



Protected by Cloudmark

Messaging Security for evolving threats.



THREAT PROTECTION & CONTROL

Cloudmark Platform for Mobile leverages proprietary algorithms and cutting-edge techniques along with multiple external information sources to protect SMS, MMS, RCS, and Email-to-SMS users against malevolent messages (smishing, malware, ransomware) and junk (spam).



POLICY COMPLIANCE & MONETIZATION

Cloudmark Platform for Mobile monitors and inspects messaging traffic for compliance against a variety of requirements. Rules can easily be created and managed by the Mobile Network Operator (MNO).



DEPLOYMENT & OPERATIONS

Cloudmark Platform for Mobile can be deployed in Operator data centers, in the cloud, or in a hybrid approach that includes elements of both. Cloudmark's long history enables the delivery of a premier solution that provides flexibility to meet operator needs.

IMPACTS

With the growth, adoption, trust, and consumer preference of mobile messaging, phones and other connected devices have become a very enticing threat vector for cyber criminals.

Traditionally messaging has been a tool for person-to-person communication. But as SMS has become more ubiquitous globally, enterprise and commercial marketing use has dramatically increased. This is known as A2P messaging.

With a well proven and highly scalable system, Cloudmark is able to tailor the solution to the exact needs of customers. Easy integration allows customers to quickly deploy a cost-effective carrier class service.

CHALLENGES & SOLUTIONS

CHALLENGES: Attackers are highly motivated and use an assortment of techniques to move messages through the ecosystem to target potential victims.

SOLUTIONS: The Cloudmark Platform for Mobile has a proven history of managing these threats. The platform uses techniques that analyze sender and recipient information and inspects content. These can detect the use of social engineering and provide protection against these and other threats.

CHALLENGES: Many messaging campaigns look very similar to conversational-messaging (P2P) but are crafted with specific commercial objectives in mind.

SOLUTIONS: Cloudmark scans messages for various patterns, words, URLs, and combines that information with details on the source and destination to determine if the traffic is part of an approved commercial messaging campaign.

CHALLENGES: Historically, it has been extremely difficult to add new infrastructure to a Operator network.

SOLUTIONS: The Cloudmark Platform for Mobile is available in a variety of configurations. Where desired, a full in-network buildout is possible, but the solution is also available in a hybrid or completely hosted cloud environment.

EXAMPLES

A large mobile operator experienced a significant increase in smishing abuse against its brand.

The smishing attack leveraged their brand trust to trick the user into accessing a link and associated scam. This campaign resulted in a dramatic increase in customer complaints.

The operator chose to deploy the Cloudmark Platform for Mobile and using content inspection the operator was able to detect and block the identified brand related smishing abuse and protect its customers.

A retail business chooses to use a text messaging campaign for customer marketing. Without understanding the nuances of the messaging ecosystem, the business selects a Message Service Provider (MSP) based on price.

The business may be unaware that the MSP has poor sending practices. In many cases this is not intentional but by selecting this MSP, the campaign will be impacted.

By selecting an MSP that uses Cloudmark to guard against bad senders and improve message deliverability, the business improves the quality of their messaging campaigns.

As MSPs grow and begin to send more customer campaigns, the need for outbound scanning becomes evident. These companies tend to be less traditional and often use a cloud-based solution to host their services.

In these circumstances, utilizing Cloudmark Cloud for Mobile, which is a hosted version of the Cloudmark Platform for Mobile, is the perfect solution. These MSPs can quickly set up a connection and begin submitting messages for scanning. This ensures message deliverability while improving MSP reputation.