

BENEFITS

Broad Protection from All Forms of Mobile Threats

With format and content agnostic fingerprinting technology, Cloudmark Mobile Platform is capable of detecting spam, fraud, phishing and virus attacks that arrive in any format; Email to SMS, Mobile SMS, MMS messages or binary attachment. It offers protection against all categories of mobile messaging threats including ones originating from the Internet, from internal or external mobile networks as well as messaging threats and fraud detection in any language, including double-byte characters.

Enables Customizable Subscriber Experience

The Cloudmark Mobile Platform supplies operators with the foundation to offer new value-added security services based on subscriber controls, such as advanced parental controls for child protection.

Protects the Operator Network and Provides Operational Efficiency

Cloudmark Mobile Platform reduces abusive traffic and maintains stability. Operational resources are freed up from addressing fire-drills and customer complaints related to messaging attacks.

Comprehensive Network Control and Visibility

The Cloudmark Mobile Platform provides operators with broad visibility into their network so that they can create effective policies to mitigate messaging attacks and threats.

HIGH-PERFORMANCE, CARRIER-GRADE MESSAGING SECURITY SOLUTION

Mobile messaging has been a substantial revenue generator for mobile operators and it continues to grow rapidly. As subscribers increasingly rely on their mobile phones for every day communications, productivity and financial transactions, they have become an attractive and lucrative target for attackers, causing significant revenue loss, operation problems and subscriber service degradation and affecting the entire mobile ecosystem.

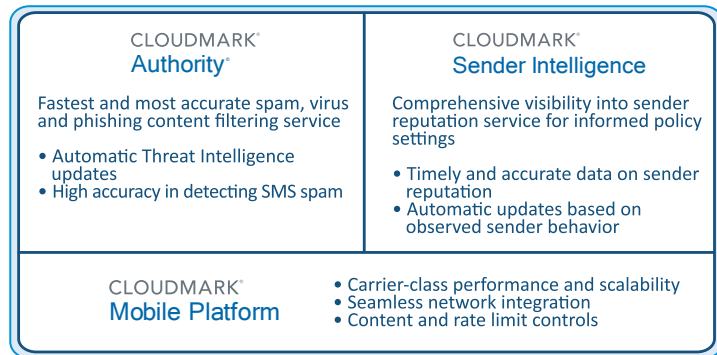
Abusive traffic is costly for operators, wasting valuable network resources, driving customer support costs, and threatening subscriber adoption of future mobile services. Subscribers are directly impacted when they receive malicious messages and expect their operator to provide a secure mobile experience. As mobile operators expand revenue through value added services, it becomes ever more important to preserve and foster a trusted user experience for their subscribers.

CLOUDMARK MOBILE PLATFORM

The Cloudmark Mobile Platform is a high-performance, carrier-grade messaging security solution that protects mobile operators from mobile messaging related security threats.

Cloudmark Mobile Platform offers tools and technologies to effectively combat the growing messaging and security threats. It addresses various categories of mobile messaging security threats and enables mobile operators to create and enforce policy to restrict the threat space and minimize the potential threat impact.

Cloudmark Mobile Platform works seamlessly with optional Cloudmark security services such as Cloudmark Authority and Cloudmark Sender Intelligence. When combined together with these services, it creates a powerful and unique solution comprising of advanced automated message fingerprinting and real-time updates from Cloudmark's Global Threat Network enabling robust messaging security protection without any service interruption or manual operator involvement.



Built on years of mobile security research, the Cloudmark Mobile Platform builds a powerful yet flexible foundation to implement a variety of content and subscriber level policy controls.

- Protocol control policies allow operators to set alarms or block traffic based on a combination of volume patterns, protocol attributes and/or sender reputation
- Content control policies allow operators to take action on messages with certain keywords or content in order to enforce acceptable use restrictions or enable new services like parental controls
- Subscriber controls allow operators to provide per-subscriber services such as sender block or allow lists

Cloudmark Mobile Platform seamlessly integrates into the mobile network without the risk of service disruption and as a call-out function with the existing SMSC, SMS Router, STP or Signaling Gateway.

