



# AdaptiveMobile Messaging Revenue Protection

## Protecting the Borderless Network

### Service Overview

**Mobile operators across the globe are facing intense pressure on their SMS messaging business as the market pricing for consumer messaging services mature and over-the-top mobile messaging apps gain market share. A saviour is the rising volume of A2P messaging, bringing scope for supplementary revenues, but also the risk of Grey Route Abuse.**

Grey Routes occur when commercial messages are sent over connections where the sending or receiving operator is not appropriately paid.

For many operators the connection agreements between their networks and those of peering partner, which enable billing and settlement for message termination, are structured for P2P traffic. This can mean significant revenue leakage for operators who receive large volumes of A2P messages, often originating from major brands, but funnelled through unauthorised grey route P2P channels.

Likewise, for their own subscribers, many operators do not permit consumer plans to be re-sold or used for commercial purposes. Handling these commercial messages as consumer traffic, that is in violation of their terms and conditions, would give them little financial benefit.

AdaptiveMobile also observe a range of cases where sending operators may have grey routes present, originating from undetected SIM Banks in their networks, resulting in unnecessarily high outbound international charges.

AdaptiveMobile Messaging Revenue Protection can help operators tackle a broad range of challenges to their messaging business. Using in-network controls, subscriber reputation and advanced discovery and detection algorithms, the AdaptiveMobile Network Protection platform can identify and control this traffic – protecting an operator’s current and future messaging business.

## Why is the Grey Route challenge hitting now?

### Falling Person to Person (P2P) generated SMS volumes

- Despite increasingly generous consumer packages giving unlimited International messages

### Yet increasing Application to Person (A2P) traffic

- SMS is the only global method for identification of & contact to individuals
- Rise in 2-Factor Authentication, One-Time Passwords due to security concerns
- Notification of Service/Application/Credit Card Transactions
- Only consistent method for target market engagement (Advertising / Promotion)
- Rise in application usage of SMS as primary communication channel

### Enterprises are communicating more with their customers via SMS

- To further build their own customer relationships
- To reduce the impact of potential fraud on their own business (by using 2FA SMS passcodes)

## AdaptiveMobile Service Benefits

### AdaptiveMobile deliver per-message content based control

- This means no matter where the grey route moves to, you are always protected
- You do not have to block revenue generating legitimate routes
- Our service works faster than the Grey Route providers can move giving you complete control
- Our service enables you to select appropriate business models meaning no loss of business relationship with key brands or revenue surrender

### AdaptiveMobile has automatic content discovery

- Automatically discovered content is made available for inspection to identify new brands, new campaigns, new content & new route sources

**Only AdaptiveMobile offer a service of Grey Route discovery and control, and SIM Bank detection, based upon content and behaviours**



Figure 1 – Example Grey Route Traffic Flows

## Functional Components

### Grey Route Control by Security Engine

- Uniquely providing control over known Grey Route campaigns in real-time using proprietary, constantly-updated Fingerprints
- Evaluates all other traffic with a proprietary Analysis Engine to detect “suspicious” traffic that may be new Grey Route campaigns
- Identification of in-network Grey Route traffic including SIM Banks and Service Gateways
- Near-zero latency for legitimate users

### Threat Intelligence by Security Centre

- The AdaptiveMobile Threat Intelligence Service evaluates and confirms new campaigns detected
- Sharing of known Grey Route sources and techniques detected across our global network of customers
- Detection and reputation stats are fed back from all deployments
- Cartridge updates with fingerprints for new campaigns
- Ongoing Grey Route technique research

### Grey Route Reporting by Security Reporting

- Collates and processes suspect traffic to identify new grey route campaigns and to determine the reputation of devices connecting to your network
- Behaviour patterns of senders of known campaigns are used to build reputational profiles of all sources
- Reputation-based controls for on-net subscribers and external sources
- Grey Route correlation of origins across common campaigns – enables profiling and control of high risk sources

### Grey Route Policy by Security Policy

- AdaptiveMobile Revenue Protection services deliver control without the need for operator administration
- Provides the flexibility for operators to respond to local requirements
- Brand & Category-based selection of fingerprints
- Override / reset / whitelist of individual source reputation
- Rich policy hierarchy and filter set

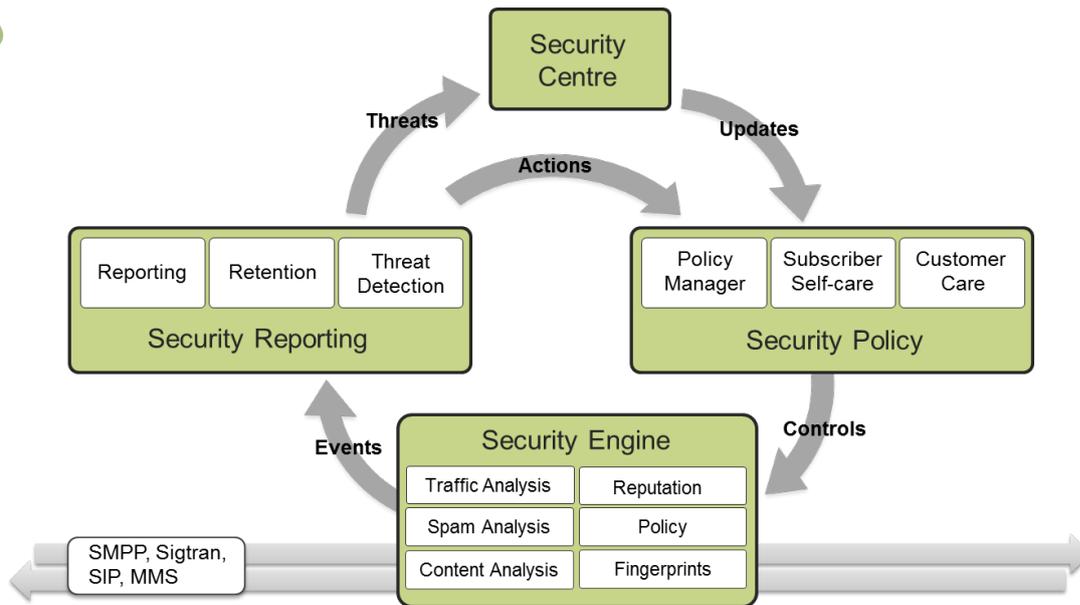


Figure 2 – AdaptiveMobile Network Protection Platform

## Advantages of the AdaptiveMobile Network Protection Platform

- The market leading platform for mobile operators around the world
- Proven through deployment in over 40 networks including some of the largest messaging environments
- Proven reduction in messaging abuse and subscriber complaints
- The most comprehensive messaging security platform for mobile operators
  - Sophisticated policy structure
  - Real-time system-wide reputation and traffic analysis engines
  - Industry-leading spam fingerprint and discovery algorithms
  - Backed up with the only global Threat Intelligence Unit dedicated to mobile messaging threats
  - Multi-function and multi-bearer platform so you can deliver additional services and gain further benefits from investment
  - Industry leading False Positive accuracy for messaging security
  - Customers have membership to our intelligence and security community, benefitting from our continually expanding knowledge from our 1.5 Billion subscriber base
  - AdaptiveMobile leads the market in messaging security Innovation

### Head Office

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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](http://www.adaptivemobile.com/contact-us)

### About AdaptiveMobile

AdaptiveMobile is the world leader in mobile network 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.