

Case Study

Web.Plus Scales AI-driven Brand Protection

Achieves 40% cost efficiency with BytePlus



Web.Plus at a glance

Web.Plus is a Malaysia-based technology solutions provider specializing in **cybersecurity** and **digital brand management**. The company provides an AI-driven platform that helps large enterprises, such as major telecommunications companies, detect and mitigate online brand infringement, counterfeit listings, and impersonation across marketplaces and social media. Web.Plus focuses on enabling organizations to transition from reactive enforcement to proactive, scalable digital reputation protection.

— CHALLENGE

Scaling Smart Protection in a Complex Digital Landscape

As enterprise demand grew, Web.Plus faced mounting pressures across infrastructure cost, AI processing efficiency, and threat response speed.



Infrastructure Costs

Hosting on previous cloud providers resulted in high operational costs, making it difficult to scale the solution competitively for enterprise customers.



Data Processing Complexity

Processing large volumes of unstructured data (images, text, and URLs) for real-time detection was resource-intensive and required significant optimization efforts.



High LLM Expenses

Utilizing other Large Language Models (LLMs) significantly raised internal costs due to expensive input and output fees.



Slow Threat Detection

Traditional monitoring approaches were manual, fragmented, and slow, making it difficult to detect threats early or respond effectively at scale.

A Unified Platform for AI-Powered Brand Protection



BytePlus provided Web.Plus with the full stack needed to shift from reactive brand monitoring to an intelligent, proactive enforcement engine — combining **cutting-edge AI models**, **high-performance cloud infrastructure**, and **dedicated local support**.



ModelArk & Seed 2.0

Web.Plus utilized ModelArk and the Seed 2.0 model to automate detection workflows and classify potential brand infringement cases.



High-Performance Infrastructure

BytePlus provided the necessary cloud infrastructure for efficient data ingestion and intelligent analysis of large datasets.



Premium Technical Support

The partnership included 24/7 support and troubleshooting from the local BytePlus Malaysia team, ensuring business-critical needs were met promptly.

Measurable Outcomes, Enterprise Confidence

40%

Cost efficiency improvement

Achieved in compute costs vs. previous cloud infrastructure, enabling more competitive enterprise pricing.



Enhanced Performance

Results with Seed 2.0 were significantly stronger than previous models like Skylark.



Scalable Monitoring

The platform can now process much larger volumes of data at scale while ensuring the 'customer's dollar-to-value' is protected.



Operational Confidence

The transition allowed Web.Plus to restrategize focus toward enterprise scaling needs, backed by a strong relationship with the BytePlus MY team.

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The premium support that was included in our partnership gave us 24x7 support and troubleshooting. In times when we encountered business critical needs, the support team led by Liu Di was ever present and following up with us until the solution was solved.



TK Tan

Founder & CEO, Web.Plus

Schedule a discovery call

Discover how BytePlus's cutting-edge AI capabilities can boost your AI workflow. Scan the QR code to speak with our solutions expert.

