Network-based Security
for the Consumer and SMB Mass Markets

As the digital world expands, and consumers and small businesses are increasingly under attack, consumers require a security expert that will protect them from the continuously changing threat landscape.

Consumer security awareness and concerns are growing with every cyberattack, and 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 – and less than 5% of consumers actually adopt them. They want someone else to do it for them. Consumers can't be their own CISO!

In fact, research shows that consumers overwhelmingly believe that Communications Service Providers (CSPs) should be providing cybersecurity services and they are willing to switch to providers that do provide such services and they are willing to pay for them. And CSPs are ideally positioned to provide these services as they are the sole provider of access to the network, they are capable of blocking attacks before they reach the customer and they enjoy multiple touch points with consumers to leverage their existing relationship, including the Customer Premise Equipment (CPE) that they control. Allot Secure enables the CSP to deliver continuously updated security measures that protect consumers, without requiring their involvement, through a zero touch, clientless offering. The offering turns the CSP from a transparent broadband provider into a "secure" broadband provider, increasing revenue, customer loyalty and reducing churn. Already used by more than 20 million subscribers globally, Allot Secure has achieved high adoption rates as well as unprecedented Net Promoter scores.

What is Allot Secure?

Allot Secure is a security service delivery platform designed for CSPs that centrally manages and unifies multilayer, multivendor security. It unifies network-based security and home gateway security into your own branded security service. Allot Secure delivers a seamless on-net customer experience through a single interface for policy setting, reporting, and event handling. Allot Secure is comprised of the following security components:

- **NetworkSecure:** A network-based security layer that enables CSPs to deliver secure web services and parental control. Frictionless onboarding and mass activation produce high adoption rates while securing all network connected devices.

- **DNS Secure**: Enhanced security for the consumer and SMB mass market. DNS Secure provides threat protection from variety of malware and phishing attacks as well as content and parental controls for the consumer and SMB mass markets.

- **HomeSecure:** Security for home IoT, smart appliances, and home offices. Integrates existing CPE with the addition of a thin client that provides home network visibility and security with minimal impact on CPU and memory.

- **EndpointSecure:** Provide continuous security for mobile customers when they are off-net.

- **5G NetProtect:** protects 5G networks by preventing and blocking network level attacks

- **DDoS Protect:** The only inline bi-directional DDoS mitigation system designed for carrier networks with Tera-bit scale. Automatically removes DDoS attack traffic within seconds while maintaining maximum QoE for all legitimate network services.

- **IoTSecure:** IoT security and value-added service for enterprise customers. Provides increased operational efficiency and IoT service monetization, securing IoT services and CSP infrastructure.

Allot Secure is designed specifically for CSPs to deliver Security as a Service (SECaaS), providing them with operator control, management, and security service analytics. Allot Secure can be flexibly deployed centrally or distributed in a traditional network or as a virtual network function in an NFV architecture. It is a future-proof platform that does not rely on any specific protocol or network service since it resides in the data path, is resilient to encryption, and easily integrates security engines to meet future attack vectors and threats.

CSP Interfaces

Sales & Marketing

- Customer engagement
- Campaign management
- Expert marketing support

Network Operations & Customer Service

- Provisioning & control
- Reporting & analytics
- Troubleshooting

IT Department

- Data lake
- CRM
- Billing & charging

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

- Achieving high adoption rates, generating incremental security service revenue of $1-4 per customer, per month.
- It is the only platform protecting end-user and IoT devices simultaneously in the core and home networks through a seamless, end-user experience.
- It accentuates brand differentiation and increases customer loyalty, which leads to increased revenue.

Our Cybersecurity Marketing team is committed to the success of your network-based security offering and provide support and consultation every step of the way. Our experience deploying cybersecurity projects with tier-1 and other CSPs around the world takes the guesswork out of launching Allot Secure and building a highly profitable revenue stream.

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

User Plane Protection

In addition to securing your customers' devices through the network, Allot Secure, via 5G NetProtect, DDoS Secure and IoTSecure, also protects your network user plane. It detects and mitigates both inbound and outbound DDoS threats, including previously unknown attacks. It also prevents connected IoT devices from launching malicious, reputation damaging traffic through your network.

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*Based on survey of 11,400 global participants as reported in Allot's December 2020 Global Consumer Security Survey, conducted by Coleman Parkes Research

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