

## Vorys Launches Ancillary Data Analytics and Software Business Designed to Help Brands Control Their Channels in the Age of eCommerce

### Related Services

eControl

### Related Industries

Retail and Consumer Products

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Vorys, Sater, Seymour and Pease LLP announced today that it has launched an ancillary business, Precision eControl, which will further assist companies in their ability to take control of their online and brick-and-mortar channels.

Vorys created a new category of service when it launched its Vorys eControl practice in 2014. The practice revolutionized the ways in which companies can protect their brand value both online and offline. Precision eControl, a dedicated technology and software-as-a-service business, helps brands maintain channel control, protect brand value, and increase online sales.

“For years, brand protection vendors have played whack-a-mole and struggled to drive measurable business outcomes,” said Whitney Gibson, chair and founder of Vorys’ eControl practice. “The purpose of the Precision eControl platform is to move the industry forward by providing data analytics and tools to help brands execute precise tactics that drive measurable impact on important business KPIs. The lessons we have learned in this space regarding the value of precision analytics and actions are significant. Precision eControl hired best-in-class data analytics and software leaders to bring these benefits directly to its clients.”

The unique platform provides precision insights to identify online activity disrupting business KPIs, analytics to focus enforcement actions where they will have the greatest financial impact, and proprietary measurement to demonstrate commercial results for brands.

“Our team has worked extremely hard to deliver a robust and data-driven resource for brands to simply and quickly understand how to regain control of sales and brand value,” said Blake Burrus, CEO of Precision eControl. “Consolidating channel control efforts into a comprehensive ecosystem allows eCommerce owners to operate with greater efficiency and deliver meaningful ROI.”

To learn more about Precision eControl, visit [precisionecontrol.com](http://precisionecontrol.com).

Vorys is in the midst of a multi-step expansion of its internationally recognized eControl practice and related services. In September, Vorys announced the opening of a London office, the firm's ninth office and its first international one, to support eControl's continued growth.

Precision eControl is the second ancillary business Vorys has launched in as many months. In October, it announced the creation of [Vista Site Selection](#), an ancillary business dedicated to helping companies choose the most advantageous and economically viable sites for strategic investments.

**About Vorys:** Vorys was established in 1909 with just four attorneys and has grown to nearly 375 attorneys in nine offices in Ohio, Washington, D.C., Texas, Pennsylvania, California and London. Vorys currently ranks as one of the 200 largest law firms in the United States according to *American Lawyer* magazine.

**About Vorys eControl:** Vorys eControl is an interdisciplinary team of lawyers, brand protection professionals, investigators, technologists and data analysts that designs, implements and executes online sales control solutions focused on driving brand growth and brand value. Vorys eControl has helped more than 600 brands, including some of the world's largest companies across numerous product categories, to stop unauthorized sales, diversion and infringements, mitigate channel conflict and preserve brand value in today's eCommerce age. Learn more at [vorysecontrol.com](http://vorysecontrol.com).