Mobile App Reputation Services

A Radicati Group Web Event

** Please dial-in by phone to listen to the audio portion of this event. The dial-in number is in your registration confirmation email as well as on the side panel of your screen.

9:30 am, PT
June 20, 2013

Speakers & Agenda

Speakers:

- Timur Kovalev, *Mobile Technology Director*, **Webroot**

- Marta Kusinska, *WW Marketing Manager,* **FancyFon**

Agenda:

- *Overview Presentations from* **Webroot** *and* **FancyFon**

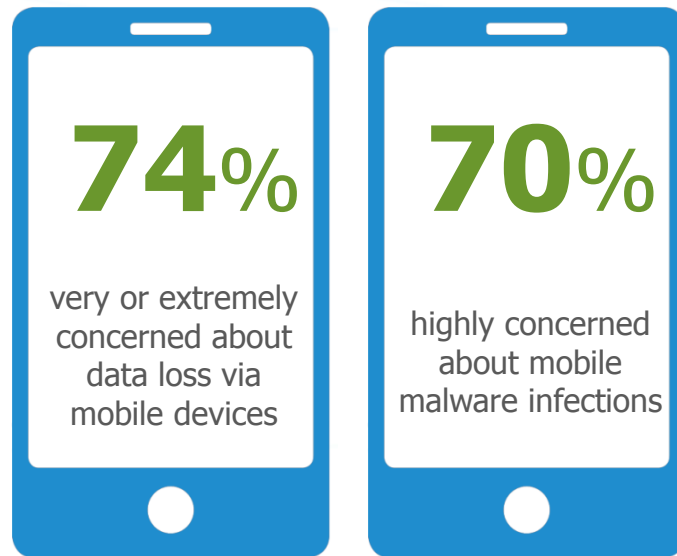- *Guest Speaker Discussion – moderated by Sara Radicati*

- *Audience Q & A session*

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Importance of Mobile App Reputation
June 2013

