

Platform for Mobile Messaging Security

Industry Leading Protection for the Mobile Network Operator

Improve Subscriber Satisfaction and Gain Messaging and Threat Insight:

- Provide best in-class Person-to-Person (P2P) threat, abuse, and spam protection
- Improve customer satisfaction, decrease churn while increasing efficiency and margin
- Manage and enforce policies to maintain mobile, enterprise, regulatory requirements

Mobile Abuse and Attacks Expanding, Both Smishing and Malware Increasing

- Spam is nuisance, however, aggressive credential stealing, smishing, malware delivery, and other cybercrime threatens subscribers and their level of trust and satisfaction
- Person-to-person (P2P) abuse is increasing as SIM boxes become more prevalent and malware, such as FluBot, leverages P2P communications to spread through the network
- Advanced, adaptable detection and security solutions are required to ensure high levels of satisfaction and trust in the operator's messaging environment are maintained, preventing further migration to over-the-top (OTT) communications mechanisms



Proofpoint's Cloudmark Mobile Messaging Solution:

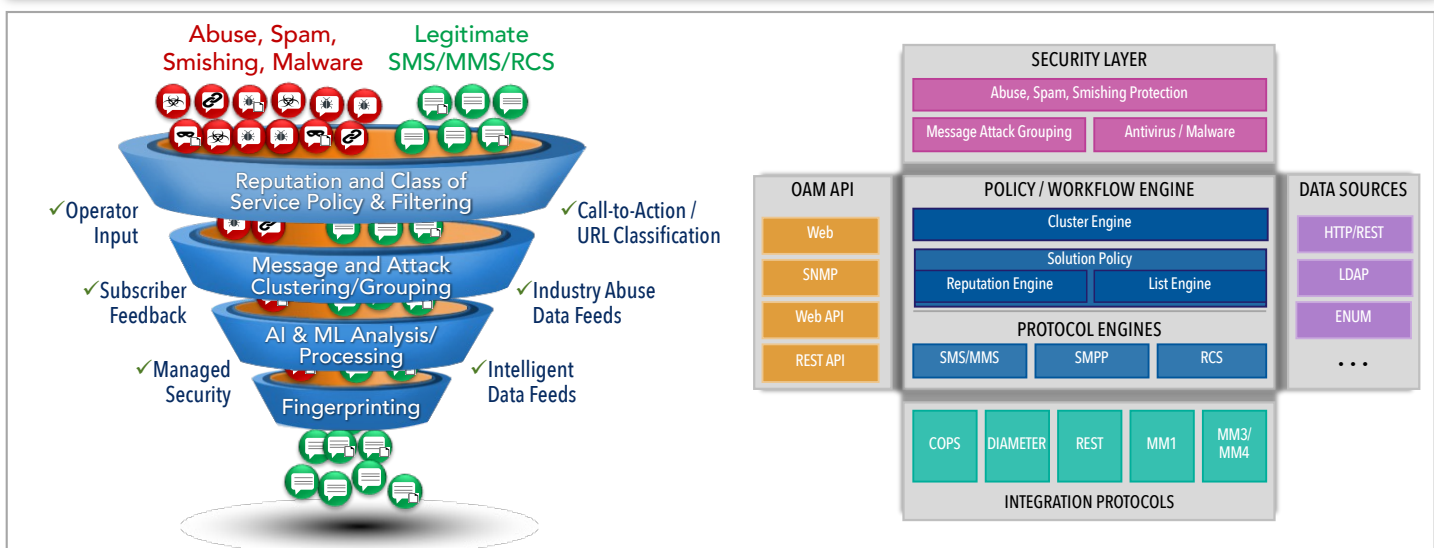
- *Already widely deployed and proven-- seamlessly integrates with the MNO's existing infrastructure*
- *Supports both on-premises and cloud-based deployment options as a high-performance, carrier-grade solution*
- *Leverages Cloudmark's years of market leadership and combines novel advancements delivering premier protection*
- *Utilizes insights and experience from Proofpoint and Cloudmark and the largest commercial Global Threat Network:*
 - *Protecting > 1.6 billion mobile accounts*
 - *150+ MNOs, ISPs, hosting and message provider networks*
 - *Thousands of enterprise business networks*

Proofpoint and Cloudmark: The Global Standard for Message Protection

- Comprehensive detection utilizes pioneering technology, artificial intelligence (AI) and machine learning (ML), combined with global data to quickly identify unwanted abuse
- Market leading technology supported by millions of data points worldwide -- the largest commercial Global Threat Network -- enables rapid detection of abuse and threats
- Proofpoint and Cloudmark security expertise leverage threat data, trends, and algorithmic enhancements to continuously improve and adapt the solution

Comprehensive Security and Protection Built on a Flexible, Adaptable Architecture

- Layered, hybrid approach combines proven protection technologies, including novel algorithms; advanced policies; sender, recipient, network, and other reputation metrics; vast data sources; and expert oversight to achieve high accuracy threat detection
- Customizable and adaptable platform enables in-line field enhancements, sustaining security against evolving and novel threats
 - Threat scientists and engineers enhance the solution with micro-updates to unravel spammer obfuscation
 - Threat engineers push code updates advancing classification and fingerprinting algorithms to ensure performance and efficacy
- Patented algorithms leverage AI and ML to classify message content and Call-to-Action URLs protecting subscribers and the ecosystem from malicious content and sites
 - ML models rate enterprise-sourced URLs, suspected malicious URLs are detonated in AI & computer vision-based Proofpoint Sandbox
 - Advanced ML smishing classifier leverages daily training to increase the accuracy and agility of identifying smishing



SMS/MMS Protection

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

RCS Protection

- Screens RCS messaging traffic (Pager and Session modes)
- Provides comprehensive reporting and updates

Email to SMS/Email to MMS

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

Focused P2P Solution: Platform for Mobile Messaging Security

- Provides industry leading, proven protection against smishing, malware, spam, and other abuse, ensuring clean and trusted messaging for subscribers
- Improves and maintains high levels of customer satisfaction and trust in MNO messaging, fending off migration to over-the-top (OTT) communications mechanisms
- Decreases customer complaints and help requests related to malicious messaging

ABOUT PROOFPOINT

Proofpoint, Inc. is a leading cybersecurity and compliance company that protects organizations' greatest assets and biggest risks: their people. With an integrated suite of cloud-based solutions, Proofpoint helps companies around the world stop targeted threats, safeguard their data, and make their users more resilient against cyber attacks. Leading organizations of all sizes, including more than half of the Fortune 1000, rely on Proofpoint for people-centric security and compliance solutions that mitigate their most critical risks across email, the cloud, social media, and the web. More information is available at www.proofpoint.com.

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