

2024 Message to Mobile Brands

Unify Mobile App Defense

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Mobile Apps are Driving 2024.



Highest Revenue %

Most brands report that the mobile app channel represents 50% or more of their digital revenue and end user engagement, and highest LTV.



Biggest Attack Vector

62% of bot attacks, 53% of digital fraud, and 77% of users have installed malware, trojans and fake apps on their device.



Largest Audience

To capture new users and use cases for their products, brands are taking their mobile apps to newer mobile platforms like wearables, headsets, tablets, POS devices, etc.



Mobile Brands in the **Crossfire.**

93% of mobile apps and users unprotected against the most basic threats.

No Resources...

Cyber, Anti-Fraud, Anti-Bot vendors throw SDKs and work at resource strapped mobile dev teams, who push back and say “no.”

Less Budget...

Cost-benefit of siloed defenses are D.O.A. and fail to deliver a unified strategy to protect the business, brand and user.

More Attacks.

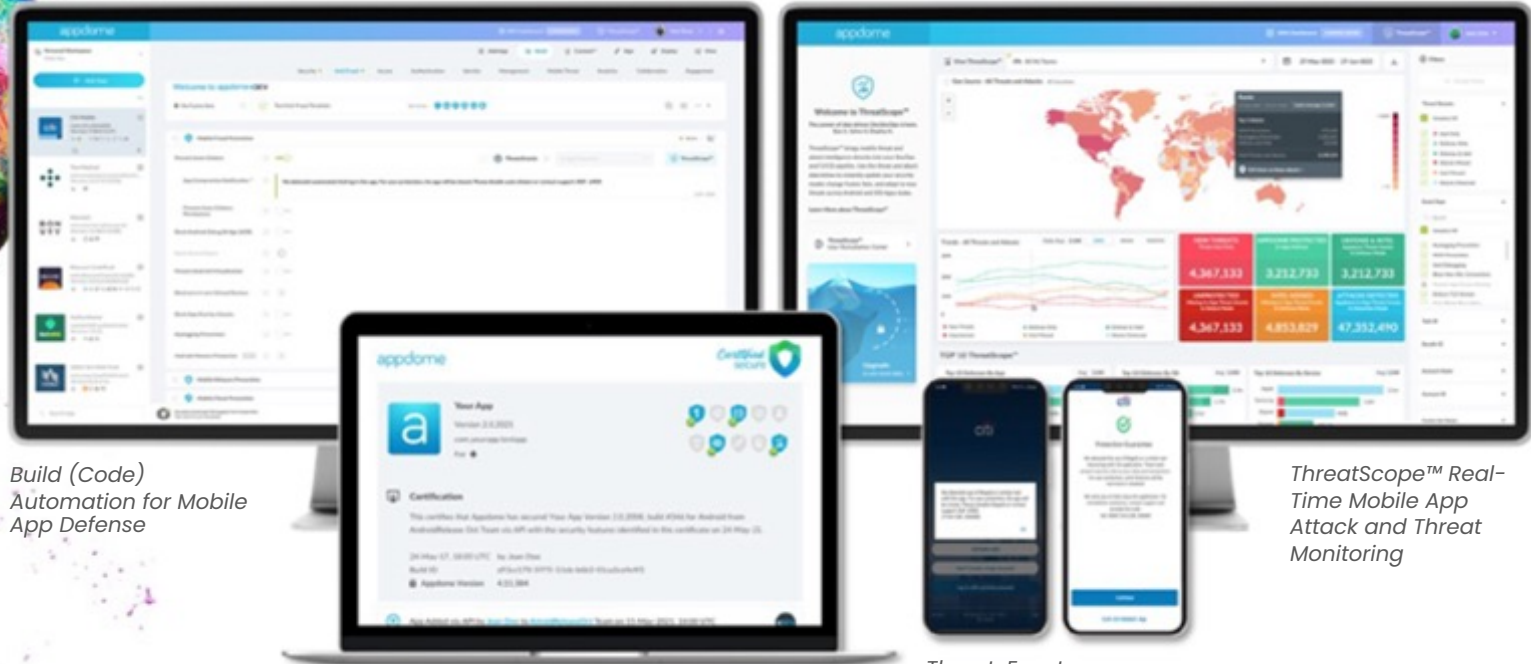
Attacks rage on while functionality overlap between vendors and compatibility gaps add complexity and slow down release cycles, until the business forces Cyber to abandon the defense objective.





Unify Mobile App Defense.

Build, Monitor, Respond in One.



Build (Code) Automation for Mobile App Defense

ThreatScope™ Real-Time Mobile App Attack and Threat Monitoring

Certified Secure™ DevSeOps Certification

Threat-Events In-App UX/UI Control & Intel Framework

Industry Recognition



★★★★★

Gartner Peer Insights

Take on any Mobile App Defense Challenge with **Confidence.**

Security Compliance

RASP, Obfuscation, Encryption, MiTM Defense made easy.