Timur Kovalev

Mobile Technology Director

Mobile Threats are Real and Costly

74% very or extremely concerned about data loss via mobile devices

70% highly concerned about mobile malware infections

83% mobile creates high security risk

62% Impacted help desk time to repair damage

60% Required additional IT to manage mobile security
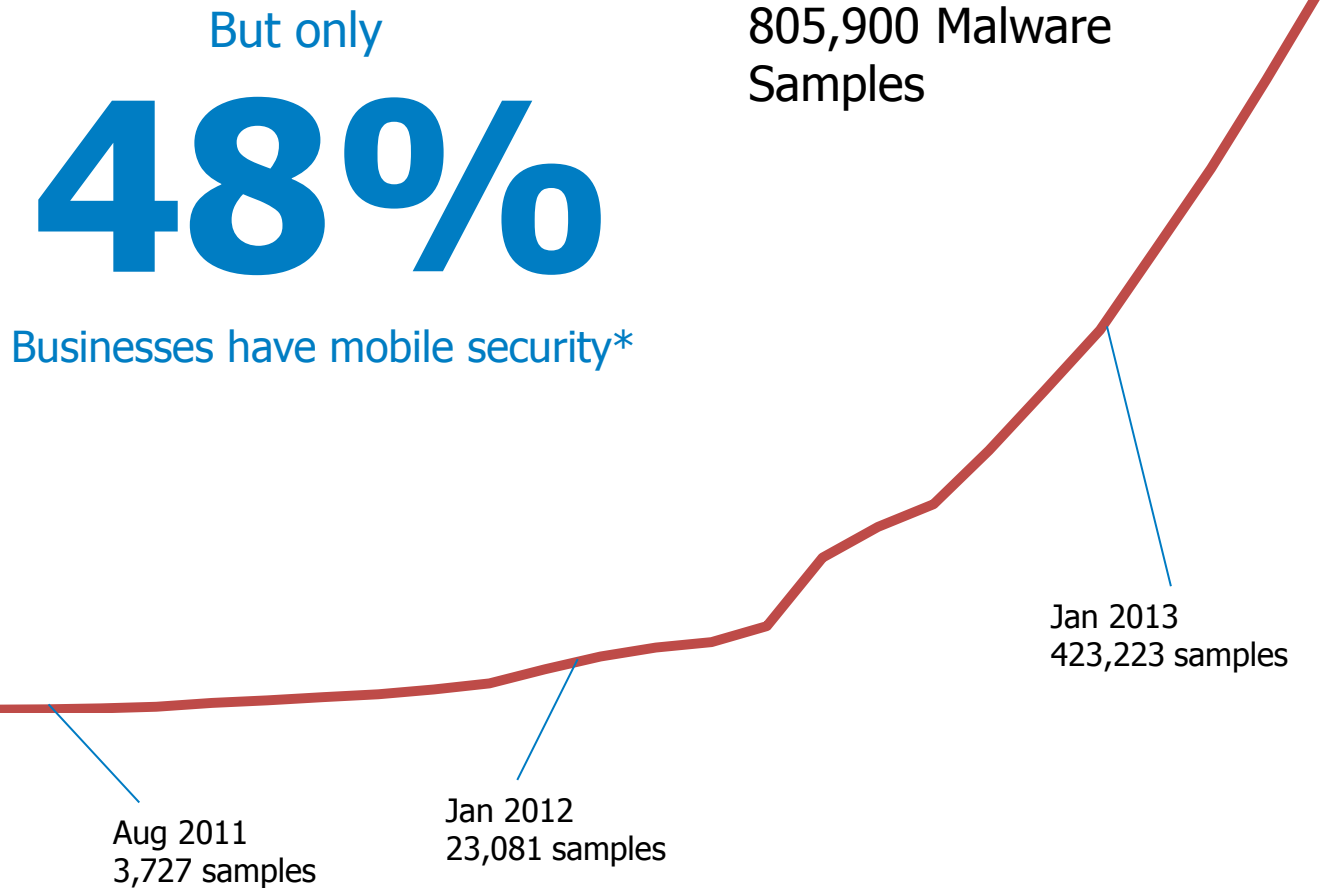
55% Mobile threats reduced employee productivity

50% Business activities were significantly disrupted

Source: Webroot Research, October 2012

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Webroot Research: Mobile Threats Are Growing-
FAST

But only

48%

Businesses have mobile security*

805,900 Malware
Samples

Jan 2013
423,223 samples

Jan 2011
6 samples

Aug 2011
3,727 samples

Jan 2012
23,081 samples

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Mobile Threats: Driven by User Behavior

SCAMS PHISHING SPAM MALICIOUS APPS

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Webroot Cloud Security Intelligence:
Mobile Solutions for Partners

- **Mobile App Reputation Service**

  – Categorizes and scores mobile apps reducing the chance of installing malicious or unwanted apps

- **Android Mobile SDK**

  – Anti-virus, anti-malware and secure web browsing solution that allows mobile providers to offer robust security for their customers

