



AdaptiveMobile™



Mobile Usage Protection

Mobile World Congress Barcelona 2008

Protection Of: Subscribers, Networks, Businesses

- ❖ Massive mobile growth worldwide means
 - First personal (or shared) communication
 - First on-line experience
 - In emerging markets
 - In developed markets with adoption by new segments in (Children, Seniors)
- ❖ Social, Regulatory and Commercial drivers to ensure it is safe
 - Harassment free
 - Protected from Fraud / Social engineering attacks
- ❖ But security is not just “below the line cost”
 - Value generation – New lines of revenue
 - Promote customer acquisition & retention
- ❖ Enterprises now starting to also quantify mobile risk factors



Threats encountered



❖ Spam / Phishing



1-2% spam / 80% Users
(2.3 Trillion SMS in '08)

3.6 Million Adults
lost money in phishing attacks

❖ Viruses



55,000 Viruses
per day
(Typical Operator)

❖ Harassment / Bullying



1 in 3 11-16 year olds

❖ Inappropriate Content



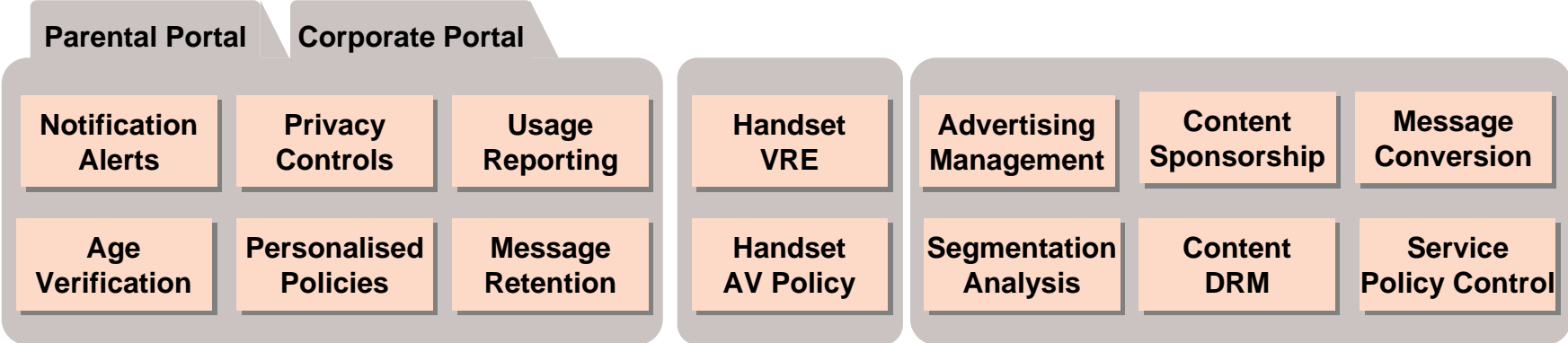
~6% of traffic
