

# Making the Case for Enhanced Mobile Security

## Infographic: Mobile Malware's Prevalence in the Wireless Network

January 13, 2015

Mobile malware is a growing concern worldwide – and particularly in the enterprise mobile world.

For businesses, a security issue with an employees' phone could leave sensitive company information vulnerable to hackers and other unfriendly eyes (see [The Effects and Results of Enterprise BYOD](#) and [Don't Overlook Enterprise Security](#)).

In addition to eliminating harmful mobile security habits this year on a relatively individual basis (see [7 Mobile Security Mistakes to Stop Making in 2015](#)), you can also enhance your organization's overall mobile security with a host of new platforms.

One of these many programs, called Mobile Security Guardian by Alcatel-Lucent, offers an in-depth look at the reason why we need better mobile security in the infographic below.



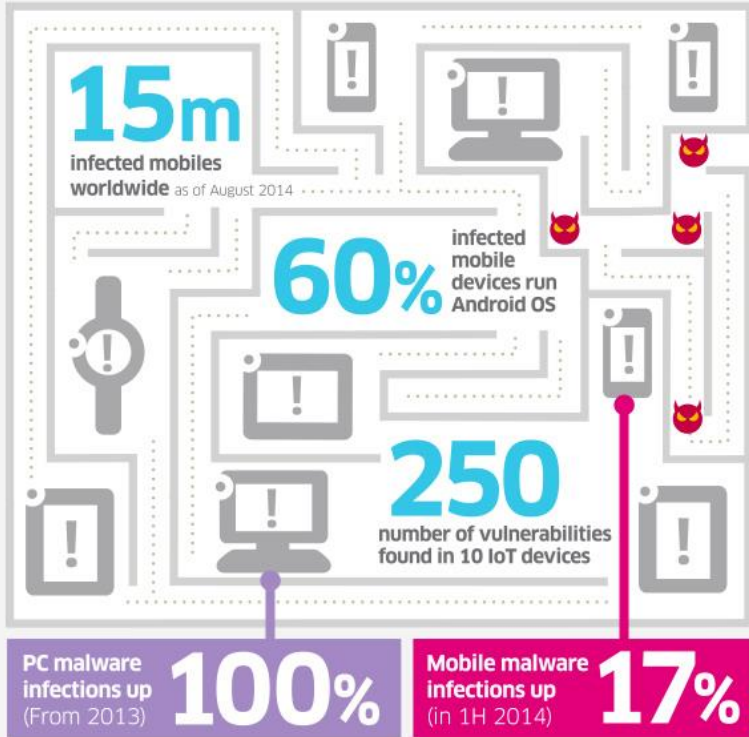
### Some highlights from this infographic:\*

- **80 percent** of emerging mobile malware threats monitor location, calls, text and emails, in addition to tracking the victim's web browsing habits.
- **71 percent** of smartphones have no antivirus protection (compared with only **6 percent** of PCs).
- **65 percent** of smartphone owners believe it's their service provider's responsibility to protect their smartphone.
- Of 40 popular antivirus solutions tested within a period of six weeks, only **ONE** proved effective against new threats.
- As of August 2014, **15 million** mobile devices are infected with malware worldwide.

# FIRST DEFENSE DETECT MALWARE IN THE NETWORK



Mobile malware is on the rise and standalone antivirus applications are losing the battle against increasingly sophisticated attacks. Service providers now have an exclusive opportunity to catch malware and protect their customers.



## STANDALONE ANTIVIRUS IS NOT SUFFICIENT

A study tested 40 popular antivirus solutions against new threats.

**85%**  
OF TOP 20 ANDROID MALWARE THREATS RATED 'HIGH-LEVEL'

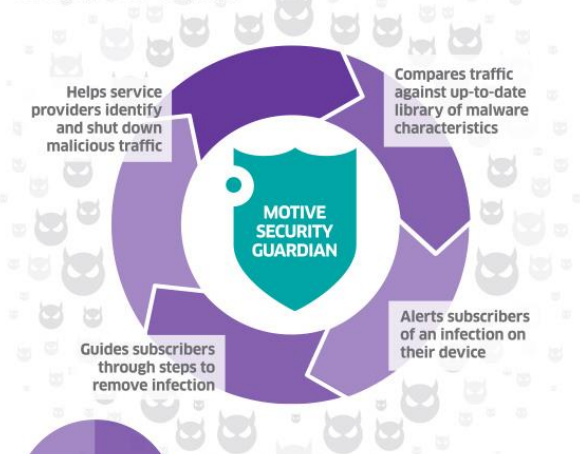


**0** AV solutions effective in week one.

**1** AV solution effective in week six.

## POSITIVE DETECTION, ALWAYS-ON PROTECTION

Traffic analysis is the best detection method against all infections, on PC, mobile and other connected devices. Unlike device-based protection, it can never be disabled by cybercriminals, does not require software installation and does not slow down the device. **Motive Security Guardian** detects malware by analyzing traffic on service provider networks.



**65%**

said it's their service provider's responsibility to protect their smartphone.

**\$4.40**

Over half of US mobile users surveyed would pay \$4.40 for monthly subscription to a mobile security service.

## THE UNPROTECTED CONNECTED

Our survey found that the majority of smartphones had no defense at all.

**71%**

of smartphones have no antivirus

vs

**6%**

of PCs have no antivirus

### TOP 3 MOBILE SECURITY CONCERNS



Bank details stolen



Online fraud



Phishing attacks for personal information

### HIGH-RISK MOBILE SPYWARE OF THE RISE

**80%**

of emerging mobile malware threats monitor location, calls, text and emails and track the victims' web browsing.

## MOTIVE SECURITY GUARDIAN

TDS Telecom serves 225,000 customers in 32 US states. Since launching its HackerAlert premium security service, it has experienced:



**FASTEST SELLING PREMIUM SERVICE IN COMPANY HISTORY**



**8% OPT-IN RATE AFTER 1 YEAR**



**96% RETENTION RATE**



**98% FEWER SUPPORT CALLS**

For more information visit [www.alcatel-lucent.com/solutions/security-guardian](http://www.alcatel-lucent.com/solutions/security-guardian)



Motive Security Guardian was formerly known as KinSight Security Solution. Motive Security Labs were previously known as KinSight Security Labs. Sources: Alcatel-Lucent, HP Fortify, Imperva.