Anti-Fraud

Fake Users, Fake Events, Synthetic ID Fraud, Anti-Vishing, more

Anti-Bot

Layered Anti-Bot Defense, Fully portable across WAFs.

GEO-Compliance

Fake location, Geo-spoofing, SIM Swap, VPN Detections and more.

DevSecOps Transformation

Automated build, test, monitor, tracking and reporting in one.



Single Pane of Glass to meet your cyber goals with ease.



Defense Control

Guarantee mobile app defense readiness and interoperability no matter how app is built.



Better Data

Gather rich attack and fraud signals and use it to deliver on-brand cyber responses that keep users engaged.



Attack Coverage

Detect & defend the app against 1000s of attacks across 160+ attack vectors (and growing).

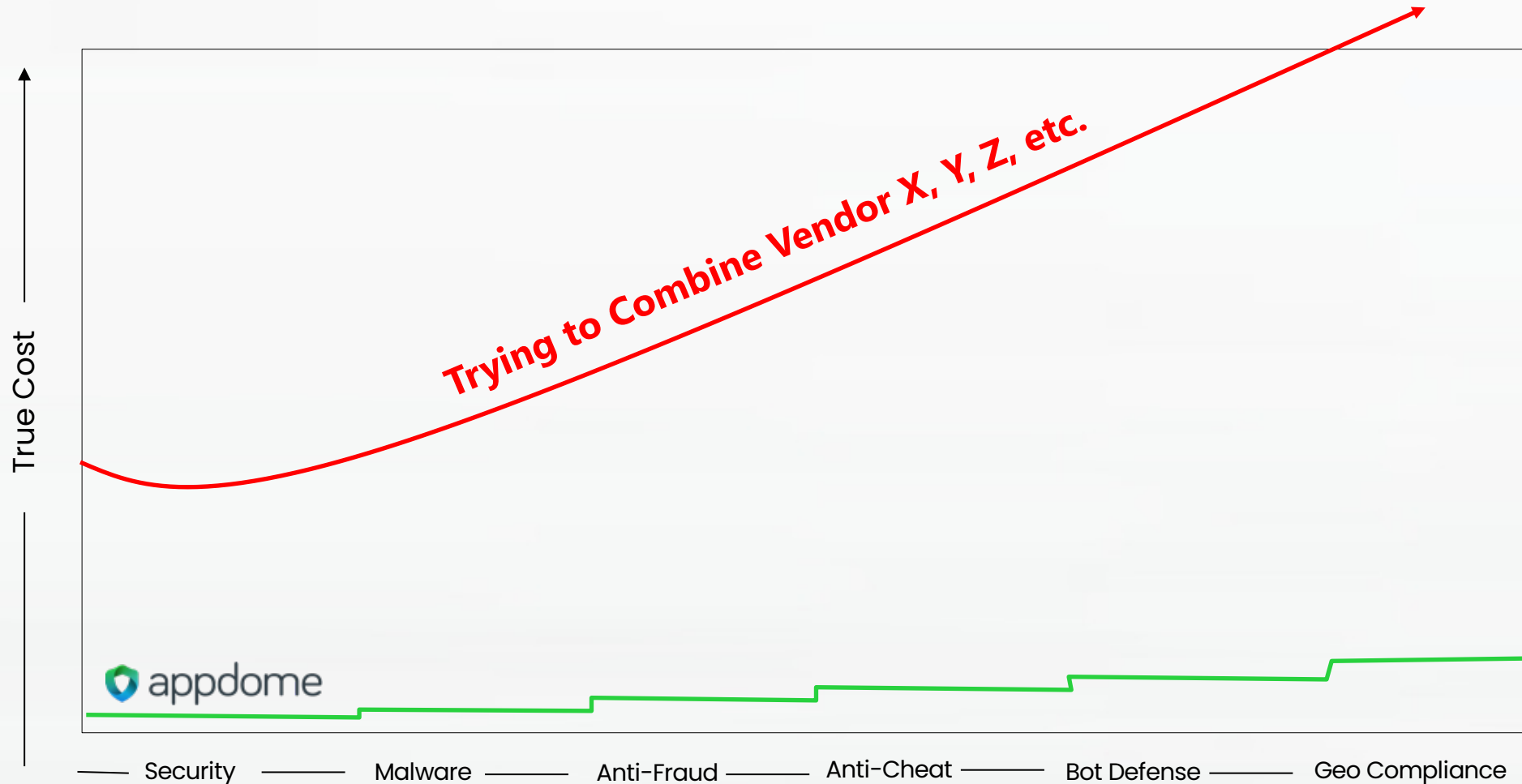


Lower Cost

Eliminate point solutions, duplicative engineering work, release delays, cyber shelf ware, and vendor lock in.



Keep Attackers & Cyber Costs in **Control**.



*** True Cost = Cost to implement, test, certify, and support the defense over the life of the mobile app plus ability to respond to new attacks.**



Thank You!

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