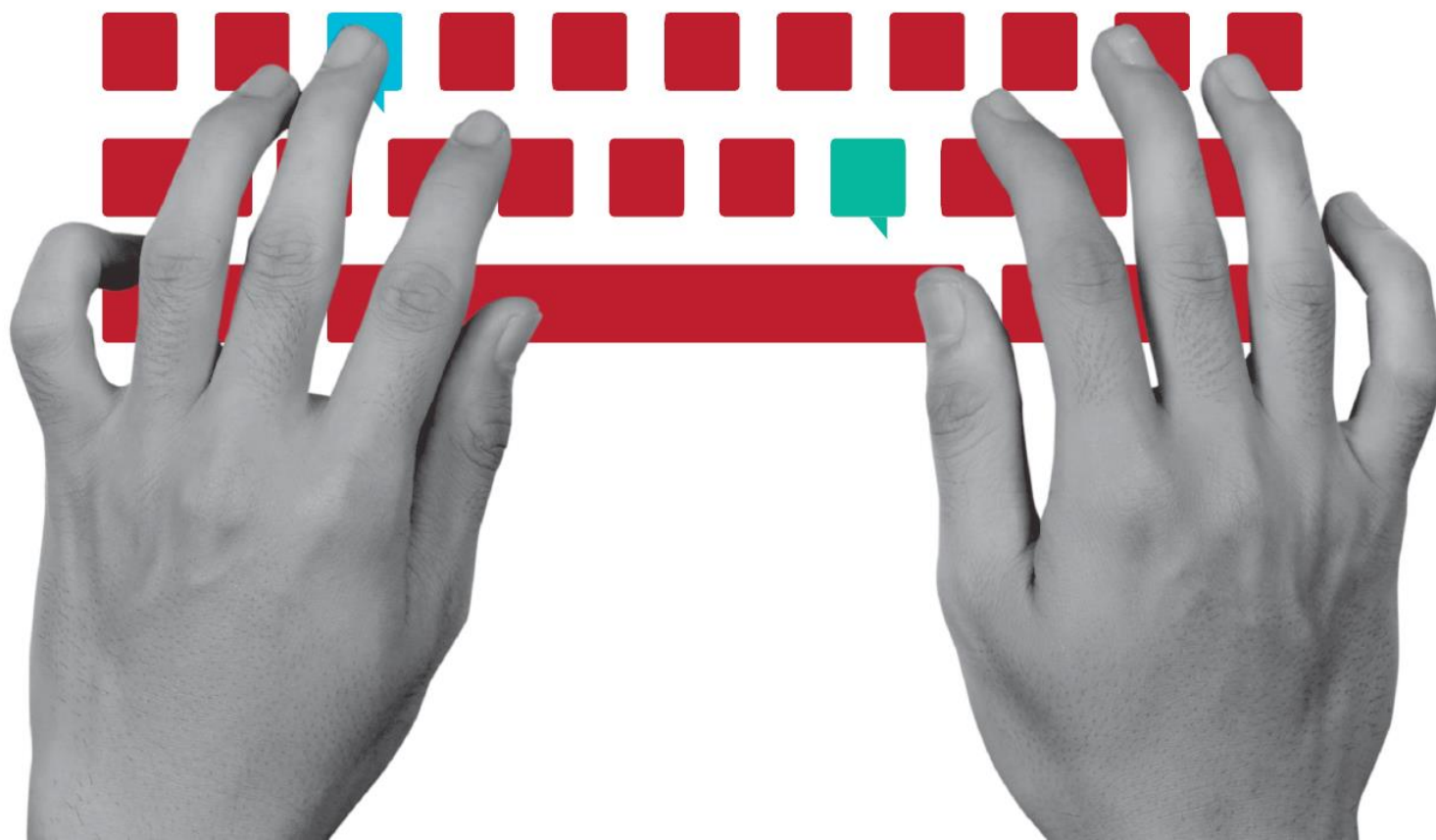


We combine **language and technology**  
to boost your company's growth

Company presentation - 2024





# About Us



## What is iDISC?

We are a multidisciplinary team with over 30 years of experience, dedicated to adapting your content to help it reach the world. iDISC can also support you with developing and implementing the most robust, scalable systems engineering and cybersecurity solutions.