is pornography

2nd highest destination
for Children

The Value We Bring



Revenue Improvement



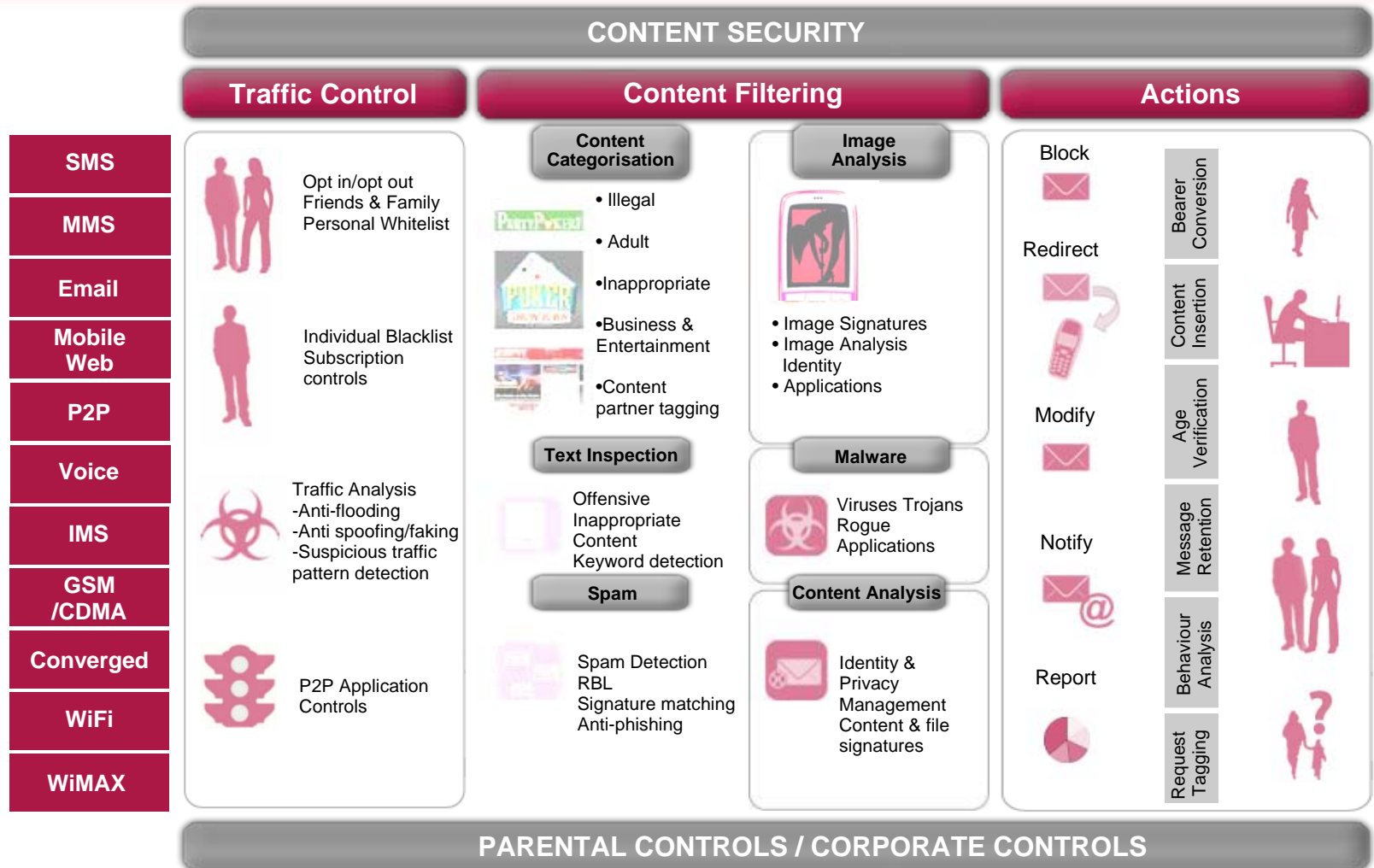
Treatment Controls



Services



Content Filtering Capabilities



PARENTAL CONTROLS / CORPORATE CONTROLS

AdaptiveMobile User Self Care Consumer & Corporate



Enabling personalised control:

- Manages Permissions across Web, Voice, Messaging, Advertising
- Addresses: Anti-Bullying, Friends & Family Whitelists, Time of Day / Usage, Premium Rate & Category Controls
- Achieving subscriber retention, acquisition & new revenues
- Market achieving \$3-\$5 pcm per handset
- Whilst maintaining their Privacy



AdaptiveMobile SCREENING SERVICE

Internet Settings

Jack can never access these categories
Hate, Pornography, Violence, Weapons

Jack can access the following websites
www.gmail.com, www.o2.ie

Jack can never access these websites
www.guns.com, www.playboy.com, www.poker.com

Message Settings

Offensive words are removed from messages
Offensive images are removed from messages

