

**Delivering the technology, data and expertise to protect mobile operators against messaging attacks**
**FEATURES / BENEFITS**
**Protects subscribers from mobile messaging threats**

The Cloudmark MobileAuthority solution provides operators with the technology, tools, and expertise to protect subscribers from sophisticated messaging attacks and threats.

**Enables customizable subscriber experience**

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

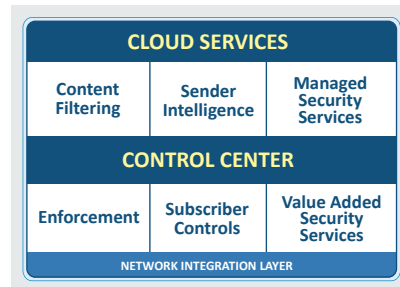
**Provides network control and visibility**

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

Mobile messaging generated 130 billion USD in worldwide revenues in 2008 and continues to rapidly grow. As subscribers increasingly rely on their mobile phones for every day communications, mobile applications and financial transactions, they become an attractive and lucrative target for attackers.

Mobile messaging abuse affects the whole mobile ecosystem, causing significant costs and headaches to both operators and subscribers. 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 sent malicious messages and expect their operator to be providing them a secure mobile experience. As mobile operators develop value added services to enhance their revenue stream, they must preserve and foster a trusted user experience for their subscribers through effective messaging security solutions. The Cloudmark MobileAuthority™ solution provides mobile operators with comprehensive messaging security and real-time protection for mobile networks and subscribers.

Mobile operators require solutions that enable them to effectively control messaging traffic through policies while automatically blocking messaging attacks without requiring manual operator involvement. The Cloudmark MobileAuthority solution provides operators with a multi-phase approach to effectively combat messaging abuse:



- **The MobileAuthority Control Center** enforces messaging policies and controls to secure the network and restrict the risk of threats
- **MobileAuthority Cloud Services** work in tandem to provide automated services that automatically detect and eliminate threat outbreaks as they occur

The MobileAuthority Policy Control Center enables operators to control and monitor messaging traffic in their network, thereby mitigating the risk of abuse to the network. This solution component provides operators with a powerful, flexible and high performance foundation to implement protocol, content or subscriber control policies.

- **Protocol control policies** allow operators to set alarms or block traffic based on a combination of volume patterns, protocol attributes 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

Through effective use of powerful policies mobile operators can restrict the threat space and minimize the potential threat impact.

INDUSTRY AFFILIATIONS

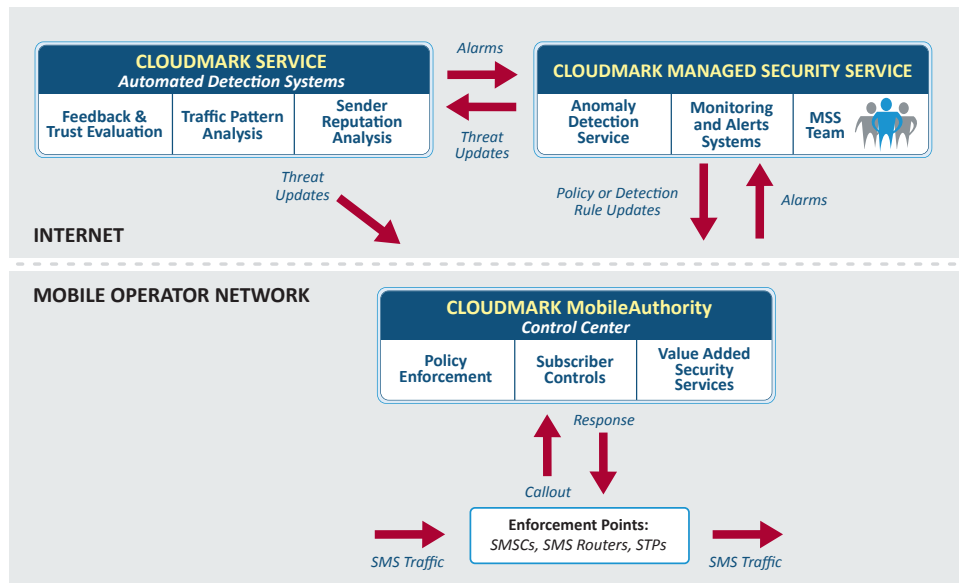


MobileAuthority Cloud Services deliver the industry's most effective messaging security protection, stopping new threat outbreaks in real-time without requiring any operator intervention. These services provide mobile operators with the innovative technology, expert research and real-time updates necessary to identify malicious senders and content before attackers can impact the network or subscribers.

The MobileAuthority Cloud Services include: content filtering, sender intelligence, and managed security services.

- **Content filtering** is essential to automatically detect and block evolving mobile messaging attacks that elude basic filters, policies and manual response. Cloudmark's content filtering delivers automatic protection and real time updates to mobile operators.
- **Sender intelligence** provides operators with valuable data and visibility into mobile sender reputation within and outside of their network. With this comprehensive sender reputation service, operators can proactively prevent attacks and fraud from known malicious senders.
- **The managed security service** offers the domain expertise to effectively configure, monitor, and maintain the messaging security solution in partnership with the operator, while ensuring optimal network performance.

By leveraging all components of the MobileAuthority solution, operators possess the capability to protect their subscribers through industry leading anti-abuse services, subscriber controls, policy enforcement rules, and new value added security services.



MobileAuthority easily integrates into operators' environments, without network disruption.

For more information visit us at:  
[www.cloudmark.com](http://www.cloudmark.com)

Headquarters  
 128 King Street, 2nd Floor  
 San Francisco, CA 94107 USA  
 Ph: +1 415 946 3800  
 Fax: +1 415 946 3871

Cloudmark Europe, Ltd.  
 Garrick House, 26-27  
 Southampton Street  
 London, WC2E 7RS  
 Ph: + 44 (0) 207 717 8410  
 Fax: + 44 (0) 207 717 8401

Asia Pacific Office  
 45/F The Lee Gardens  
 33 Hysan Avenue  
 Causeway Bay  
 Hong Kong  
 Ph: +852 3180 7768