

# BlackBerry Protect for Mobile Devices

Mobile Threat Defense Powered by AI



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## Going Mobile Increases Risk

In an era of ever-increasing reliance on untethered computing and communication devices, organizations cannot afford to compromise security. Enterprises are using mobile devices to compete in an agile, evolving market and to keep their employees connected and productive regardless of location. For the first time in the history of computing, more than half of all devices connected to the Internet are mobile.<sup>1</sup> At the same time, mobile malware is more prevalent than ever, with attacks rising 50% in the last year alone.<sup>2</sup> While the focus of enterprise security solutions has historically been on desktop devices, more businesses are discovering the growing threat of malware and phishing attacks aimed at mobile devices, especially within applications.

The damage from these attacks can be significant, with personally identifiable information (PII) and other critical data being leaked at higher rates than ever before. This is leading more organizations to adopt deep packet inspection (DPI) and other capabilities to protect against malicious attacks.

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<sup>1</sup> <https://gs.statcounter.com/platform-market-share/desktop-mobile-tablet>

<sup>2</sup> <https://research.checkpoint.com/cyber-attack-trends-2019-mid-year-report/>



Mobile threat defense (MTD) offers an extra layer of security by preventing, detecting, and remediating threats, and by improving overall security hygiene for all different levels within an organization's mobile fleet and applications

## BlackBerry Protect for Mobile Devices: Continuous Mobile Threat Defense

BlackBerry® Protect for Mobile is an MTD solution that extends the AI-based security in BlackBerry® Protect to mobile devices. This solution, integrated in the powerful BlackBerry Cyber Suite, is a fundamental building block to the philosophy of providing business continuity at the intersection of Zero Trust and Zero Touch.

BlackBerry Protect for Mobile monitors mobile malware attacks at the device and application levels to extend protection with no need for additional manpower. The software identifies security vulnerabilities and potential malicious activities by monitoring OS updates, system parameters, device configurations, and system libraries at the application level. In addition, BlackBerry Protect for Mobile identifies any malware that might come in through sideloaded applications. This maintains assurance that applications are only sourced through secure repositories.

## Product Features

BlackBerry Protect for Mobile threat defenses feature the following protection, management, and convenience elements:

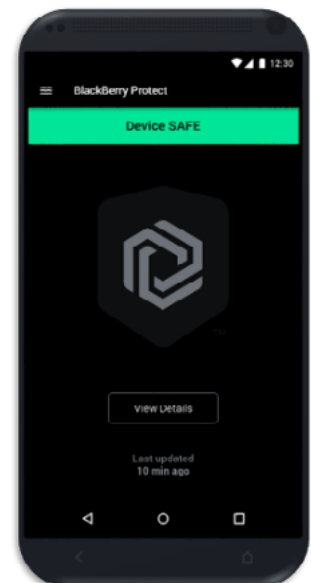
- Detection of sideloads on iOS® and Android™ – Detect sideloading unapproved iOS apps from third-party apps stores, in both managed and BYO/unmanaged device deployment scenarios
- Detection of Android malware leveraging AI – Advanced Android malware detection leveraging the BlackBerry® AI platform and machine learning models
- URL scanning/anti-smishing – Neutralizes the threat of social engineering attempts via malicious SMS/MMS messages
- Enhanced mobile security features – Advanced detection of privilege escalation, and device security configurations
- Single console management for mobile and desktop endpoint protection – Unified management and reporting
- Simple end-user enrollment and activation via QR code
- Intuitive device health status
- Simple device security assessment

## Zero Trust

Zero Trust is what **security teams** want – nobody gets or keeps access to anything until they prove and continue to prove who they are, that access is authorized, and they are not acting maliciously

## Zero Touch

Zero Touch is what **users** want – immediate gratification with instant access to anything and everything they believe they need to get their job done without the hassle of passwords, timeouts, or special permissions



## Advanced Threat Protection

Although there are many mobile threat solutions on the market, BlackBerry Protect for Mobile delivers a uniquely powerful set of features that separates it from the competition. BlackBerry Protect for Mobile leverages AI technology to protect against known and unknown mobile malware, phishing attacks, and zero-day payload execution — all from a single familiar and trusted BlackBerry security management console. Organizations can be assured that their entire mobile fleet is protected without having to rely on employees to maintain and manage their mobile security alongside their traditional endpoint protection, thus increasing productivity and decreasing costs.

## About BlackBerry

BlackBerry (NYSE: BB; TSX: BB) provides intelligent security software and services to enterprises and governments around the world. The company secures more than 500M endpoints including 175M cars on the road today. Based in Waterloo, Ontario, the company leverages AI and machine learning to deliver innovative solutions in the areas of cybersecurity, safety and data privacy solutions, and is a leader in the areas of endpoint security management, encryption, and embedded systems. BlackBerry's vision is clear — to secure a connected future you can trust.

For more information, visit [BlackBerry.com](https://BlackBerry.com) and follow [@BlackBerry](https://twitter.com/BlackBerry).