Allow / Block Numbers Settings

Jack can always communicate with these num
0872362536, 0879476352

Jack can never communicate with these num#
No blocked numbers

Jack's Report

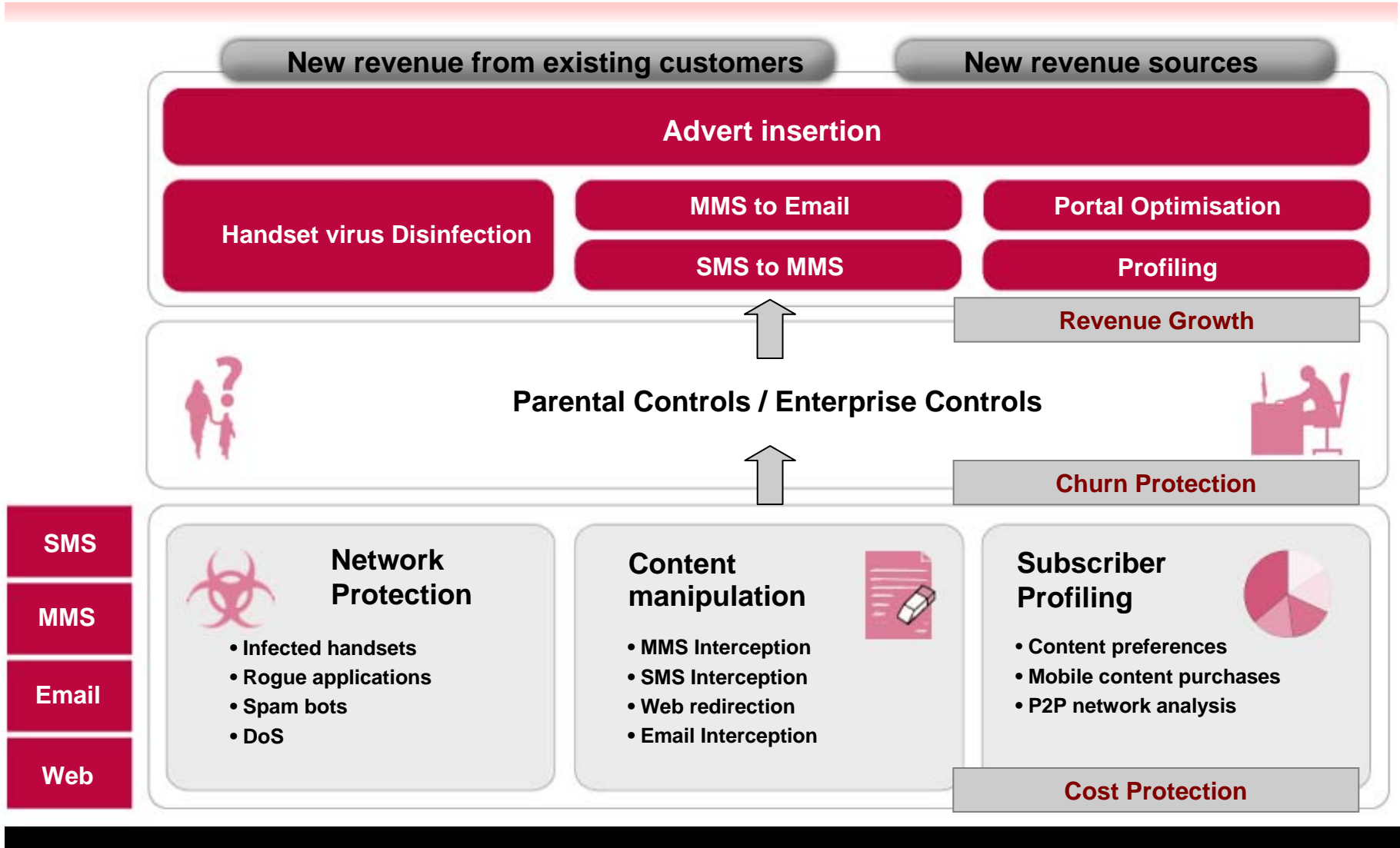
Internet Access		Virus	Spam	Messages	Calls	Location Requests
Accessed	Blocked	Prevented	Blocked	Blocked	Blocked	Blocked
2,345	4	78	95	2	4	1

Date	Number	Type	Incoming / Outgoing	Status
21/01/07	0872376251	MMS	Outgoing	Blocked
22/01/07	0876599386	SMS	Incoming	Allowed
23/01/07	0862750907	Call	Incoming	Blocked

Date	Domain	Pages	Status
21/01/07	www.cnn.com	15-150	Blocked
22/01/07	www.education.com	20-200	Allowed
23/01/07	www.poker.com	10-100	Blocked

