Mobile Abuse Visibility Solution
Global Standard for Mobile Abuse Reporting

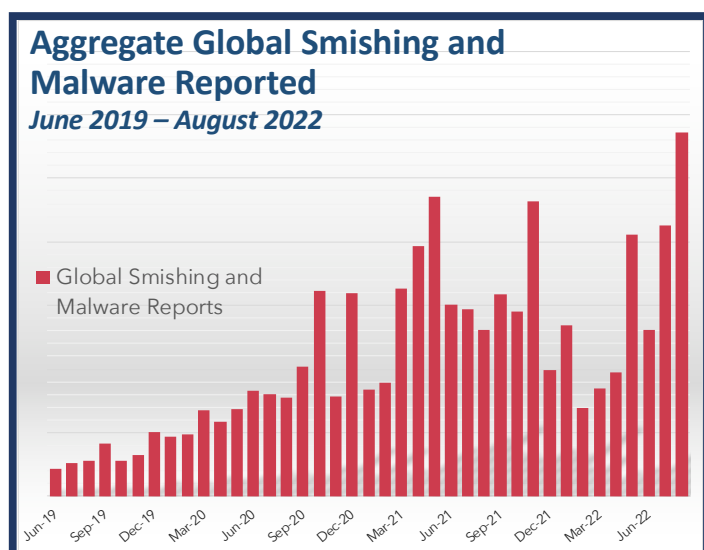## Mobile Abuse Visibility Solution Provides Industry Proven Results:

➢ Empower your subscribers to take action and improve subscriber satisfaction

➢ Measure and evaluate security measures and infrastructure investments through insight and trends related to threats, security, abuse and spam

➢ Increase timely awareness through real-time notification of attacks

➢ Acquire full campaign visibility through unique, sophisticated attack groupings

➢ Grow revenue potential by improving quality of and maintaining trust in business messaging

Unprotected Customers are Frustrated as Mobile Abuse and Attacks Escalate!

- Smishing is growing at an alarming rate and subscriber reporting enables rapid protection throughout the mobile ecosystem

- Mobile messaging is the fastest growing marketing channel; increasingly popular and consumer trusted

- But… cybercriminals are frustrating consumers by aggressively targeting them and their data

- Attacks continue to grow, are increasingly sophisticated and highly targeted, see graphic below
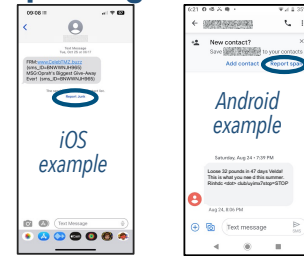
Proofpoint and Proofpoint's Cloudmark Division Pioneered Abuse Reporting

Aggregate Global Smishing and Malware Reported
June 2019 – August 2022

Global Smishing and Malware Reports

Jun-19 Sep-19 Dec-19 Mar-20 Jun-20 Sep-20 Dec-20 Mar-21 Jun-21 Sep-21 Dec-21 Mar-22 Jun-22
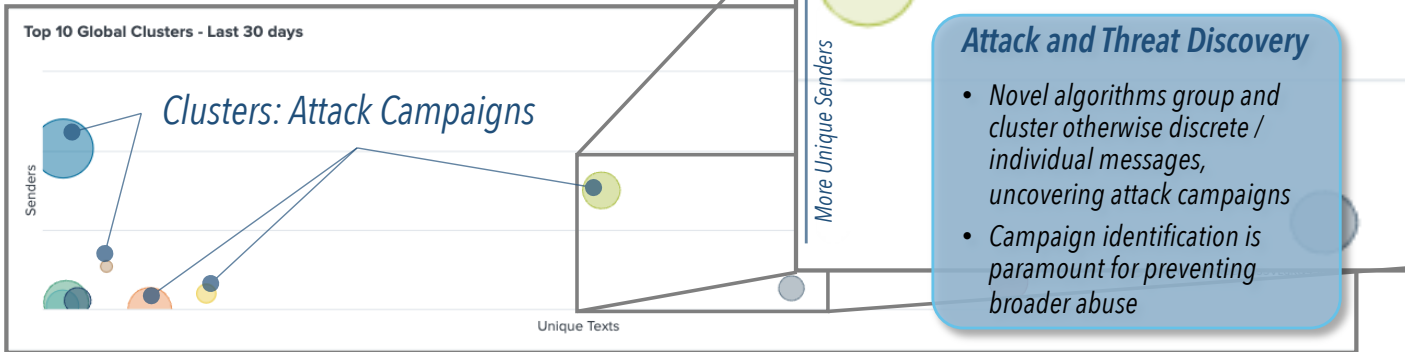
- Proofpoint, in concert with the GSMA, invented the original and now global standard for mobile abuse reporting

