



AdaptiveMobile Threat Intelligence Service Delivering Measurable Market Value

Addressing Messaging Abuse: Tier one mobile operator, USA

The low SMS tariffs in the USA created from fierce competition between mobile operators has resulted in North America being the major source of SMS abuse globally¹. Threat volumes have been such that operators have periodically blacklisted US carriers, which has resulted in customer care complaints for this operator. The operator has taken AdaptiveMobile's Messaging Abuse service, Gold package, which in conjunction with the AdaptiveMobile Network Protection Platform (NPP), gives them filtering of SMS traffic to remove spam and frauds before it is delivered to their subscribers or to other operators. The results include:

- 99.9% reduction in on-network generated abuse & spam
- 78% reduction overall in inbound spam to the network
- 98% reduction in customer complaints

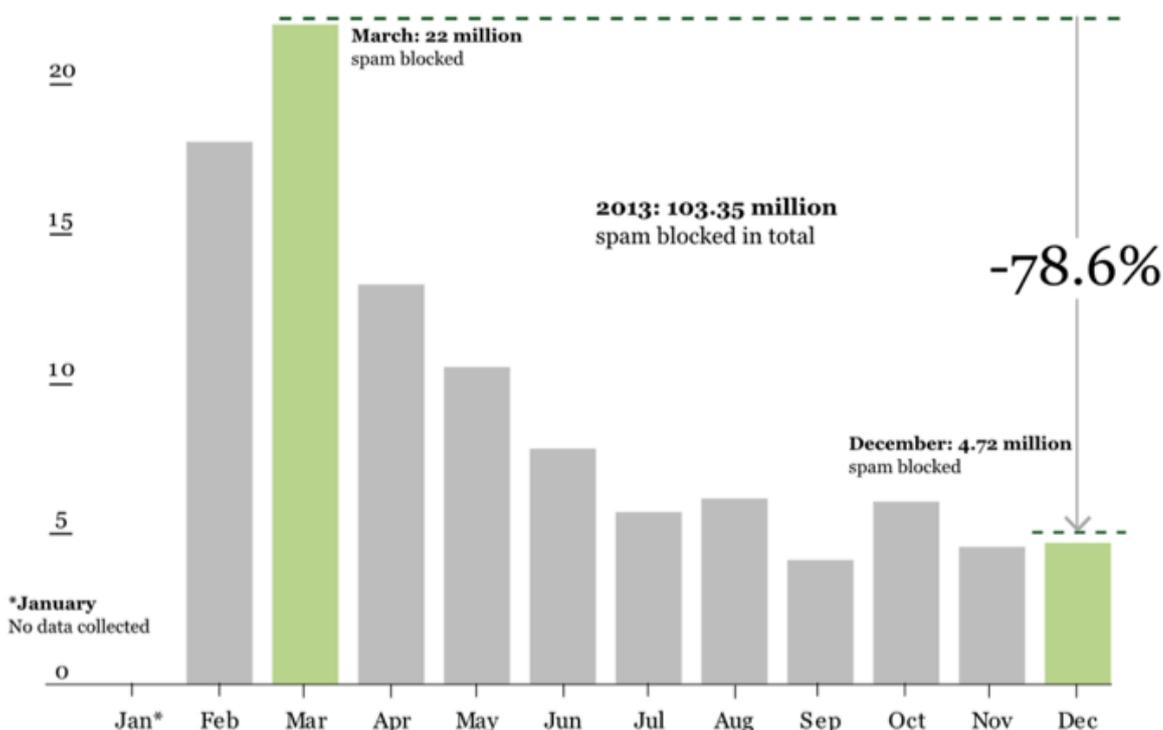
This has also achieved significant improvement in the customer experience both in reducing unwanted messaging with consequential revenue and subscriber credit loss and addressing network cell congestion due to heavy spammers. Costs associated with these impacts are known to exceed a million dollars a month.

