved now that data is stored in one secure location, rather than having numerous copies of client information on multiple desktops, laptops, and USB storage devices.

IPCybercrime is continuing to unlock the possibilities provided by TrackVia, including future plans for utilizing the map feature in coordinating field investigations and cataloguing data.

“I’m an early adopter of technology, but when it comes to my business and my information, I try to find a middle ground. TrackVia has given the company a distinct advantage over competitors.”

**Rob Holmes**  
Founder and CEO  
IPCybercrime

## Support

Over the years that IPCybercrime has used TrackVia, Holmes and other users have occasionally looked to TrackVia for assistance in building custom applications for the business and its clients. "It has always been a good experience, I would rate it as the highest level of customer support I've ever used" says Holmes. "I always get in touch with a high-level programmer at TrackVia whenever I have any questions."

Holmes and other IPCybercrime team members have not only used the world-class phone support included with their Professional Edition Package, but also TrackVia's online forum to have questions answered.

---

Every time I talk to someone at TrackVia I learn about a feature that I didn't know existed. That's a good thing.

**Rob Holmes**, Founder and CEO, IPCybercrime

---

## About TrackVia

TrackVia delivers the world's most secure, flexible, and scalable OnLine Database and Application-Building Platform designed for Business Users. TrackVia balances business-user empowerment with enterprise-class performance, scalability, and end-to-end security. The result: A data management and collaboration solution that even the most skeptical Internal IT organizations can champion. To-date, over 1000 customers across the globe rely on TrackVia, including ADP, Healthways, US State Department, the TSA, US Olympic Committee, Samsung, and US Cellular.