- **SecureWeb Browser SDK**

  – Android browser with best-in-class web content classification and reputation

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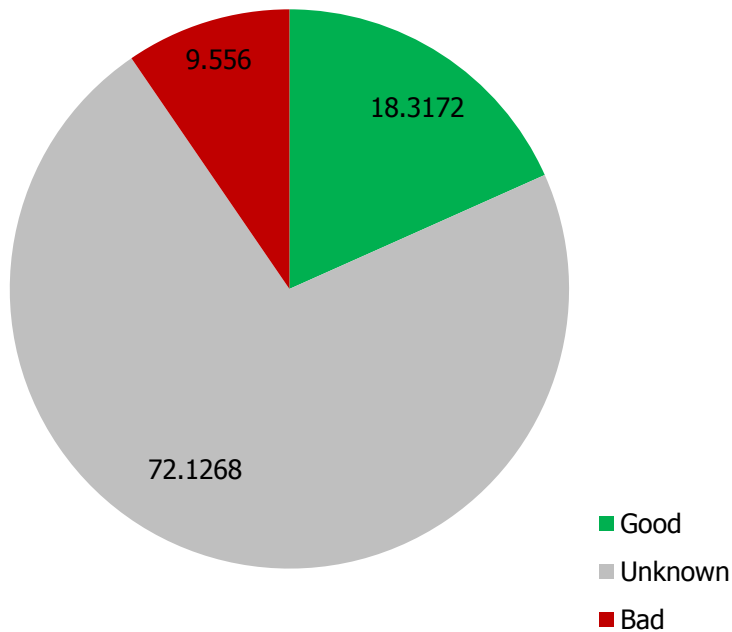# Importance of App "Reputation"

BAD

In Between?

