

AdaptiveMobile Acquires Sentry Wireless to Extend Mobile Security Portfolio Through to Handset Security Applications

AdaptiveMobile is announcing the acquisition of Sentry Wireless, a developer of handset based mobile security applications. Sentry's market-leading technology will be integrated into AdaptiveMobile's Network Protection Platform to give mobile operators visibility when subscriber handsets become infected by rogue mobile applications and viruses, and limit subscriber loss of data and credit.

Following consumer research from AdaptiveMobile that identified that consumers now fear spyware, rogue apps and loss of data more than they do the loss of the handset itself, operators are looking for an all embracing security platform that will help them preserve subscriber trust in the network. Through the acquisition of Sentry Wireless, AdaptiveMobile will provide operators with white-label applications that subscribers can use to report SMS spam, check the validity of a downloaded app, and be notified securely by their operator if their handset is detected to be compromised.

In addition, the handset applications will allow individual subscribers and their children or companies and their employees greater control of who can contact them, when and for what reason. This unique combination of handset based policy management and network-centric enforcement enables mobile operators to step up and cater for customers who are looking towards mobile operators to provide them with protection against mobile threats.

The research also confirmed that cybercriminals are shifting their focus to smartphones and tablets with mobile malware alone up by 33 per cent in 2010 from the previous year, with particular focus on new mobile operating systems such as Android. This focus is driven by the greater potential for return from illicit activity on mobile networks, with criminals taking advantage of existing mechanisms to extract money such as premium rate numbers and SMS shortcodes.

The risk for consumers is that "free" mobile security apps advertised online can be hostile applications that will infect the device, and that SMS notifications from operators may be faked. As a result of the acquisition of Sentry Wireless, as well as protecting their subscriber base from the core of the network, mobile operators will now also be able to provide secure and timely feedback to their subscribers when they become infected, and where necessary disinfect comprised devices on their network through a patented disinfection process to remove malicious software and rogue applications.

Brian Collins, Chief Executive Officer of AdaptiveMobile said: "AdaptiveMobile's unique network-to-handset protection approach now provides unparalleled levels of security to both the operator and their subscribers. As the number of mobile threats

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and their complexity continues to increase, the question of subscriber trust in their chosen network provider is a critical concern. With applications being downloaded onto subscribers' devices over the mobile network, and malware reaching record levels, the liability paradigm is moving to the operator. In order to help operators remain a step ahead of mobile security threats and in response to consumer demand for increasing levels of protection, AdaptiveMobile can now empower operators to provide their customers increased flexibility in managing their personal controls, addressing infected or compromised devices, and in preserving subscriber trust through reporting and feedback".

Matt Norton, Chief Executive Officer from Sentry Wireless said: "We are delighted to be part of AdaptiveMobile's market-leading mobile security product set. Having focussed on building handset based solutions for Parental Controls, app disinfection and SMS Spam detection, we are delighted that AdaptiveMobile has recognised the unique IP and approach of Sentry Wireless, and has decided to incorporate this within its Network Protection Platform, a globally deployed network solution for mobile operators, protecting 700 million subscribers around the world".

For more information, visit: www.adaptivemobile.com [1].

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Links:

[1] <http://www.adaptivemobile.com>