



Securing the Smart-Home

Increase connectivity revenue by 10-15% by leveraging existing Customer Premise Equipment (CPE) to deliver security services that protect the smart-home IoT and user devices.

Consumer security awareness and concerns are growing with every headline describing a new type of malware or cyber-victim's story. Despite these concerns, most consumers have neither the time nor the skills to deal with the complexities of security and security point products—they want someone else to do it for them and they are ready to pay. Further complicating matters, existing security solution providers are challenged to deal with the extended attack surface presented by rapidly expanding consumer IoT.

Fortunately, Communications Service Providers (CSPs) are in a prime position to offer Security as a Service (SECaaS) value-added solutions that meets these challenges.



What is HomeSecure?

HomeSecure is a centrally managed thin agent for existing CPE that connects to Allot SecureCloud. It secures the home network and hardens the CPE against on-line attacks. Through machine learning techniques and visibility provided by the agent, all the devices within the home are identified. A default security policy is then applied for each device and the home network is segregated to block lateral malware propagation. The agent also hardens the CPE against attack, protecting it from security vulnerabilities that can compromise the CPE itself, by employing password strength enforcement, open port analysis and protection, and unauthorized access control.

Allot HomeSecure provides security services to the smart home that can only be provided from the local home network. It employs the following layers of security:

- **IoT & Connected Device Security:** Protecting all devices within the smart home from security threats. All the devices within the home are identified and a unique security policy, automatically tailored for every home device, is applied using machine learning techniques and visibility provided by the agent.
- **Local Network Security:** Protecting home devices from attacks within the local home network. For example, making sure that a compromised device connected to the home network is not able to attack other devices in the home network.
- **CPE Hardening:** Protecting the CPE from security vulnerabilities that can compromise the electronic equipment itself, using password strength enforcement, open port analysis and protection, and unauthorized access controls.

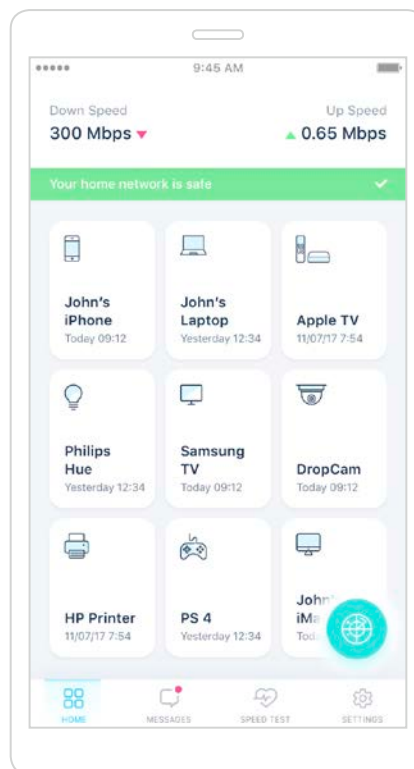


Allot HomeSecure

Allot HomeSecure comprises the following elements:

- **Allot HomeSecure CPE Thin Client:** Processes smart home IoT and device information and applies a per-device security policy in addition to CPE hardening. The client is designed to operate on existing CPE and installed remotely in order to avoid costly on-site installation. The client has minimal impact on CPU and memory resulting in less than 10% performance impact.
- **Allot Secure Cloud:** Provides threat intelligence for the CPE client while providing machine learning capabilities to analyze information collected during the process. This identifies smart home devices and creates a per-device profile and security policy.
- **Allot Secure Unified Security Manager:** Provides unified management and control for both end user as well as CSP.
- **Allot HomeSecure Mobile Application:** Provides a simple way for the end user to manage the security of the smart home and gain visibility into the CSP service and value.

HomeSecure can be deployed as a standalone security layer or in combination with additional security layers supported by the Allot Secure^{NW} platform. Allot Secure^{NW} is a security service delivery platform designed for CSPs that manages and unifies multilayer, multivendor security which includes network based security and endpoint, client based security. This multilayer approach secures all types of device, on- and off-net and provides the end user with a seamless customer experience. Central management of the service provides the operator control, management, and security service analytics. Designed for service delivery it facilitates the life cycle of the service, including service awareness, promotion, onboarding, and support.



HomeSecure provides CSPs and their end-user customers with the following benefits:

- Leveraging existing CPE to provide smart-home security, generating incremental security service revenue of 2-5 USD per customer, per month.
- Accentuating brand differentiation and increasing customer loyalty, which leads to increased revenue.
- Protecting end-user and IoT devices, which removes the complexity of managing multiple-point products for the end user.
- When combined with Allot Secure^{NW} multilayer security, it creates a persistent CSP-branded security for the end user at home, at work, and on the go.

With a track record built on proven success with the world's largest deployed network-based security service, Allot Secure^{NW} aims to enable CSPs to become the leading providers of security to the mass market.

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