## Our Mission

To provide products and services to drive companies' international growth, using multilingual communication and secure content management.



## Our Goal

To help our clients break down language, geographical, cultural and technological barriers, and to establish solid, long-term relationships based on high-quality service, human interaction and fulfilling commitments.





# Our Story



iDISC was founded in Barcelona to offer software development and engineering services.

We created the Language Services department to translate and adapt software products, along with the related support and documentation materials, into Spanish. That is how we joined the localization industry.



We created a translation team specialized in computer product marketing, paying particular attention to fluency and adaptation to local markets.



Processes were implemented to meet ISO 9001 and EN 15038 quality standards. We became certified under both standards.

We created translation groups in Bolivia, Guatemala and Paraguay to cater for native Latin American languages. Today these minority languages are one of our areas of specialization.

A team of project managers was set up in Mexico City to offer extended service hours for clients - from 8:00 GMT to 24:00 GMT - and greater coverage on public holidays.

1987

1990

1995

2010

2011

2013

2015

2017

2019

2020

2022

2023

We consolidated a translation and IT services team in Xalapa (Mexico). A production office in Porto Alegre was opened to provide translations into Brazilian Portuguese.

ISO 9001:2015 and ISO 17100:2015 certifications replaced the previous ISO 9001:2008 and EN 15038:2006 certifications.

We began to offer professional sound recording, voice-over and other multimedia services.



Processes were implemented to meet ISO 27001 security requirements, and we became certified under this standard.

We became ISO 18587-certified, which sets out the best practices for post-editing machine translation output.



We incorporated AI into our production processes, and carried out our first projects using this technology.



# Translation and Localization Services



At iDISC, we offer translation of any content, into any language, for any device.



## Localization

Adapting your texts to ensure their message correctly reaches your target market, guaranteeing an optimal customer experience across the world.



## Transcreation

Recreating the message that comes with your products and services, producing the same impact on audiences in different parts of the world and respecting each country's cultural context, while also retaining your brand's voice and tone.



## Website Translation and Multilingual Content Management

Handling your content from any platform to make your products and services accessible through any digital interface.





# Areas of **Specialization**



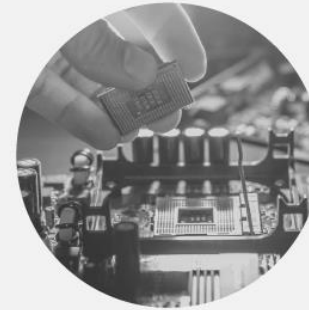
**INFORMATION  
TECHNOLOGY**



**AUTOMOTIVE**



**MANUFACTURING**



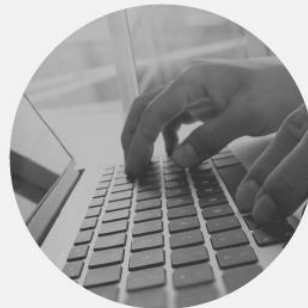
**ELECTRONIC, AUDIO,  
VIDEO AND LIGHTING**



**BOATING**



**BUSINESS, FINANCE,  
LEGAL, ELEARNING**



**WEBSITES**



**TOURISM**



**MARKETING**



**LIFE  
SCIENCES**



# International Marketing

We transport your marketing campaigns from one market to another: bringing cultures closer to your goals with creativity and precision.



## ✓ SEO Translation

### ➔ Global Reach

Elevate your online visibility through strategic keyword optimization.

### ➔ Cultural Precision

Tailored content to resonate with international audiences, blending linguistic nuances with SEO tactics.

