Kindsight Broadband Security
Offer subscribers an additional layer of network-based protection

The Kindsight Broadband Security service detects threats in your subscribers' Internet traffic, sends them alerts and shows them step-by-step how to remove these threats that put their personal information at risk. Embedded in the service provider network, Kindsight protection is always on, always up-to-date and cannot be disabled by criminals.

Much-needed protection
With multiple computers and devices, most consumers do not keep all their security software, operating systems, and applications up to date. Kindsight Security Labs reports that 10-15% of home networks are infected in any 30-day period, so clearly there is a need for an additional layer of protection. By deploying the Kindsight Broadband Security service, Internet service providers (ISPs) can now offer a powerful and innovative network-based security service that notifies users via their medium of choice (email, SMS, mobile app, portal, or web interstitial) when their home network has been attacked. Subscribers are given step-by-step instructions for removing threats through an easy-to-use portal which can be branded by the service provider.

Network-based malware detection
The Kindsight Broadband Security service is built upon a Network-based Intrusion Detection System (NIDS) deployed in the service provider's network. It analyzes the Internet traffic from subscribers' home networks for the presence of malware that may have disabled the client-based anti-virus software, or which may have escaped detection. Using signatures from Kindsight Security Labs, the NIDS offers accurate detection with low false positives. It can also catch infections which Domain Name System (DNS)-based solutions would miss, such as those that don't use DNS (e.g. P2P botnets) or cases where a subscriber's device bypasses the service provider's DNS server (e.g. malware re-configuring it).

A business model for security services
ISPs have several options for monetizing this valuable security service. It can be delivered for a monthly fee, or bundled to drive demand for other services. Together with Kindsight Security Analytics, service providers can improve the service experience by minimizing the malicious consumption of network resources and also reduce the time and money it costs to deal with malware.

Protect Subscribers
Offer your subscribers a powerful and innovative network-based security service that notifies users when their home network has been attacked.

Generate Revenues
Service providers can monetize the Kindsight service for a monthly fee, or bundle it to drive demand for other services. The ISP-branded alerts and portal also offer strong service differentiation.

Increase Loyalty
By detecting threats and malware, ISPs can increase subscriber trust and loyalty. Kindsight Broadband Security can be leveraged as a unique feature of your overall service as online threats become increasingly front of mind.
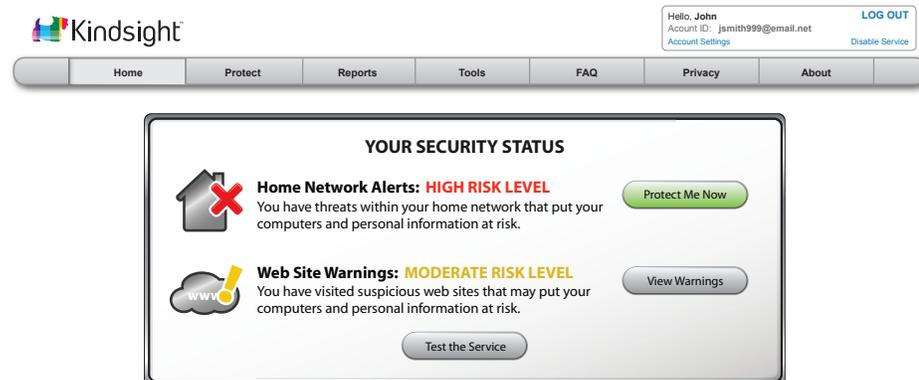
![Kindsight portal screenshot]

Hello, **John**
Account ID: jsmith999@email.net
Account Settings

LOG OUT

Disable Service

| Home | Protect | Reports | Tools | FAQ | Privacy | About |

YOUR SECURITY STATUS

Home Network Alerts: HIGH RISK LEVEL
You have threats within your home network that put your computers and personal information at risk.

Protect Me Now

Web Site Warnings: MODERATE RISK LEVEL
You have visited suspicious web sites that may put your computers and personal information at risk.

View Warnings

Test the Service

How Kindsight Broadband Security Works

The Kindsight Broadband Security service detects threats in the Internet traffic of subscribers, alerts them of those threats, and offers helpful tools for removing the threats. Here are the components in the system:

- **Network Intrusion Detection System (NIDS-8800)**
  Sensors are deployed at strategic locations within the service provider network, typically at an aggregation or peering point, to analyze traffic for evidence of malware infections without impact on network performance.

- **Alert Reporting Cluster (ARC)**
  The cluster contains several components that are installed at the service provider's datacenter to process and store events from the sensors. It also triggers real-time actions against malware detected in the network.

- **Subscriber Remediation Portal**
  When a threat is detected, the subscriber is notified by email, SMS, app, or web interstitial. Subscribers can access the Kindsight portal from anywhere, anytime to get more information about the threat and step-by-step instructions for removing it.

- **Signature Update Service**
  Backed by the proven signature development and verification process of Kindsight Security Labs, the signature set provides thorough coverage with low false positives and is continually updated as the foundation of the Kindsight Security Services.
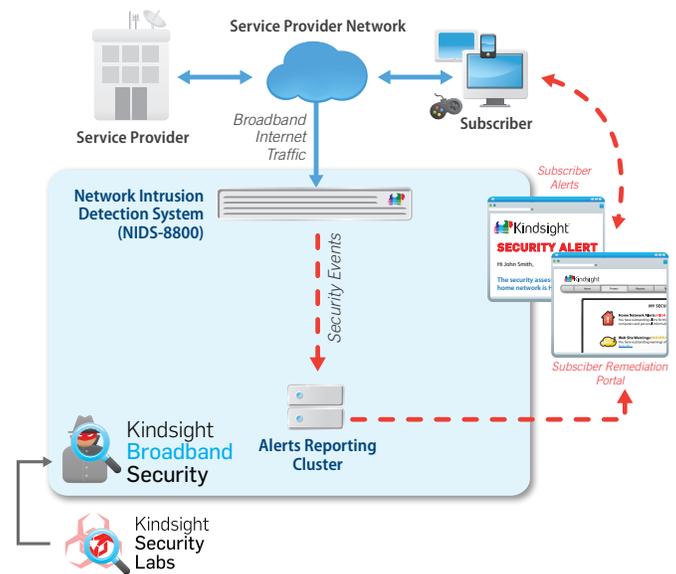
Why Kindsight

Backed by Alcatel-Lucent, Kindsight has developed an advanced technology platform for network-based malware detection with the following advantages:

✔ **Intuitive alerts and portal** allow users to easily be informed of a threat via the medium of their choice, and give them simple step-by-step instructions for dealing with a given threat.

✔ **Network-based signatures** which are continually updated by Kindsight Security Labs, pinpoint subscriber infections with low false positives and detect threats missed by DNS-based systems.

✔ **High performance network sensors** that support 20Gbps of traffic analysis, 100,000+ event per minute and scales to hundreds of millions of subscribers.

✔ **Easily monetize services in multiple ways** including subscription fees or by upselling other products.

About Kindsight

Alcatel·Lucent

Kindsight, a majority-owned subsidiary of Alcatel-Lucent, offers network-based security products that are deployed by Internet service providers and mobile network operators to detect threats, send alerts, block infected devices and protect subscribers. Backed by the expertise of Kindsight Security Labs, the Kindsight Security Analytics solution analyzes Internet traffic for malware and pinpoints infected devices to identify risks and take action. To generate revenue and increase brand loyalty, the white-labeled Kindsight Security Services enable operators to launch differentiated, value-added services that combine network-based and device-based security for complete protection. Visit www.kindsight.net for more information.

Kindsight

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