

Email Integrity - Protecting customers and the network

Email Anti-Spam Control

One of the greatest challenges facing Service Providers achieving significant market success with internet services is ensuring the network is not polluted by unprotected users, or compromised by malicious users, damaging the experience for all other subscribers on the network.

A tier-1 operator in Africa was receiving a high level of complaints from their data subscribers – who found that most emails were being flagged as spam when attempting to send, and were blocked from delivery by the recipients mail server.

Email is a critical business and personal tool in developing and developed economies and mobile data provides the sole source of internet connectivity for many regions, thus ensuring the service works is a critical service provision function.

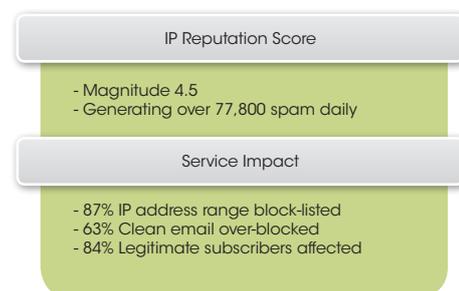
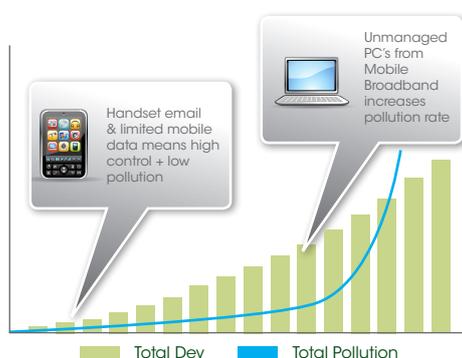
AdaptiveMobile were identified as being unique in the Content Security market in providing a single solution to their poor IP Reputation – caused by Webmail & Email generated spam and subscriber virus infections, whilst protecting both the network and subscribers.

Overview

- **Situation:** Leading Mobile operator in Africa suffering subscriber affecting issues due to public IPs being block-listed by Anti-Spam organisation
- **Solution:** AdaptiveMobile's Network Protection Platform (NPP)
- **Success:** Control of in & out-bound Spam and Virus infected emails that were causing the blacklist of Public IPs with reputaion monitoring sites, by active filtering
- **Impact:** Improved reputation and subscriber experience for high value data subscribers

Situation

1. The operator's public IP was being blacklisted by Anti-Spam organisations. All IP addresses were flagged as a source of spam.
2. The operator faced on-going costs – both in resource costs to have IP addresses reinstated, and subscriber churn due to service dissatisfaction.
3. Commonly in networks – over 60% of legitimate “clean” emails from subscribers are flagged as spam by external networks due to the poor reputation of the IP address carrying them.



The Choice: AdaptiveMobile

The challenge in addressing the issue is rapidly identifying which subscribers are causing problems and stop them.

The AdaptiveMobile Network Protection Platform provided the Operator with a highly scalable solution that was able to filter traffic across all bearers in real-time, taking into consideration the policies set by the operator, the permissions for sender and recipients and the nature of the content of the traffic being generated.



AdaptiveMobile's extensive experience in addressing cross-bearer threats was also key. With AdaptiveMobile currently filtering SMS, MMS, Web and Email traffic to over 1 billion subscribers worldwide, its wide footprint meant that its global threat expertise could be utilised and applied within the network to handle current and future threats the operator faces.

Keeping the Network Protected

AdaptiveMobile deployed the NPP solution to address spam, virus and other email related malware. The platform is able to monitor all outbound network email – both standard protocols, and webmail usage, identify spam email traffic and apply defined policies accordingly. The result is complete outbound email protection, improving the networks IP reputation, resulting in improved service to subscribers and reducing customer complaints.

Keeping the Subscriber Informed

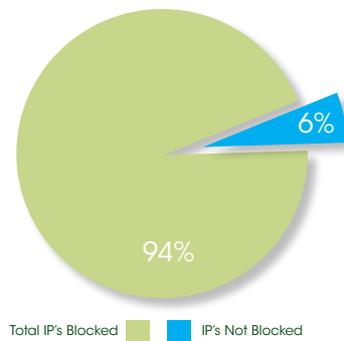
In addition to addressing the cause of the operational issue, the Network Protection Platform can also be configured to notify those subscribers who have become infected with a spambot virus by redirecting any web-link requests they make to a webpage created by the operator that warns them they are suspected of being infected. This action has the additional possibility of providing the subscriber with the option of purchasing and downloading anti-virus protection software, sold through the operator. The Network Protection Platform also has the option of being able to permanently block web access to those users who ignore any warnings and continue to send a constant stream of email spam. Any further attempt at web access by such a subscriber can be forwarded to a walled garden, informing them of the action being taken and that it will continue until they stop sending spam.

Keeping the Subscriber Safe

To close the circle, AdaptiveMobile also provide proactive protection - the Network Protection Platform for Web Protection can also be activated to filter subscriber web access and automatically block access to malware sites. With this option enabled the subscriber is prevented from unwittingly receiving the virus in the first case and can stop the virus from backdoor downloading additional viruses into the infected machine - common virus behaviour.

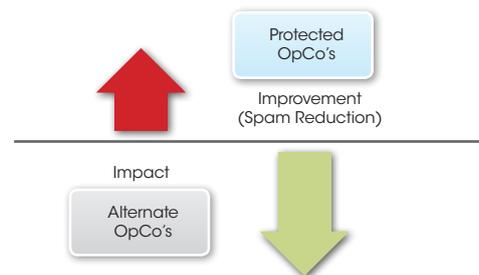


Blacklisted IP Addresses



Operator's Public IP Reputation
On average an Operator has 1 IP address
Blacklisted every 4 days

IP Spam Reputation Changes



- Another benefit of implementing the Network Protection Platform to protect IP Reputation is the reduction in customer care calls, reducing network costs and improving customer satisfaction
- Innocent Subscribers who have been infected with a spambot virus without their knowledge can be informed by redirecting their web-link requests to a webpage that warn them and provide advice on how to remove the virus



The Results

AdaptiveMobile significantly improved the situation by detecting & applying content controls on suspicious email traffic:

1. The risk of blocking legitimate email traffic was mitigated against
2. Network efficiencies were improved through protecting users from the effects of viruses – reducing revenue sapping traffic associated with malware
3. Spammers moved their attacks off the network – reducing the level of spam attempted to be generated on the network by over 70%.
4. The brand perception of the network was improved

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For discussion of typical use cases, overview of AdaptiveMobile's existing deployments or a full walkthrough of service provider experience, contact your local office:

www.adaptivemobile.com/contact-us

About AdaptiveMobile

AdaptiveMobile is the world leader in mobile security protecting over one billion subscribers worldwide and the only mobile security company offering products designed to protect all services on both fixed and mobile networks through in-network and cloud solutions. With deep expertise and a unique focus on network-to-handset security, AdaptiveMobile's award winning security solutions provide its customers with advanced threat detection and actionable intelligence, combined with the most comprehensive mobile security products available on the market today. AdaptiveMobile's sophisticated, revenue-generating security-as-a-service portfolio empowers consumers and enterprises alike to take greater control of their own security. AdaptiveMobile was founded in 2003 and boasts some of the world's largest mobile operators as customers and the leading security and telecom equipment vendors as partners. The company is headquartered in Dublin with offices in the North America, Europe, South Africa, Middle East and Asia Pacific.