### ➔ Visibility Boost

Enhance your content's search engine ranking, ensuring global visibility and engagement.

## ✓ SEM Localization

### ➔ Targeted Expansion

Adapt your SEM campaigns for local markets, maximizing reach and relevance.

### ➔ Culturally Adapted Ads

Create pay-per-click ads that click with local cultures, driving engagement and conversions.

### ➔ Performance Optimization

Fine-tunes your SEM strategy for peak performance across diverse global landscapes.

## ✓ Content Creation

### ➔ E-mail Sequences

Design personalized, engaging email campaigns that nurture leads and convert subscribers into loyal customers.

### ➔ Blog Articles

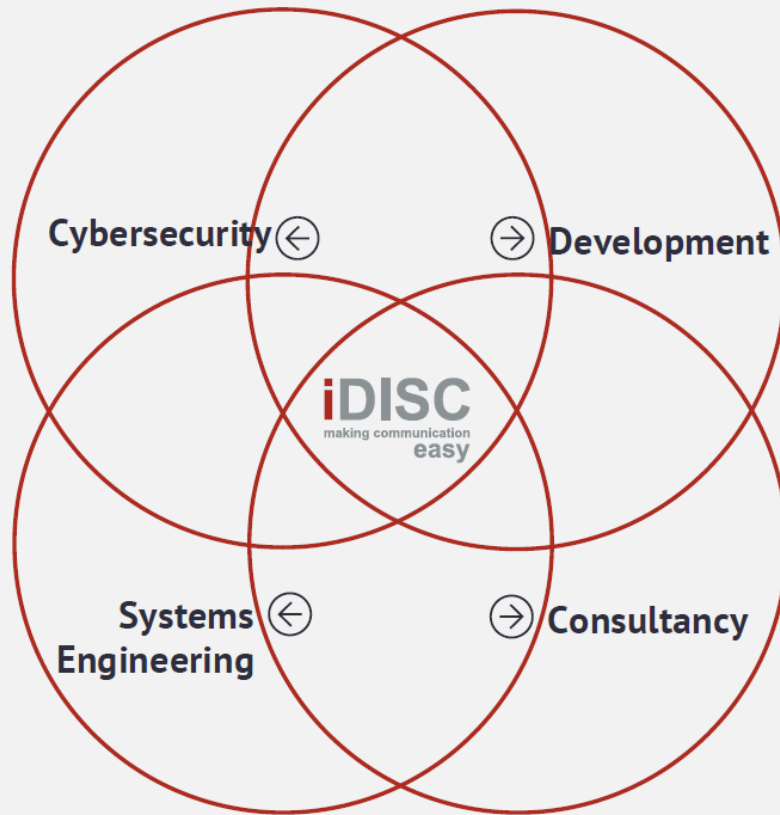
Deliver informative, SEO-rich articles that establish your authority and boost your website's search engine ranking.

### ➔ Social Media Posts

Create captivating posts tailored to each social platform, increasing your brand's engagement and reach.



# ICT Services, tailored technological solutions



## Cybersecurity

As security experts, we strengthen your IT infrastructure to protect your information and that of your customers.



## Development

Specializing in programming and optimizing web portals, applications and connectors for your CMS, ERP, CRM or TMS, we will find the best solution for your project.



## Systems Engineering

Designing, implementing and facilitating control and optimization of your information systems networks and infrastructures.



## Consultancy

Performing audits and identifying needs and weaknesses in your security, systems and applications, to define corrective actions and offer you customized solutions.