GOOD

- Most solutions view apps as good or bad- binary approach

- Webroot has ability to provide granular details on mobile apps

- Make a decision on the "gray" apps based characteristics and behavior

  - Unwanted

  - Suspicious

  - Moderate

  - Benign

  - Trustworthy

- Manages risk, empowers decision maker (Admin or MDM policy) to enforce policy based on reputation
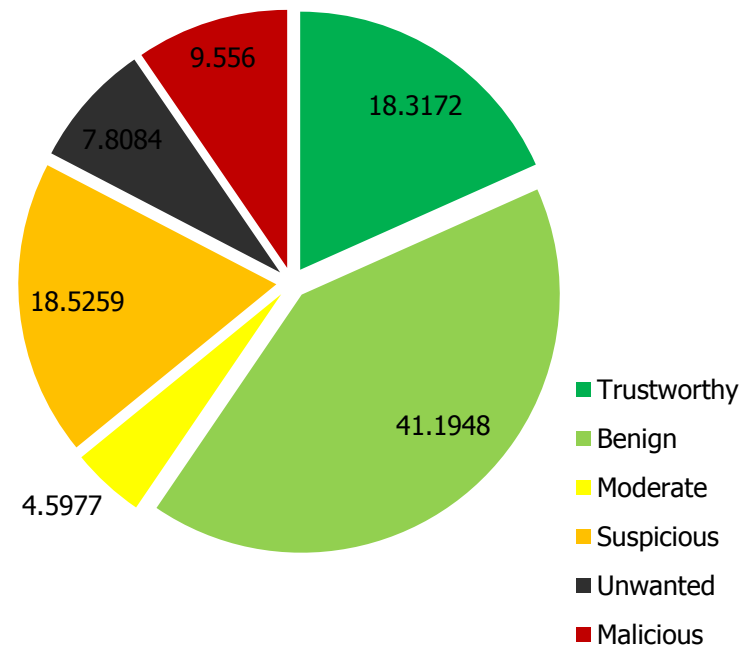
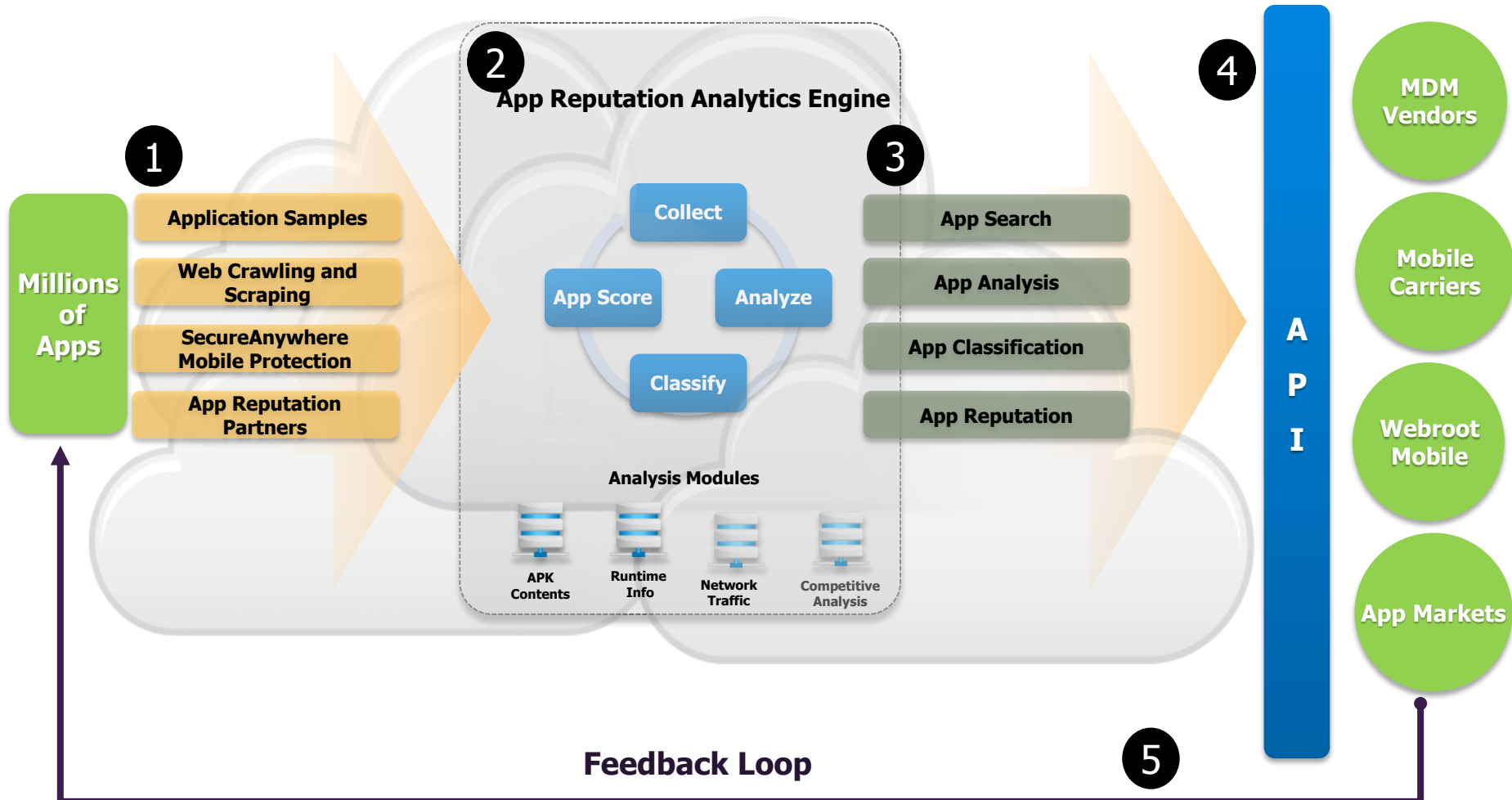**WEBROOT**®

Webroot: Filling in the "Gray"

Detection Distribution

- 9.556
- 18.3172
- 72.1268

Legend:
- ■ Good
- ■ Unknown
- ■ Bad

Reputation Distribution

- 9.556
- 7.8084
- 18.3172
- 18.5259
- 41.1948
- 4.5977

Legend:
- ■ Trustworthy
- ■ Benign
- ■ Moderate
- ■ Suspicious
- ■ Unwanted
- ■ Malicious

How Webroot App Reputation Service Works

Webroot Intelligence Network
Mobile App Reputation Service

Millions of Apps

1
- Application Samples
- Web Crawling and Scraping
- SecureAnywhere Mobile Protection
- App Reputation Partners

