Intelligent Mobile Messaging Security

A growing majority of consumers and business professionals spend more time per day on their mobile devices than on personal computers. While mobile subscribers have a wide array of messaging and OTT systems to choose from, only SMS and MMS are broadly interoperable across the world’s mobile networks, regardless of handset type or installed applications. This interoperability is driving a resurgence in interest in mobile messaging, primarily by enterprises seeking to leverage mobile messaging’s high open rates to engage with their customers via A2P channels.

Mobile messaging’s open nature and high read rate, however carries inherent risks that make the platform a favorite target for attackers. Comparable to email, malicious actors are constantly evolving their tactics to attack mobile subscribers with messages containing spam, phishing, malware and unpaid inter-carrier traffic. Leveraging SIM boxes, ambivalent cloud-based mobile vendors, malware-infected applications, and micro-payment integrated SMS proxy applications, attackers are able to send enormous volumes of messaging traffic on a daily basis from vastly varied sources, evading typical sender-based volumetric policy limits.

In order to maintain a safe mobile messaging environment and keep subscribers engaged with their mobile messaging platforms, mobile network operators must provide protection against the broad range of threats that target subscribers and their handsets.

1Mobile and tablet internet usage exceeds desktop for first time worldwide. - Statcounter GlobalStats
The Cloudmark Solution

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. Our best-in-class products offer mobile network operators a broad range of options to ensure their subscribers are protected from all forms of mobile threats.

Traditional SMS Firewall products are only capable of protecting against limited types of fraud and aren’t able dynamically adapt to detect today’s constantly changing messaging attacks and sending sources. Our mobile solution holistically addresses the problem of messaging security in a unique manner that evolves to block new attacks from new sources.

Combining the latest in attack grouping, 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.

Multi-Faceted Protection

Cloudmark provides all of the components required to deliver leading edge security to mobile network providers. Key features include:

- High performance attack grouping and content analysis
- Centralized administration and policy control
- Abuse team-focused management tools
- Visualization of subscriber experience via subscriber feedback and reporting mechanism - '7726' Spam Reporting Service
- Advanced analytical reporting and dashboards
- Pre-integrated with most SMSC/MMSC vendors
- Full deployment support

Mobile Security Options

SMS/MMS Protection

- Validates all MO and MT traffic passing through the SMSC/MMSC (MM1)
- Protection from inter-carrier and internal threats (MM3/MM4)

RCS Protection

- Screens RCS messaging traffic in the network (Pager mode and Session mode)
- Provides comprehensive reporting and updates

Cloudmark Solution Advantage

- Predictive security that automatically learns and adapts to ever-escalating threats
- Carrier-grade scalability and operability
- Minimal hardware requirement; CapEx avoidance
- Next generation protection, eclipses legacy protection of SMS Firewalls
- Minimal operational staffing needs with Premium support offering
- Data analytics from the Cloudmark Global Threat Network
- On-premise and cloud-based software solutions in traditional or virtualized environments
- Pre-configured and extensible policy engine for rapid integration with the customer systems
- Best-in-class support from security specialists – providing proactive knowledge to your team

A2P Grey Traffic Detection

- Identifies and blocks simbox, SMS proxy grey traffic that circumvent mobile paywall
- Clear management and reporting helps to reclaim lost revenue

Email to SMS/Email to MMS

- Protection against email-originated attack targeting mobile subscribers
- Offered in both on-premises and SaaS form factors

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