# Development and Systems Engineering



WEB PORTALS



APPLICATIONS

## DEVELOPMENT



CMS, CRM, ERP or  
TMS CONNECTORS



**SINGOOLAR:**  
Translation tool integrated  
into HubSpot CMS and  
WordPress



SYSTEM  
VIRTUALIZATION



DATABASES

## SYSTEMS ENGINEERING



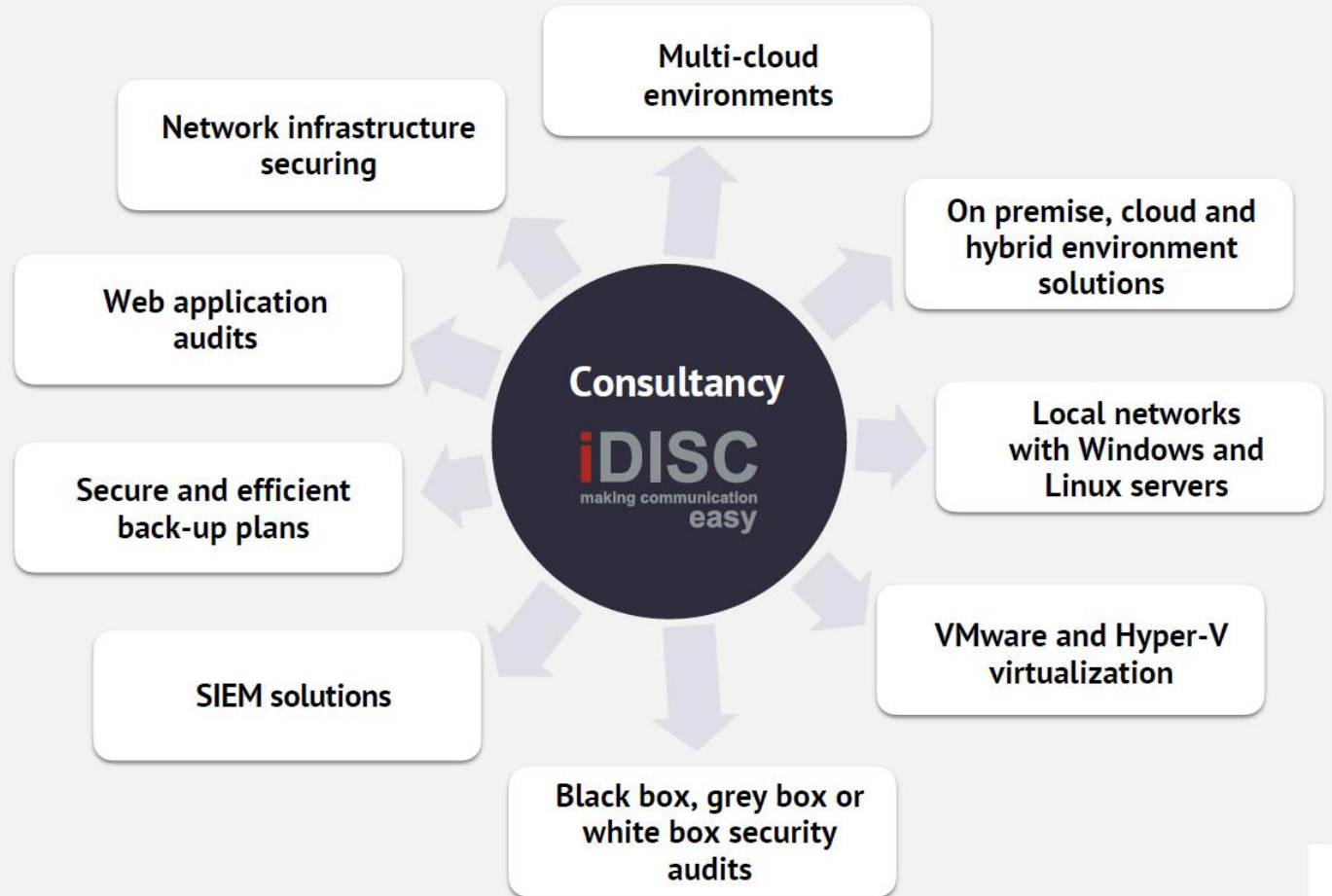
HIGH-AVAILABILITY  
(HA) SYSTEMS



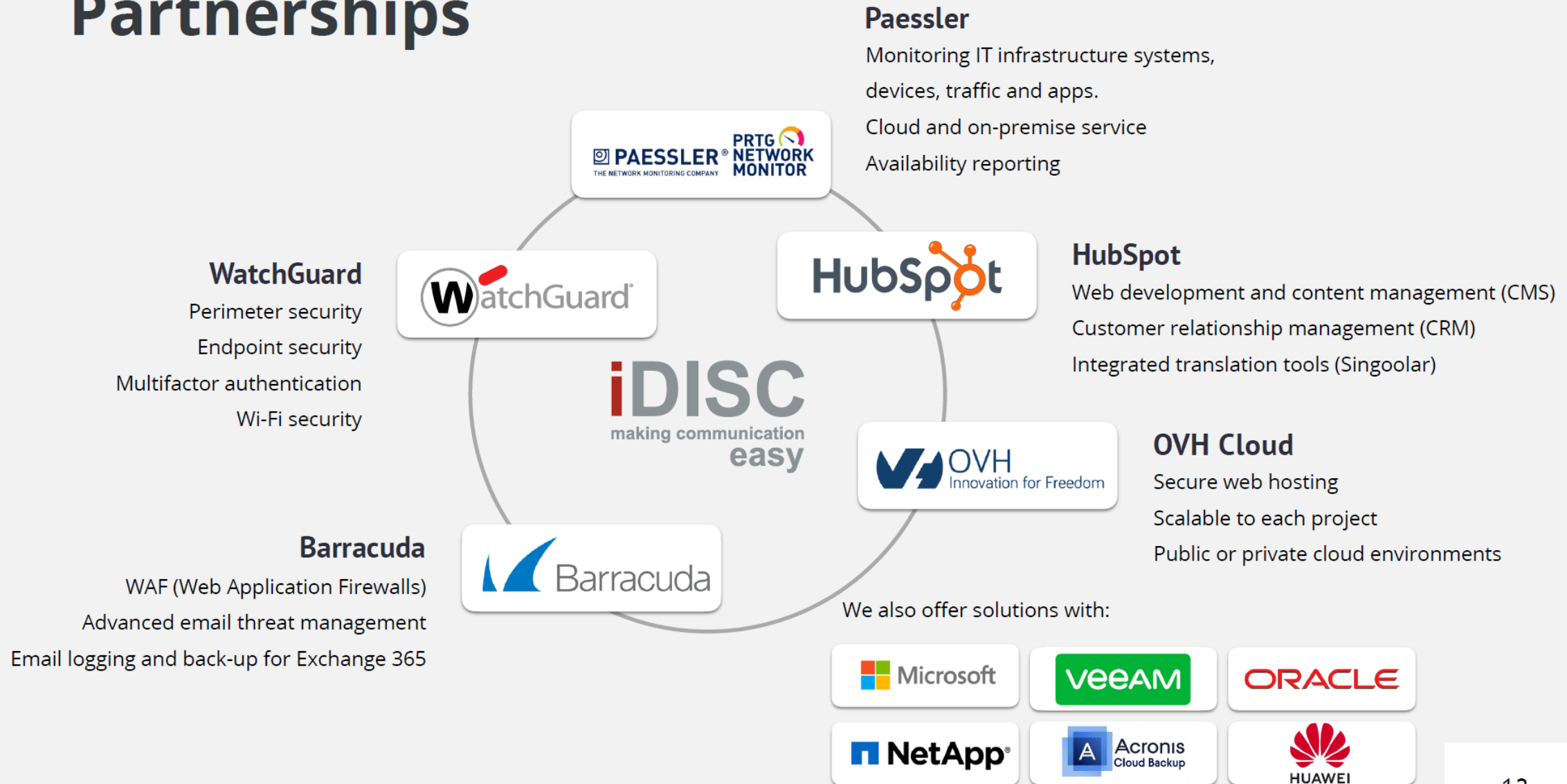
INTEGRATED  
SECURITY AND  
MONITORING



# Tailored Consultancy and solutions customized to each company



# Technological Partnerships



# Strategic Partnerships



# Extensive Availability



## Offices in Europe and America:



### Barcelona

Passeig del Progrés, 96  
08640 Olesa de Montserrat  
Barcelona - Spain  
Tel: (+34) 93 778 73 00



