

## The McAfee® Mobile Client Security Online Services Solution

### The Challenge

As mobile phones increase in sophistication and number, it should be no surprise that virus writers have begun targeting them. Malicious code threats which target mobile phones have been largely theoretical until recently. Although that has changed, the threats have not yet reached a level where mobile subscribers or service providers should begin to panic. Certainly it is expected that will change in time. With more people carrying a

variety of mobile devices with integrated operating systems like Windows, Palm and Symbian, coupled with growing deployments of business-process applications, you can bet that mobile security will get some serious attention, especially by operators at the network level.

### McAfee Mobile Protection-in-Depth™ Strategy

Over the last several years McAfee has engaged in a joint development effort with a major mobile operator in Japan which produced the world's first and only end to end secure mobile network. The experience and expertise derived from that effort have left McAfee uniquely qualified to provide mobile security solutions to operators and manufacturers who have short term and long term needs that are different. McAfee is the only security company today with the experience to manage both, offering a multi-tiered protection strategy with four distinct offerings:

- Integrated Solution – Operator managed, end to end solution with security integrated from the handset back through the operator's wireless network and support infrastructure.
- Network Gateway Solution – Operator managed gateway offering in partnership with market leader Openwave Systems.
- Client Solution – Downloadable protection in a managed end to end solution for the handset where the integrated solution is not offered.
- Network Intrusion Prevention – McAfee's market leading IntruShield® network IPS solution helps block network-borne mobile threats before they become a problem.



### The McAfee Mobile Client Security Online Services Solution

When the mobile threat environment reaches the point where mobile subscribers everywhere are seeking protection for their handsets, they will be able to look to McAfee for the solution of choice for mobile customers. McAfee's Mobile Client Security Online Service is a fully managed online service offering designed to take the worry of handset security off the subscriber and entrust it to the world's leading provider of online managed anti abuse – McAfee.

McAfee will offer this consumer service through a variety of channels to allow mobile subscribers flexibility in sourcing their mobile security solutions:

- The mobile operator as the service provider
- McAfee as an outsourced provider hosting the service for the mobile operator
- McAfee direct to mobile subscribers

### Proven Technology – Market Leadership

McAfee's VirusScan Online Managed Security Services for consumers and small/medium businesses are provided to nearly 40 million PC users today, including AOL's entire user base. McAfee is the market leader in this space with about 70% share of the existing managed security services market. As an experienced service provider of managed security services for discriminating consumers, McAfee will expand its existing offerings to include mobile security in its list of market leading online services.

Based on the McAfee Mobile Security and Anti Abuse technology and leveraging the existing infrastructure of the world's leading managed security services provider for anti abuse, the McAfee Mobile Client Security Online Service offers the mobile operator a valuable addition to its existing portfolio of services while protecting its wireless subscribers and the investment in them.

### Benefits

- On demand, "no worry" managed security service for subscribers on an ad hoc basis prior to availability of gateway or fully integrated solution
- Expands mobile service provider's portfolio of offerings
- Revenue opportunity for 'premium' services from the mobile operator

### Limitations

- Inability to protect attacks on handset applications with in-memory rendering
- Inability to protect "feature phones"
- Requires end user education on installation and use
- Potential conflicts with other phone applications
- Reliance on end-user participation in outbreak mitigation

McAfee's multi-point security road map is the most comprehensive in the market today; thought and solution leadership from an industry leader. Before you make a decision on mobile security, be sure to talk with McAfee to get straight advice without unnecessary hype. Technology you can rely on - a name you can trust.