

# Kindsight Mobile Security

Mobile Security App + Network-based Detection = Complete Protection

Kindsight Mobile Security combines client- and network-based security to detect threats, send alerts and remove malware to protect your subscriber's mobile devices and your network. Built on the Kindsight Security Analytics solution, the network-based security platform analyzes mobile Internet traffic for malware while the device-based security app scans for malicious apps before they are installed and helps remove infections detected in the network.

## Mobile malware is growing

With use of smartphones, tablets and other mobile devices exploding, most consumers are not aware that these devices are the next targets of cybercriminals so most mobile devices do not have security software installed. Mobile malware is escalating, having increased threefold in Q2 2012, as measured by Kindsight Security Labs. Clearly both mobile devices and networks are at risk and there is a need for stronger security.

## Security needs to be client- and network-based

Network-based systems can detect more and newer mobile malware since it is easy for hackers to repackage apps to avoid detection. However, the malicious communication protocols rarely change so signature-based network systems can provide accurate detection with fewer signatures and low false positives. The mobile operator is uniquely positioned to offer network-based security services and can bundle it with a mobile security app to provide a complete protection package to their subscribers, while also helping to protect the mobile broadband network. Since the mobile security market is relatively new, service providers can leverage their position in the network for a sustainable competitive advantage.

## A business model for security services

The Kindsight Mobile Security services can be offered for a monthly fee, used to drive demand for up selling other services, or to differentiate their mobile broadband offering. Together with Kindsight Security Analytics, mobile operators can improve the service experience by minimizing the malicious consumption of network resources when subscribers remove the infected app and also reduce the time and money it costs to deal with malware.



## Protect Subscribers

Combine a mobile security app, which prevents malicious apps from being installed, with network-based malware detection and subscriber alerts to offer complete protection to your subscribers.



## Increase Revenues

Generate new and recurring revenues by offering value-added, mobile security services to subscribers for a monthly fee or bundled to up-sell other services. The mobile operator-branded app also offers strong service differentiation.



## Reduce Churn

Infected devices can cause sub-par performance or unexpected data charges that result in unhappy subscribers. By detecting and blocking malware, you will improve the service experience and reduce subscriber churn.



# How Kindsight Mobile Security Works

The Kindsight Mobile Security Service combines client and network-based security to detect threats, send alerts and remove malware to protect your subscriber's mobile devices and your network. Here are the components in the system:

- **Network Intrusion Detection System (NIDS-8800)**

The NIDS appliances are deployed within the mobile operator network, typically at an aggregation or peering point, to analyze traffic for malware using a tap or mirror port so there is no impact on network performance.

- **Alert Reporting Cluster (ARC)**

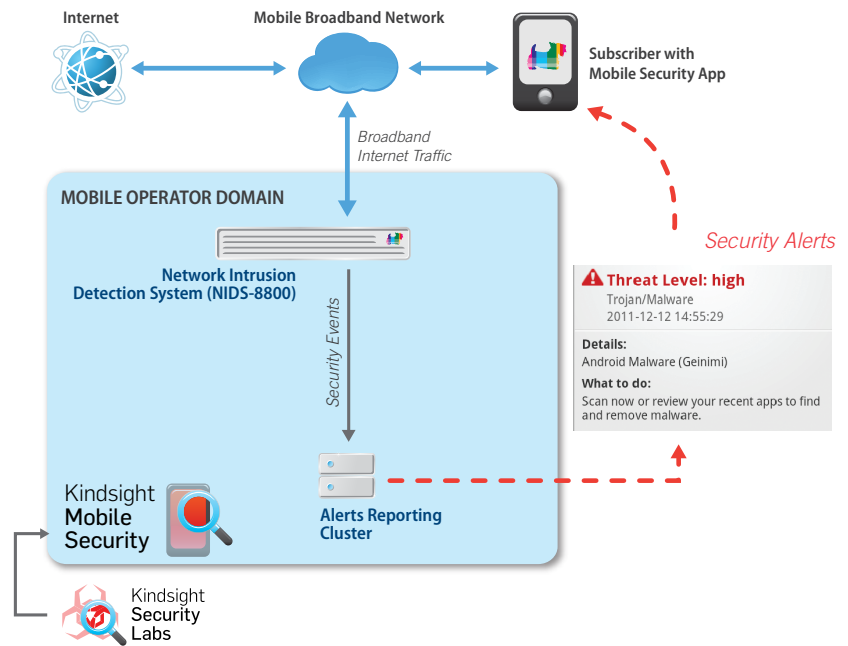
The ARC is typically deployed at the mobile operator's datacenter to process and store events from the sensors. It also sends the security alerts to the subscriber via email, SMS or as push notifications to the mobile security app.

- **Mobile Security App**

The Security App scans the device for malicious apps before they are installed and helps remove infections detected in the network.

- **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 Mobile Security platform.



## Why Kindsight

Backed by Alcatel-Lucent, Kindsight has developed an advanced technology platform that combines network-based malware detection and client-side security with the following advantages:

- ✓ **Simple, lightweight app**

that combines malware alerts from both the network and device to give the subscriber a complete picture of the risk level of their mobile device.

- ✓ **Network-based signatures**

that detect and pinpoint subscriber infections with low false positives which are continually updated by Kindsight Security Labs.

- ✓ **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](http://www.kindsight.net) for more information.



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