

# SMS/MMS Protection

## Securing the Mobile Messaging Environment

While mobile subscribers have a wide array of communications platforms to choose from, only operator-provided messaging platforms are truly interoperable across the world's mobile networks, regardless of handset type or installed applications. The ubiquitous nature of SMS and MMS messaging increases risk as attackers seek to maximize their reach: They focus efforts on delivery mechanisms that offer the broadest set of potential targets. Mobile messaging is a key threat vector and malicious actors are constantly evolving their tactics to attack mobile subscribers with messages containing spam, phishing, and malware.

As messaging attacks become more prominent, mobile operators worldwide must deploy the highest levels of protection from these evolving threats in order to keep their customers safe.

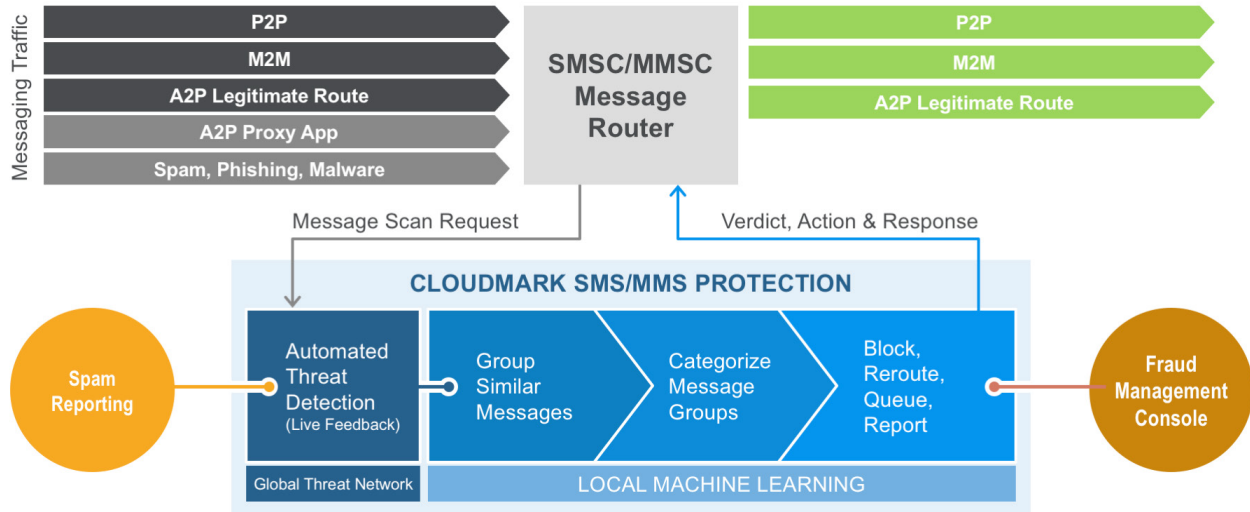
### The Cloudmark Solution

Cloudmark offers the most complete and accurate SMS and MMS defense solution, leveraging machine learning technology and the world's largest mobile message threat analysis system to effectively identify and stop existing and unknown mobile messaging threats.

Cloudmark's flexible and extensible platform acts as a policy decision point (PDP) within the operator network. It offers clear visibility and control of messaging threats, and their sources, within the mobile operator network. With this insight, operators understand the attacks that are being launched and how the platform responds to address the threats.

## The Cloudmark Advantage

Cloudmark is 100% focused on messaging security and is the industry leader in providing mobile messaging security solutions to the world's premiere service providers. No other messaging defense protects mobile networks against a broader range of advanced mobile threats.



Combining the latest in attack grouping and machine learning technology, Cloudmark's unique Spam Reporting Platform, and the Cloudmark Global Threat Network, our platform is able to gain visibility into and block attacks as they arise, regardless of the obfuscation and changing sending tactics employed. Our systems leverage reputation tracking, advanced content filtering, and predictive analysis to effectively detect, identify and mitigate threats and grey route abuse to maintain mobile user trust and prevent mobile operator revenue loss.

## Key Features

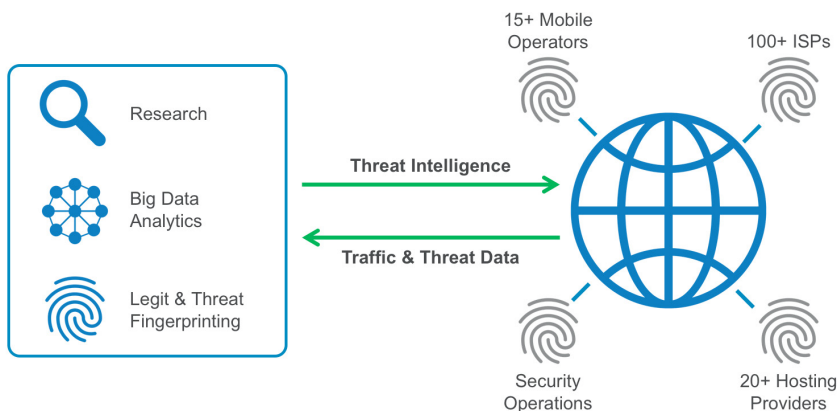
- High performance attack grouping, content analysis and filtering
- Real-time threat and traffic analysis
- Machine learning and real-time feedback system
- Centralized administration and policy control
- Carrier-grade scalability and operability
- Sophisticated messaging abuse management tools
- Pre-integrated with leading SMSC/MMSC vendors

## Solution Benefits

- Predictive security that automatically learns and adapts to ever-escalating threats
- Automatically identifies and mitigates all categories of mobile messaging abuse and threats
- Customized deployment into any infrastructure with Cloudmark professional services
- Next generation protection, eclipses legacy protection of SMS Firewalls
- Data intelligence from the Cloudmark Global Threat Network

## Cloudmark Global Threat Network

The solution leverages the Cloudmark Global Threat Network – to provide powerful, cloud enabled protection.



- Over 4 **BILLION** messages scanned daily
- Provides the broadest view of known and new messaging attacks
- Threat updates refresh every 15 seconds for near-instantaneous blocking of new attacks
- Captures all forms of messaging attacks: spam, phishing, malicious calls-to-action