Reduction in North American Mobile Spam

Monthly breakdown for 103 million SMS Spam Blocked in North America for 2013. Mobile spam in December was nearly 80% (78.57%) lower than spam at its height in March.



25 SMS Spam Blocked (millions)



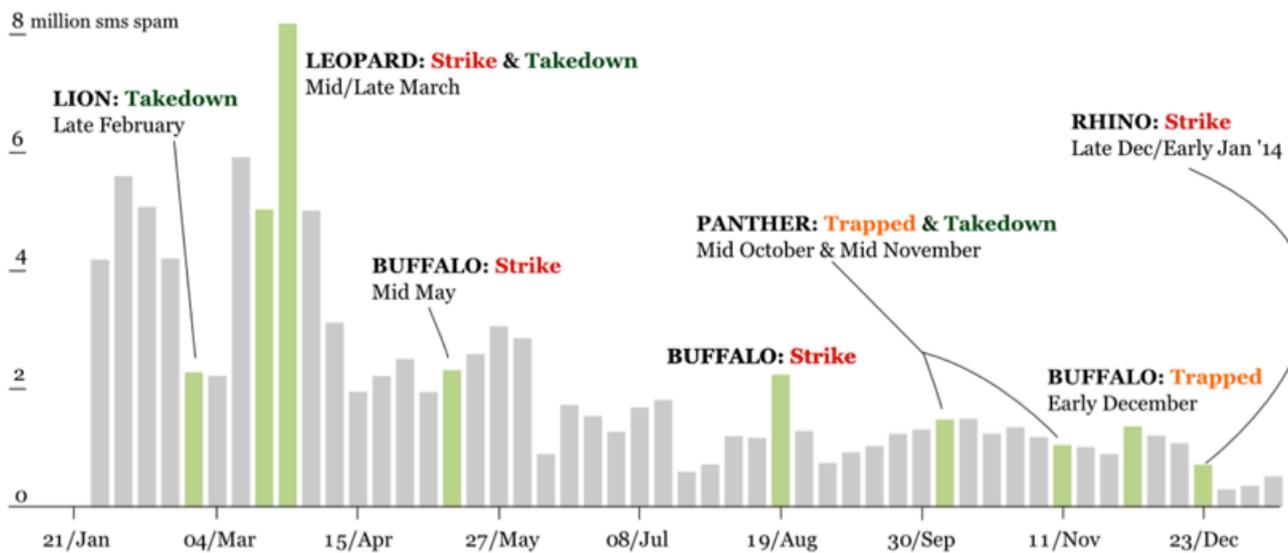
¹ Adaptive Mobile, US SMS Spam Ecosystem, December 2012



The diagram below illustrates the nature of spammers, the activities undertaken by the Threat Intelligence Service to counter their activities, and the successes achieved. The results of these activities can be seen in the following section.

The Hunting of SMS Spam

Weekly breakdown for **103 million** SMS Spam Blocked in North America for 2013. The green bars indicate specific actions against the **Big 5**. The most active week was the week of the 25/March when **8.18 million** spam was blocked. Since then spam has dropped to a low of **0.3 million** on the week of the 30/December



AdaptiveMobile's Threat Intelligence Service in conjunction with the NPP is the most effective platform globally for addressing mobile messaging spam because:

- The results are the blocking of messages known to be spam/fraud, preventing false positives which would result in lost revenue and customer complaints
- We identify new suspicious SMS patterns, including identifying SIM banks and spammers that are operating campaigns across multiple devices
- We identify persistent spammers and dynamically respond, blocking or quarantining messages; throttling or restricting service for the device
- We provide a global review mechanism that correlates information on suspect new threats from this operator with those from other operators, to produce and disseminate new fingerprints
- Operators retain the ability for local control to decide which variants of spam should be blocked for all users; and to offer individual users the ability to set their own policies for greater protection.

The results above are representative of the effect that AdaptiveMobile's Threat Intelligence Service achieves in networks worldwide.



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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.

www.adaptivemobile.com