- Abuse reporting solution endorsed by GSMA & Mobile Ecosystem Forum (MEF)

- Leverage insights and experience from Proofpoint, the clear leader in intelligent threat detection and protection

  ➢ Protecting >1.6 billion mobile accounts
  ➢ 150+ MNOs, ISPs, hosting & messaging providers

- Access data driven threat analysis and forensics to improve existing infrastructure and security systems

Turnkey, Cloud Solution with Easy-to-Use Subscriber Abuse Reporting

- Immediate visibility: turn-key, cloud solution for instant, real-time 24x7 access to network intelligence and insight
- Integration with Android and Apple iOS devices for simplified, straightforward abuse reporting, driving 700% increases over traditional methods
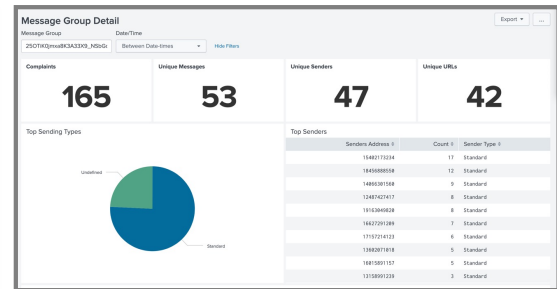

iOS example

Android example

Visualization of Attack Patterns and Campaigns Disguised as Random Traffic

Top 10 Global Clusters - Last 30 days

Clusters: Attack Campaigns

Senders

Unique Texts

More Unique Senders

More Unique Messages

Attack and Threat Discovery

- *Novel algorithms group and cluster otherwise discrete / individual messages, uncovering attack campaigns*
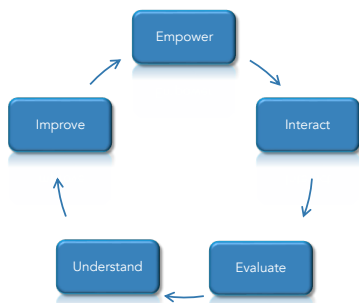- *Campaign identification is paramount for preventing broader abuse*

Unparalleled Insight & Data

- *Customizable panels enable unprecedented views of individual abuse messages, traffic, and attack campaigns*
- *Easy-to-use forensic tools unwrap information and insight*
- *Forensic data assists law enforcement protecting consumer interests/info*
- *Real-time alerts and notifications enable rapid and timely response to attacks, threats, and spam*

Message Group Detail

Complaints	Unique Messages	Unique Senders	Unique URLs
165	53	47	42

*** Visualizations shown above are actual panels of a representative MAV dashboards*

Empower — Interact — Evaluate — Understand — Improve

Instant Threat Insight and Messaging Visibility

- **Empower** *subscriber actions on unwanted messaging, smishing, abuse, & spam*
- **Interact** *with customers with feedback to messaging providers and enterprises*
- **Evaluate** *network solutions, protections, and other enhancements*
- **Understand** *attacks and abuse with forensic tools, unwrapping threat info*
- **Improve** *network performance, security, and customer perception*

Offering: Turn-key, Cloud-based Mobile Abuse Visibility Solution

➢ Empowers MNOs to develop efficient security strategies, optimize network resources, and avoid costly abuse, customer complaints, and inter-carrier billing investigations

➢ Enables MNOs to address smishing and provide brand protection leading to higher revenues from global enterprises desiring high quality A2P message delivery

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