BETTER Mobile Threat Defense (BMTD)

Powered by BETTER Mobile Security, Inc.

Enterprise Challenges

Today's enterprise IT managers are looking for better and more efficient ways to empower workforces utilizing mobile devices for more than just email and texting. Nowadays, employees require file-sharing, access to corporate data, and application downloads anytime, anywhere. These activities can leave enterprise networks vulnerable to attack from network-based threats, malware, OS vulnerabilities, and other targeted threats originating from both internal and external sources.

> *"MTD solutions protect mobile devices against a wide array of mobile threats through application scanning and risk management," according to Patrick Hevesi and Michael Isbitski, research directors with Gartner for Technical Professionals.*
> *- Gartner, Comparison of Mobile Threat Defense Solutions, 20 July 2018*

Solution Overview

BETTER Mobile Threat Defense (MTD) is a predictive solution that reduces the burden on IT to manage cyber-risk in today's increasingly complex mobile threat landscape. BETTER MTD enables proactive mobile security by actively predicting, detecting, and preventing cyber-attacks and threats, all without disturbing user privacy or disrupting users' mobile productivity. BETTER MTD helps close mobile security gaps and protect against network-based threats, malware, vulnerability exploits, and other targeted attacks originating from both internal and external sources. BETTER MTDs predictive technologies leverage mobile threat intelligence gathered by BETTER MTD via Deep Thinker, built on deep learning and one of the most advanced branches of artificial intelligence, an overlay of crowd-sourced intelligence. BETTERS MTD identifies threats to mobile devices that many other solutions are not equipped to identify.

Microsoft-Intune Integration
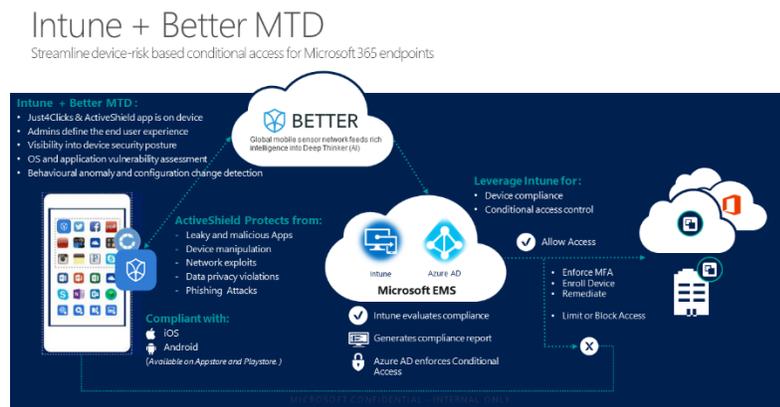
In order to have effective mobile security, organizations need visibility, to apply policies, and to have a solution that fits cleanly into existing workflows by integrating with existing mobile management and security solutions. Microsoft and BETTER have teamed up to deliver a unified solution with Enterprise Mobility Management (EMM) and Mobile Threat Defense (MTD). EMMs provide management and configuration controls at the device and application level, providing advanced threat protection and visibility. BETTER MTD has EMM connectors for all popular mobile management platforms with one-click client deployment and management with support for integrated users and groups. Organizations can also configure policy actions (such as conditional access) based on the security posture of the device and on security alerts passed by BETEER MTD to the EMM. By design, EMMs lack visibility into content; BETTER MTD picks up where EMMs leave off, by providing complete protection at the content layer. The Microsoft-Intune integration:

- Protects phones from device, network, and application attacks and threats
- Extends endpoint protection to mobile devices
- Controls mobile device access to corporate resources using conditional access based on risk assessment conducted by BETTER
- Is a comprehensive cloud-based mobile security solution

Key Features
Unlike most mobile malware protection systems, our malware detection technology leverages artificial intelligence and was able to recently detect a zero-day malware called RedDrop that

silently records audio. BETTER MTD is compatible with both iOS and Android operating systems. Any attempt to access a phishing page or other malicious site is blocked in real-time. SmartBlocker provides phishing protection no matter what app is used to access a dangerous page.

Threat Defense connector with Intune controls mobile device access to corporate resources using conditional access based on risk assessment. Risk is assessed based on telemetry collected from devices running the BETTER Mobile app.
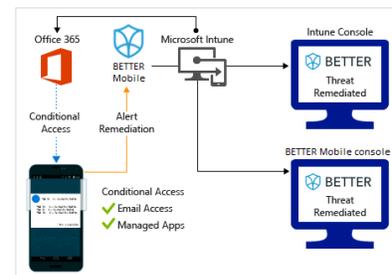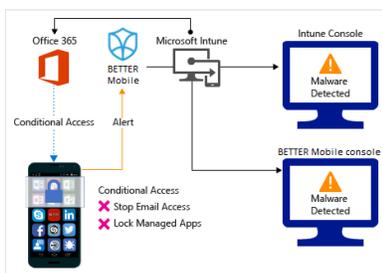
Organizations can configure conditional access policies based on BETTER Mobile risk assessment enabled through Intune device compliance policies, which you can use to allow or block noncompliant devices to access corporate resources based on detected threats.