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Driving new revenues

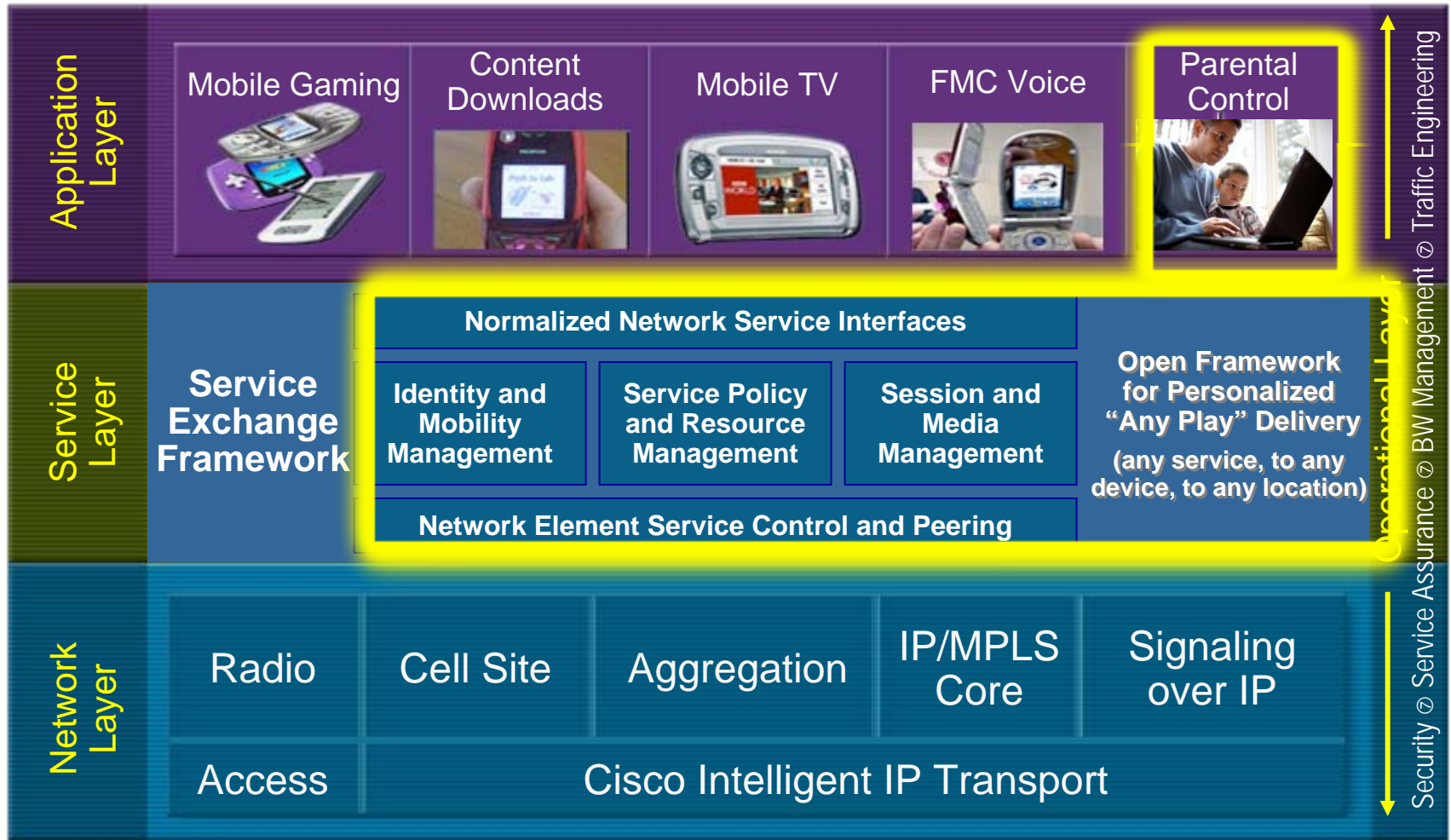


Cisco Service Exchange Framework

Intelligent Network Enablement & Control



Cisco IP Next Generation Network

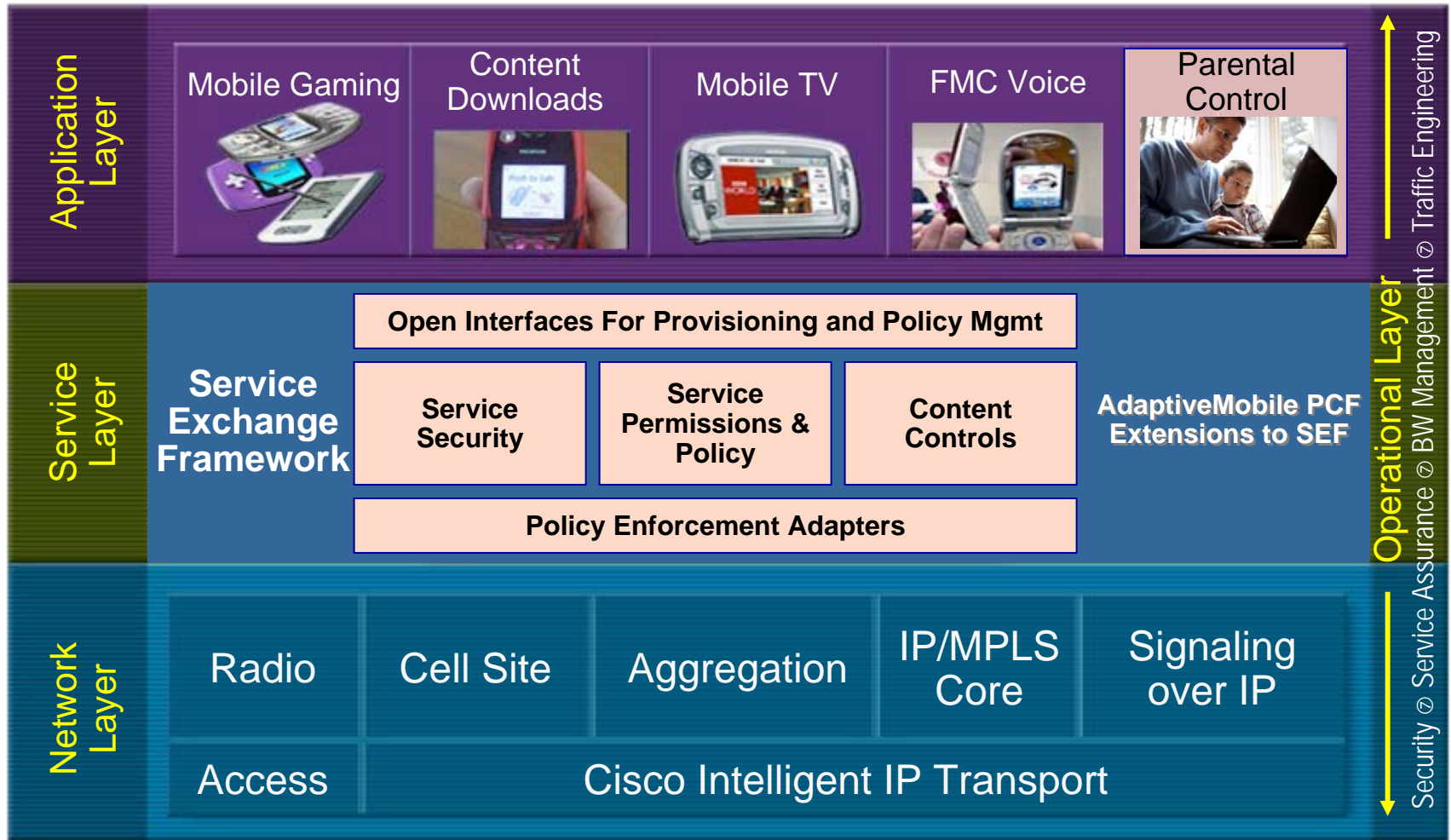


Intelligent Networking

Cisco Service Exchange Framework: AdaptiveMobile PCF In Context



