::: BlackBerry ®

Intelligent Security. Everywhere.

Mobile Threat Defense

How to Meet Today's Mobile Security Challenges

Mobile devices make irresistible targets for threat actors because they're both ubiquitous and vulnerable. In 2020, there were an estimated 3.5 billion smartphone users.[1] This year, another 300 million are projected to join their ranks. For the first time, more than half [2] of all devices connected to the Internet are mobile. Many of these devices will be used by remote workers to access their employers' enterprise networks, cloud applications, and data. By 2024, mobile workers are projected to account for nearly 60% of the total U.S. workforce according to International Data Corporation.[3]

Naive about mobile threats, many workers inadvertently expose themselves and their employers to attacks by practicing poor security hygiene. For example, texting-addicted phone users are much more likely to immediately open and respond to potentially malicious texts than emails. Aware of this, crafty threat actors are quickly creating new forms of mobile malware and adapting phishing lures for *smishing* (a concatenation of the terms *SMS* and *phishing*). Although still in its early days, smishing has already become a serious threat. According to a Proofpoint survey,[4] 84% of respondents experienced a smishing attack. Another 83% reported they had been voice phished (*vishing*).

Unwary mobile users are also prone to sideloading apps that contain malware and using popular apps, like WhatsApp, which are initially perceived as safe but later turn out to have serious and easily exploited security vulnerabilities.

As a result, successful mobile attacks are on the rise. According to a 2020 Verizon MSI report:[5]

- Almost 40% of the organizations surveyed experienced a mobile-related compromise

- 66% of victims said the impact was major, and 37% said remediation was difficult and expensive

- 45% admitted their defenses were falling behind attackers' capabilities

As noted in a recent BlackBerry® Research and Intelligence Report,[6] "Low threat detection rates and a false sense of security have made mobile users an easy target. Given an immature market, security solutions intended to block mobile malware are few in number," adding, "Forensic access to smartphones remains relatively limited."

The answer for more and more organizations is to embrace a rapidly emerging class of mobile security capabilities known as mobile threat defense (MTD). These solutions go beyond traditional enterprise mobility management[7] (EMM), offering an extra layer of security by preventing, detecting, and remediating attacks, and improving security hygiene for an organization's mobile fleet and applications.

[1] Statistica: Number of smartphone users worldwide from 2016 to 2023

[2] statcounter: Desktop vs Mobile vs Tablet Market Share Worldwide

[3] Mobile Workers Will Be 60% of the Total U.S. Workforce by 2024, According to IDC

[4] Proofpoint 2021 State of the Phish report

[5] 2020 Verizon MSI report

[6] Mobile Malware and APT Espionage: Prolific, Pervasive, and Cross-Platform

[7] Enterprise Mobility Management: Manage and Secure Mobile Apps, Data, and Devices

Artificial-Intelligence-Powered MTD Solutions from BlackBerry

BlackBerry® Protect Mobile is an MTD solution that extends the powerful AI-based security in **BlackBerry® Protect** to mobile devices, providing security teams with unprecedented visibility into their mobile, desktop, and server endpoints from a single security console. It detects and alerts users about attacks, security vulnerabilities, malicious URLs, and malware-carrying sideloaded applications, plus a wide range of other potential threats, by monitoring system parameters, device configurations, and system libraries at the application level. All threat detection and conviction processes are fully automated and require no human interaction.

BlackBerry Protect Mobile is part of the **BlackBerry® Cyber Suite** of endpoint security solutions that include **BlackBerry Protect**, **BlackBerry® Optics**, and **BlackBerry® Persona**. Together they provide the unified threat prevention and policy management capabilities organizations need to optimize their resilience and enhance productivity.

Learn how BlackBerry can help your organization extend a prevention-first security posture to your mobile devices.

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 and follow @BlackBerry.

BlackBerry®

Intelligent Security. Everywhere.

BB20-XXXX | 210420