

VMWARE MOBILE SECURITY ALLIANCE

Unifying Threat Security with Enterprise Mobility Management

As mission-critical business workflows become more mobile, yesterday's security protocols and measures have become inadequate. The increase in cybersecurity threats means protecting business resources from compromised mobile endpoints has become critical.

Security threats have increased in frequency and cost, and have also evolved in terms of sophistication and focus. Organizations are under attack and the recent security breaches have shown that cyber threats have grown from mischief to profit, IP theft, and disruption.

WHAT EVERY CEO SHOULD KNOW

CYBERSECURITY CHALLENGES

- Malicious websites
- Malware and ransomware
- Email viruses
- Weak authentication
- Outdated technology
- Malicious Wi-Fi networks
- Poor user behavior

IMPACT OF A BREACH

- Bad publicity
- Lose business partners
- Deter new customers
- Lose existing customers
- Disrupt business operations
- Increased costs
- Financial loss
- Litigation



- Theft of intellectual property **increased 56%** in 2015
- Reports of exploits on Internet of Things (IoT) **increased 152%** in 2015
- **46%** of organizations do not have a CISO in charge of security program
- **34% of employees** cited as source of security breach
- Financial services saw security breaches by organized crime **increase by 45%**

Source: PWC: The Global State of Information Security Survey 2016
(Note: Data reflected was compared against 2014 results.)

VMware Mobile Security Alliance

The Mobile Security Alliance (MSA) unifies threat security for business mobility against cyber-attacks by integrating the industry's leading security solutions with the VMware AirWatch® EMM compliance engine. This provides customers with comprehensive cybersecurity with secure, simple, and scalable options to protect mobile devices, apps, networks, and cloud services.



“Enterprise data has gone mobile and yet, we don’t see CIOs and CISOs protecting mobile devices the way they do other computers in the enterprise. Enterprises need to catch up with the way the workforce works and start prioritizing true, comprehensive mobile security.”

AARON COCKERILL,
VICE PRESIDENT OF PRODUCTS,
LOOKOUT



Mobile Security Alliance



Threat Protection

App Scanning and Validation
Malware and Virus Detection
Network Access and Control
Cloud Security



Mobility Security

Identity Management
Conditional Access
Device Compliance
Data Loss Prevention

Mobile Security Alliance and VMware AirWatch

Delivers fast, easy, and comprehensive security against:

- Weak passcodes and PINs
- Malware and ransomware
- Phishing and spoofing web sites
- Email and data viruses
- Malicious Wi-Fi networks

“While mobile has become ever-increasingly popular for driving business flexibility, agility, and mobility, it has also become a target for cyber-attacks. Unifying EMM with threat security solutions allows organizations to gain visibility into malicious user behavior and the latest zero-day threats... VMware and our MSA members are a great example of bridging the security gap to provide customers with secure, simple, and scalable options for cybersecurity.”

SANJAY POONEN,
EXECUTIVE VICE PRESIDENT & GENERAL
MANAGER, END-USER COMPUTING, VMWARE

VMware AirWatch & Mobile Security Alliance Benefits

- **Devices** - Protect against malware, viruses, and suspicious device behaviors
- **Networking** - Block malicious networks and man-in-the-middle threats
- **Applications** - Scan, analyze, and validate public and private applications
- **Cloud** - Secure and monitor cloud services against data loss and cyber-threats

How It Works



Step 1
MSA threat solution and AirWatch communicate with each other.



Step 2
MSA threat solution relays threat intelligence to mobile device.



Step 3
MSA threat solution scans devices, applications, networks, and cloud resources.



Step 4
AirWatch takes corrective action when MSA threat solution detects threat activity.

Customer Benefits: The Power of Integration

- Improved security
- Seamless integration
- Solution interoperability
- Integrated platform
- Deployment speed
- Reduced CAPEX/OPEX
- Improved supportability
- Industry-leading EMM platform

For more information on the Mobile Security Alliance, visit <http://www.airwatch.com/solutions/vmware-mobile-security-alliance/>.

