



Unphish and NothingPhishy Announce Strategic Capability Partnership to Strengthen Scam and Phishing Protection in Australia

In a bold move to support the fight against Australia's escalating scam and phishing epidemic, Unphish (by Brandsec) and NothingPhishy (by Cyberoo.AI) have entered into a strategic capability partnership.

Best in class - Unphish x NothingPhishy

This collaboration brings together Unphish's customer-focused platform and trusted brand protection services with NothingPhishy's advanced detection and enforcement technologies, creating a compelling, end-to-end scam and phishing protection solution for enterprise, government, and regulated sectors.

With Australians losing over \$3 billion to scams in 2024 alone, organisations need more than passive monitoring - they need speed, intelligence, and action.

Unphish, turbo boosted by NothingPhishy's capabilities, delivers just that.

"This partnership is about bringing the best of both organisations together to support our clients in real-time," said Iain Russell, Director of Global Strategy at Cyberoo.AI. "We're combining human insight, tailored AI, and fast enforcement to stay ahead of bad actors and help protect people online."

Key Differentiators:

- **Integrated user-first reporting and response portal** for brand, security, fraud, and executive teams
- **Real-time threat detection and takedown** powered by AI and global enforcement workflows
- **Targeted scam and cybercrime intelligence**, including phishing, impersonation, malicious apps, and fake ads
- **Scalable delivery options**, with 24/7 coverage across managed and self-service models

"Brandsec and Cyberoo.AI share a commitment to building sovereign, fit-for-purpose scam protection solutions for Aussie organisations," said Ed Seaford, Co-Founder at Brandsec.

"Aussie brands are under attack like never before, and this partnership gives them access to an enhanced, Australian-made capability that takes the fight to the bad actors targeting them,"

As this capability partnership evolves, further updates will follow.

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