### Xalapa

Azcárate, 60 Colonia Centro  
91000 Xalapa Enríquez  
Veracruz - Mexico  
Tel: (+52) (55) 4163 9062



### Porto Alegre

Rua Mostardeiro, 777, 15º andar,  
sala 1537 - Independência  
90430-091 Porto Alegre  
Rio Grande do Sul - Brazil  
Tel: (+55) (51) 3500 1769



### Miami

80 S.W. 8th Street, Suite 2000  
33130 - Miami  
Florida - USA  
Tel: (+1) (305) 481-9549

[contact@idisc.com](mailto:contact@idisc.com)

# DETECTION OF ANOMALOUS BEHAVIOR IN WEB ACTIVITY

CLASSIFICATION ENGINE BASED ON AI

Description of the challenge





## INTRODUCTION

- In order to have a good control over the security of services exposed on the Internet, it is very important to constantly monitor the accesses that are generated in order to detect possible intrusions.
- This practice is particularly relevant in the case of web-based solutions, given that they have high exposure and there are a multitude of techniques to try to attack the platform.
- Currently there are defined patterns, based on regular expressions that allow us to easily identify most attacks. This detection is done heuristically.
- Despite efforts to detect and contain attacks, there are requests that may pass as legitimate that do not fit into any of these patterns, nor can any new pattern be defined to detect them.
- **Example** : If someone obtains credentials to access a service and accesses in a conventional manner, as if they were an authorized user, it would not fit any attack pattern.



## TARGETS

Based on the possibility of detecting whether a request is malicious or not, and on other parameters of the request, we want to identify all those requests **liable to be revised** by an analyst.

It is about identifying all those requests that meet the following conditions:

- That they are not identified as a malicious request.
- That they are deviated from the usual browsing behavior of users.

The result should be a score (**score**) on each record that defines whether it fits more or less with the parameters of normality.

This should allow us to define a **threshold** from which these logs are incorporated into a SIEM (software that collects activity logs and security alerts) to be reviewed by an analyst.

The process of scoring each log line should be able to work **in real time**, so that as these log lines are generated in the files, there is software capable of querying the AI engine for a score.

The system must be **adaptive** and can keep learning as new information is generated and web browsing trends change.



## Considerations

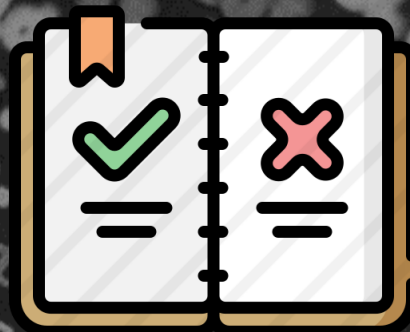
- Websites are alive, therefore, it is possible that new URLs are generated as those who manage the website generate new content and/or publications.
- Browsing trends can change over time, depending on the launch of new products or services.



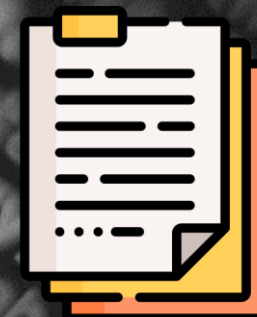
# Base material



Log files generated by  
web engines based on  
Apache HTTP Server



Heuristic rules for  
identifying attacks



Technical  
documentation and  
references to  
understand the format  
of these files

# THANKS



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<https://www.idisc.com/es/servicios-tic/ciberseguridad>