BETTER MTD services reduce the mobile and cloud security gap by providing real-time visibility, intelligence and robust security that can help proactively prevent attacks in real-time before a data breach occurs.

Deep Thinker
BETTER has built upon deep learning, one of the most advanced branches of artificial intelligence, with an overlay of crowd-sourced intelligence and focused it on mobile threat detection. With our global mobile-sensor network feeding rich intelligence into Deep Thinker, a cloud-based AI engine, BETTER MTD provides highly accurate detection of risky apps, anomalous behavior, and network threats.

Application Threats

BETTER MTD uses Deep Thinker, a threat-detection engine leveraging variety of machine-learning techniques, which uses complex mathematical algorithms to prevent malware from executing within sensitive systems. BETTER MTD does the following:

1. Unifies defense with an in-depth approach providing real-time visibility into malicious behaviors, risky behaviors, sensitive behaviors, and non-sensitive behaviors such as risk signals, attack signals, anomalies, and familiarity signals
2. Protects from known and unknown malware, dynamic threats from abuse of privilege attacks, and execute techniques

Network Threats

Network-based mobile attacks are one of the biggest threats to any organization today. Mobile devices connect to networks ten times more often than other endpoints. BETTER MTD:

1. Network attacks are immediately detected by the network-monitoring engine using intelligent behavior analysis on simulated traffic between the device and a control environment
2. Uses machine-learning with an overlay of crowd-sourced intelligence alerts and protects users from connecting to rouge access points, man-in-the-middle, and attempts to intercept SSL traffic, reconnaissance scans, content manipulation, and various other network threats

OS and Device Vulnerabilities

Attackers exploit specific security holes in mobile applications, software libraries, and mobile operating systems to replace normal software functionality with malicious functionalities. BETTER MTD does the following:

1. Provides visibility into OS vulnerabilities with detailed CVEID and CWE info and Android patch level information

2. Detects and notifies jailbroken or rooted devices and detects zero-day (unknown) exploits through the intelligent behavior-monitoring engine

End-User Experience
BETTER MTD services offer admins the best end-user experience to boost their productivity; admins can define the remediation actions for each threat incident based on the risk and provide systematic instructions to end users to remediate. There is no impact on the way users use their device or favorite apps. BETTER MTD:

1. Has a low impact on device resources such as battery, CPU, and data usage
2. Does not collect personal data from end user devices

BETTER MTDs services are simplistic in design, powerful, and affordable. The BETTER Shield (App) provides endpoint protection and the BETTER Console (Web) provides admins with immediate visibility, intelligence, and control. Overall, BETTER MTD is a multilayered threat defense system that is lightweight with "always on" protection.

What customers say about Better Mobile on Gartner Peer Insights

"We identified a need to expand on the basic security provided by traditional MDM providers. Our expansion was into the MTD space with Better Mobile who surpassed our expectations. After reviewing several vendors, Better Mobile came out on top and our deployment was to be there largest roll-out of Better Mobile Threat Defense."
- Mark Dunkerley - Senior Manager, IT Architecture and Systems-Coca- Cola

About BETTER Mobile

BETTER is a leading mobile cyber-security company based in New York City. BETTER Mobile is proud to be part of Microsoft Intelligent Security Association. BETTER Mobile services reduce the mobile and cloud security gap by providing real-time visibility, intelligence and robust security that can help proactively prevent attacks in real-time before a data breach occurs. BETTER Mobile's Threat Defense enables proactive mobile security by actively predicting, detecting, and preventing cyber-attacks and threats, all without disturbing user privacy or disrupting users' mobile productivity. BETTER MTD helps close mobile security gaps and protect against network-based threats, malware, vulnerability exploits, and other targeted attacks originating from both internal and external sources. BETTER MTDs predictive technologies leverage mobile threat intelligence gathered by BETTER MTD via massive crowd-intelligence and sophisticated machine-learning. BETTER MTD identifies threats to mobile devices that many current approaches are not equipped to identify.

In an exclusive offer with Microsoft, we are giving Intune customers 50 free licenses for 18 months. We do not need any billing info; there is no obligation and no automatic renewal. For more information, contact a BETTER representative or visit https://www.better.mobi/microsoft

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