2 App Reputation Analytics Engine

Collect

App Score

Analyze

Classify

Analysis Modules

APK Contents
Runtime Info
Network Traffic
Competitive Analysis

3
- App Search
- App Analysis
- App Classification
- App Reputation

4 **A P I**

MDM Vendors

Mobile Carriers

Webroot Mobile

App Markets

Feedback Loop

5

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Reputation Bands

- **Malicious** – The application was detected as a non-PUA (Potentially Unwanted Application) threat (i.e., Trojan, Rootkit, etc.) by Webroot definitions. Figure 5 shows the distribution of Malicious Threats by type classified by the App Reputation Service

- **Unwanted** – The application was detected as a PUA by Webroot definitions. PUA is not malware but has unwanted characteristics. Some unwanted characteristics include aggressive ads and popups, intrusive privacy policies, marketing to contacts, etc.

- **Suspicious** – The application has not triggered any definitions, but Webroot machine classifiers scored the application in the malicious and unwanted range

- **Moderate** – Seemingly benign application that contains dangerous permissions (e.g., SEND SMS, CALL PHONE, etc.)

- **Benign** – Non-whitelisted application that contains no dangerous permissions

- **Trustworthy** – Whitelisted applications that is safe to use

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Other Reputation Heuristics

Android

- Permissions
- Source Code Detections
- NetCap Detections
- X-References
  - Package
  - Certificate
- Sources of Application
- Popularity
- Age

iOS

- App Popularity
- Developer Tenure
- Imported Libraries
- Size
- Age
- Maturity Rating
- Android X-Reference

Webroot Advantage

- **State of the Art Back-end Automation**
  - Proactive Data Acquisition
  - 3rd party intelligence integration
  - Re-evaluation
  - Cross-referencing
  - Application History
- **Consumer Endpoint Feedback**
- **Active Machine Learning – System Improves Over Time**
- **Beyond Reputation - Granular Decision Points**

Results: Android Malware, Out of 3M+ Apps
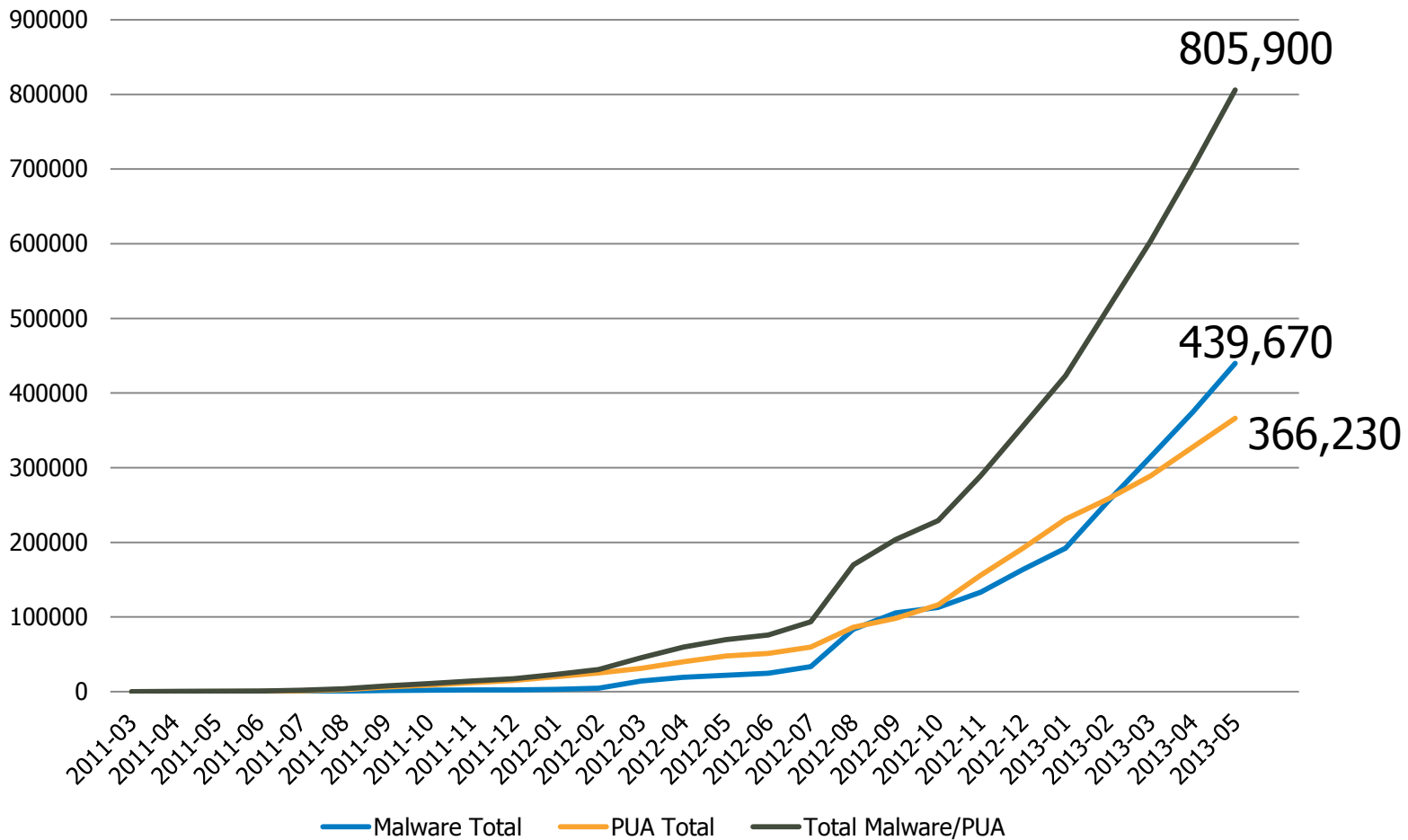
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Mobile Security Intelligence Stats