Cisco IP Next Generation Network

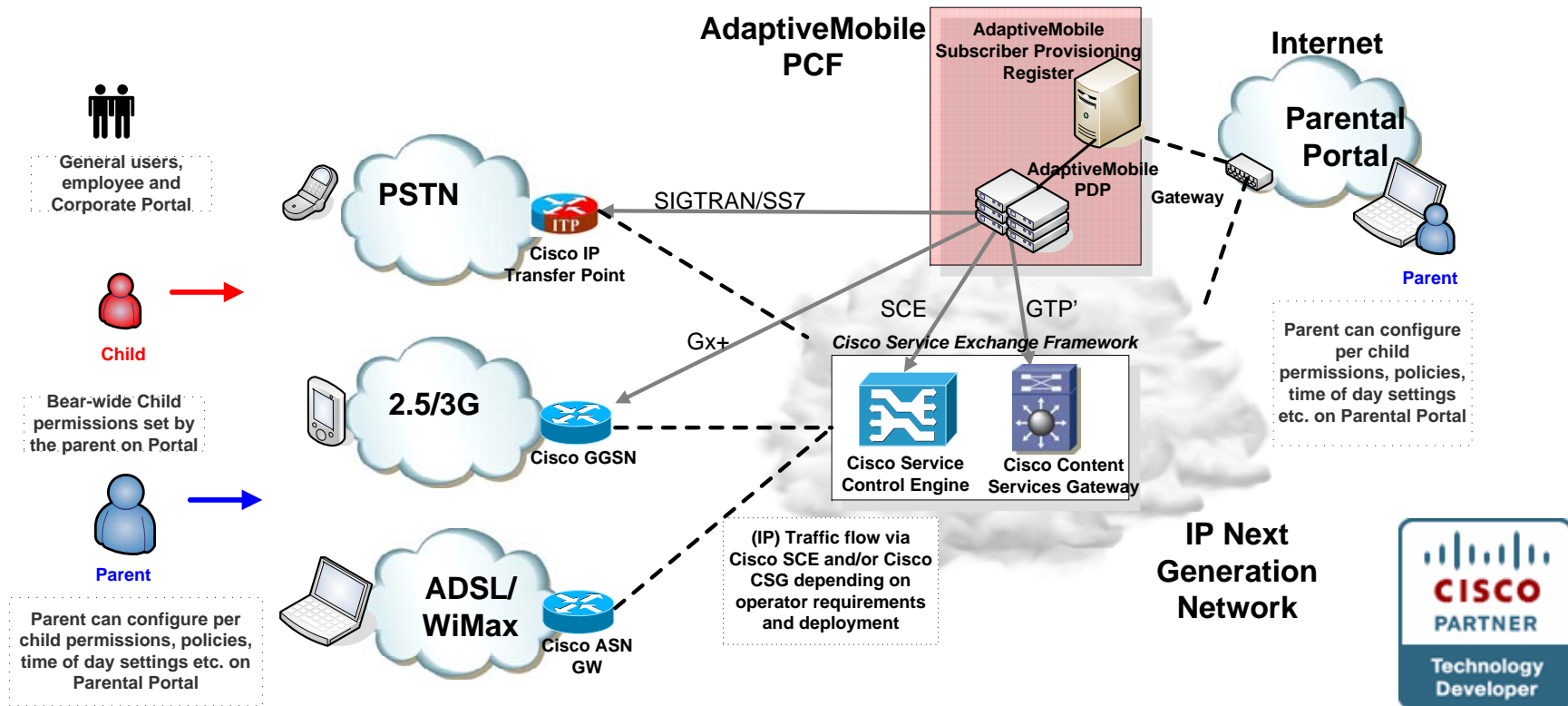


Intelligent Networking

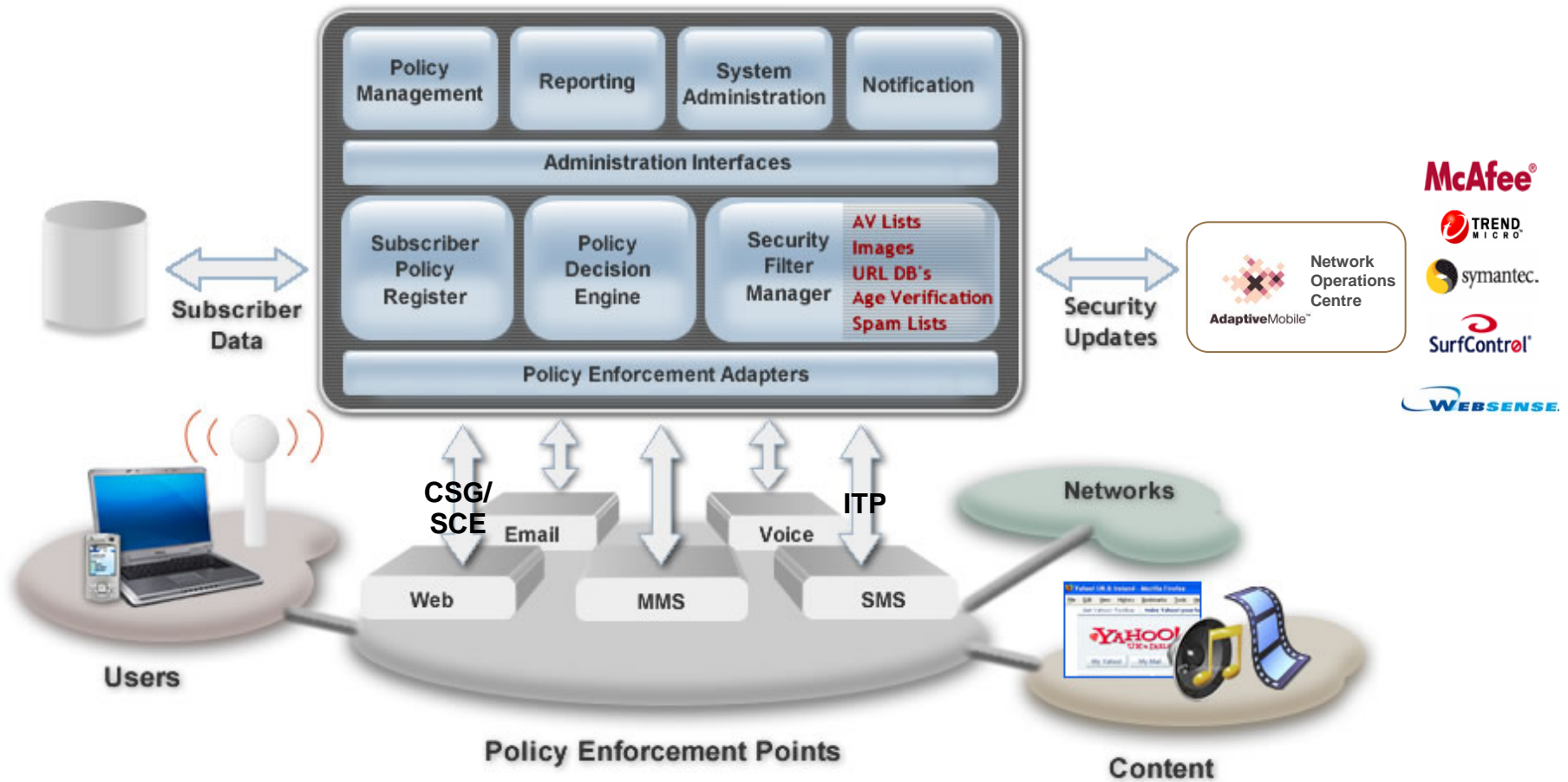
Parental Portal in Operator Network/Cisco Ecosystem



- Insertion/ policy control points is determined by Operator requirements and Cisco components available
- Other policy control points are also possible (MMS, SMS, SIP etc.)
- Parental Portal can be accessed cross-bearer



Product overview



Further Information



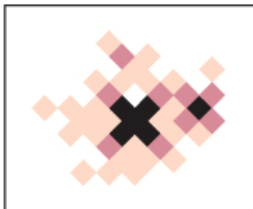
- Are you facing regulatory pressures on content control?
- Want to know what spam is costing you?
- How many viruses you are carrying a day?
- Do your customers want to protect their children & employees?
- Looking to launch advertising?

Please contact AdaptiveMobile at www.adaptivemobile.com or email info@adaptivemobile.com

Contact your Cisco Account Manager or visit www.cisco.com/go/mobile



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