

# AdaptiveMobile Security aligns with Bitdefender for advanced cybersecurity

Mobile security provider strengthens customer engagement, increases security accuracy, and speeds integration of embedded software



## BUSINESS CHALLENGE

When it comes to cybersecurity, the global threat landscape is constantly changing. That's why AdaptiveMobile Security, a world leader in mobile security, must always be on high alert. In a quest to provide customers with maximum protection, AdaptiveMobile has standardized on Bitdefender technologies and their threat intelligence services, replacing its cybersecurity solutions from Mailshell, Kaspersky, and zvelo.

As a Bitdefender OEM partner, AdaptiveMobile, began using Bitdefender threat intelligence seven years ago and has since licensed and integrated Bitdefender antimalware and antispam technologies into its products as well.

Barry Scallan, Product Delivery Team Lead, AdaptiveMobile, says, "We selected Bitdefender's software and threat intelligence because they adhere to our security standards and deliver superior protection. We also value Bitdefender's ease of implementation, minimal replication latency across multiple sites, and caching of results to reduce external querying. Another important asset is Bitdefender's full compliance with security requirements from the U.S. Department of Justice and the European Union, and other government entities worldwide."

## PARTNERSHIP SCOPE

AdaptiveMobile has embedded Bitdefender's Antimalware and Antispam Software Development Kits (SDKs) into its network security solution. Bitdefender Antimalware SDK provides sophisticated detection accuracy and performance for known and unknown zero-day threats. Bitdefender Antispam SDK detects spam messages in any language and reduces false positives, as well as protects against phishing attacks or malicious links in email attachments. Antispam SDK is the only solution to have achieved VBSpam certification in all 59 Virus Bulletin spam tests ever performed with an average spam detection rate of over 99.9 percent and zero false positives in the latest 25 consecutive VBSpam tests.

As another security layer, AdaptiveMobile uses Bitdefender Threat Intelligence Services to categorize text message content, URLs, and attachments, and detect any suspicious activity. Threat Intelligence Services, which collects data from a global network of sensors of hundreds of millions



AdaptiveMobile Security is the global leader in mobile network security, protecting more than 2.2 billion subscribers worldwide. AdaptiveMobile's security solutions and managed services provide customers with real-time network monitoring, advanced threat detection, and actionable intelligence. The company operates globally with offices in North America, Europe, South Africa, Middle East, and Asia Pacific.

### Industry

Mobile Network Security

### Headquarters

Dublin, Ireland

### Business Outcome

- Significantly improved malware detection and prevention accuracy
- Fulfillment of stringent service level agreements
- Faster integration and deployment of embedded software
- Strengthened engagement with customers

of endpoints, deep web monitoring, web crawling systems, sandbox analyzer services, advanced heuristic and content analyzers, email spam traps, honeypots, and monitored botnets. In addition, industry partners send updates about security events to the AdaptiveMobile database, which is linked to customer deployments.

## BUSINESS OUTCOME

AdaptiveMobile was impressed with the ease of integration of Bitdefender software into its product offerings.

“Bitdefender outperformed our previous competing solutions in speed of integration and deployment, recalls Scallan. “Because embedding Bitdefender technologies into our product went so quickly and smoothly, we provided our customers with confidence of compliance and without gaps in service.”

Since moving to Bitdefender, accuracy of real-time malware detection and prevention has increased significantly.

Scallan states, “One of our competitive advantages is adapting to the latest trends in the threat landscape. Access to Bitdefender’s real-time threat intelligence databases brings that knowledge back to our product. Bitdefender’s software development kits out of the box contains 100,000 known spam text messages before we have performed a single update. It’s like we’re starting a race ten steps ahead with Bitdefender.”

AdaptiveMobile, which monitors tens of billions of events daily for more than 80 mobile network carriers, also appreciates reliability and excellent latency of Bitdefender’s software and database technologies. Over seven years, there have been seven Bitdefender support tickets out of hundreds of thousands across AdaptiveMobile’s underlying technologies.

Graeme Coffey, Head of Marketing, AdaptiveMobile, says, “We have stringent availability SLAs with our customers. Bitdefender technologies are robust and stable and perform extremely well behind the scenes without disturbing our customers or requiring extra maintenance on our part. It’s a perfect scenario.”

The OEM partnership with Bitdefender has helped AdaptiveMobile expand its business and strengthen its competitive position.

“Because of Bitdefender’s reputation for top-performing, best-in-class technologies, our customers are always pleased to hear that Bitdefender is part of our solution,” comments Coffey. “Standardizing on Bitdefender has simplified our engagement and support processes for customers. Expanding the partnership over the years has helped us further solidify our own customer relationship while increasing confidence in the stability and reliability of our services.”

Rod Jones, Vice President of Product Marketing, AdaptiveMobile, adds, “Bitdefender does a great job keeping us abreast of their technology changes and road map so we can build future upgrades and versions into our strategic planning. The people at Bitdefender have been easy to work with and supportive of our business over the years.”

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Barry Scallan, Product Delivery Team Lead, AdaptiveMobile

### Bitdefender Technologies and Solutions

- Bitdefender Antimalware Software Development Kit
- Bitdefender Antispam Software Development Kit
- Bitdefender Threat Intelligence Services