3.5 Million Mobile applications

9 Billion URLS

310 Million Domains

550 Million IP addresses

100TB Malware data

Millions Connected nodes

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Thank You!

Mobility Management with FAMOC

 Asset Management

 Security Management

 Application Management

 End-User Self-Care

 Data Access Management

 Remote Support

FancyFon

Challenges

„My company is my castle"
How to protect business against mobile threats?

- Sensitive data control and protection
- Automatic lock for devices that breach security policy
- BYOD support
- Identification and alerting of threats
  - Device loss/theft
  - Malware
  - Users not being security-savvy
- Instant reaction in case of security threats
- Corporate apps security management

FAMOC Security Management

Effective security policy enforcement and monitoring

- Security policy

- Private & corporate data protection

- OTA lock/wipe

- Memory encryption

- Data & email access control

- Backup/restore

- Certificate management

- User restrictions

- Location

FancyFon

5

FAMOC Integrating Mobile Security

- Exchange Proxy
- TouchDown™ With Exchange ActiveSync®

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Email Management

Antivirus & Anti-Malware

FAMOC

Certificate Authority

BYOD & Data Access

- Windows Certificate Authority
- Identity Services Engine

CISCO

Samsung Kn❂x
- SecureSource
- AGREEYA MOBILITY

FancyFon
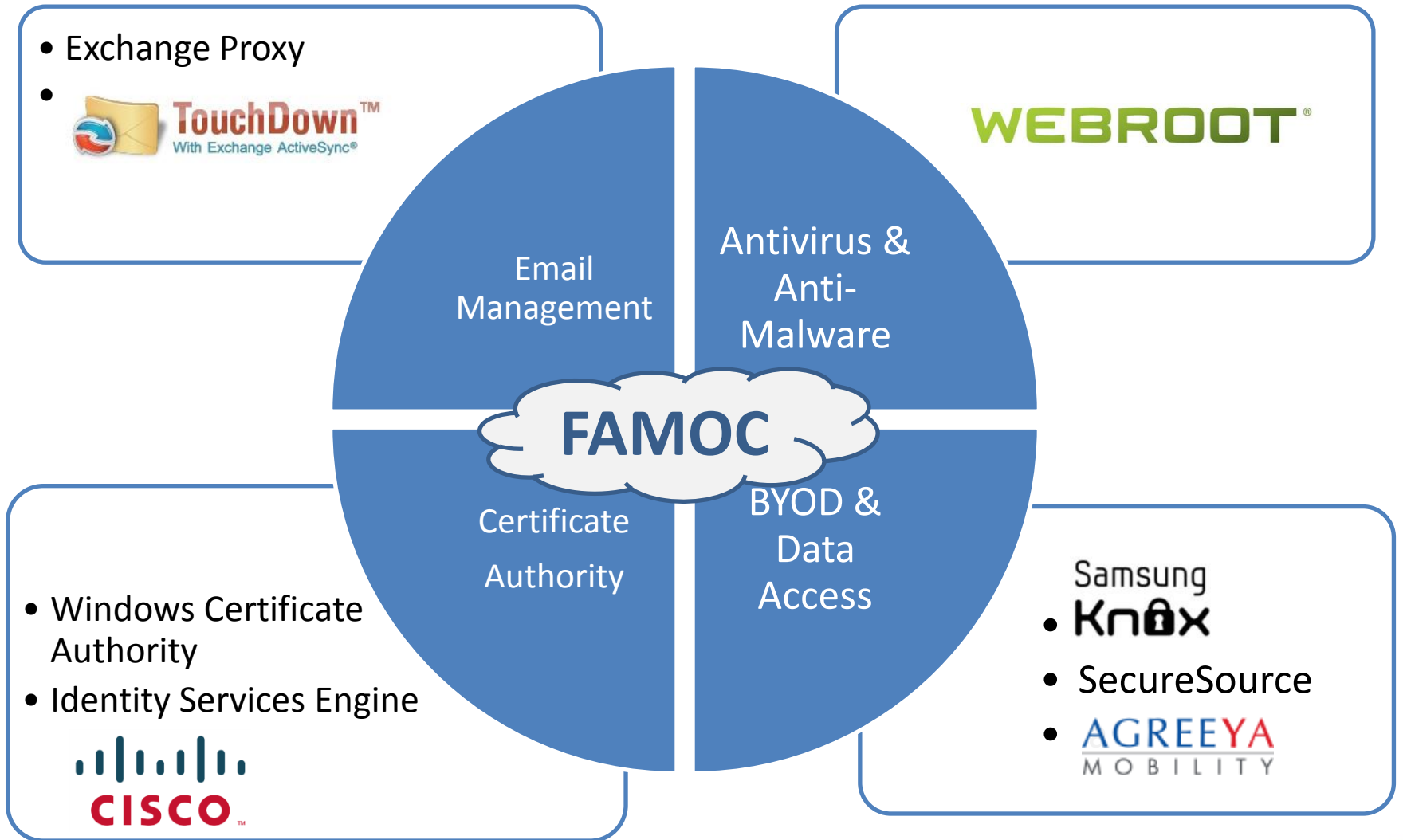
FAMOC Application Management

Secure communication, configuration and data protection platform for business apps

- Corporate AppStore
- Security management
- Malware protection
- Integration with external AppStores
- Application provisioning &updates
- Blacklist/whitelist
- Installation restrictions
- **Containerization and BYOD support**

FancyFon

WEBROOT® Integration
Antivirus & Antimalware Protection

- Integration with Application Reputation Database for application verification

- Secure web browser

- Out-of-box anti-virus protection

- Blacklisted application alert

- OTA wipe in case of security breach

FancyFon

FAMOC & Webroot malicious app alert

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Your Speaker Panel

▸ **Sara Radicati**
President & CEO, The Radicati Group

▸ **Timur Kovalev**
Mobile Technology Director, Webroot

▸ **Marta Kusinska**
WW Marketing Manager, FancyFon

Thank You!

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▸ Content-Aware DLP Market, 2013-2017

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