



Allot Unified Security

Solution Brief



See. Control. Secure.

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1 Introduction: The Challenge for CSPs

The rapid rise in the use of connected devices and the escalation of threats to mobile and fixed line user security have created a perfect storm for CSPs. They bring both challenges and opportunities for growth. But it does necessitate that CSPs offer a security service that effectively differentiates them from their competitors.

Simplicity of operation for the end user and seamless integration with existing networks, operation support systems (OSS) and business support systems (BSS) for the operator sets the stage for a differentiated service and a high user adoption rate.

Security has proven to be a significant revenue growth engine for CSPs. 71.6 percent of CSPs saw a return on their customer acquisition costs in fewer than four months and 40 percent in less than two, demonstrating the positive ROI that can be quickly achieved when providing a network-based security service offering¹. Furthermore, lower costs and faster time to market were identified as the top benefits of offering virtualized security as a service (SECaaS)².

Smartphone ownership is predicted to reach 40% of the global population by 2018³. Now, thanks to the emergence of the Internet of Things (IoT), the number of connected items is rising exponentially⁴. Alongside this growth has come an escalation in security threats. More connected devices increases the attack surface that can be manipulated, more users to disrupt and more data and networks to jeopardize. Consequently, security solutions have developed to meet this increasing challenge, maintain customer loyalty and reduce churn. Point security products were followed by suite security products. In turn, these were followed by cross-device security solutions that better address how users engage with their devices and each other.

Now, Allot has taken the next logical step, by offering CSPs Allot Unified Security that provides sophisticated network protection, with endpoint protection by McAfee, including On-Net and Off-Net coverage and simple subscriber onboarding, which CSPs need in order to best capitalize on the security services opportunity.

1 Source: Heavy Reading Survey: Virtualized Managed Security Services: Monetization For CSPs, June 2016, co-sponsored by Allot Communications.

2 Source: As above. 46.4% of respondents identified lower cost as the main benefit of virtualized SECaaS. 34 % said that a faster time to market was the main benefit.

3 <http://www.emarketer.com/Article/Worldwide-Smartphone-Usage-Grow-25-2014/1010920>

4 In 2020 it is estimated that there will be between 26 billion and 34 billion connected devices (Sources: <http://www.gartner.com/newsroom/id/2905717> and <http://www.businessinsider.com/how-the-internet-of-things-market-will-grow-2014-10>)

1.1 More Opportunities for Cyber Crime

2015 saw significant and alarming increases in digital security threats. McAfee Labs reported that its zoo of malware experienced a year-on-year growth of 13%. It now contains 400 million samples. The number of new mobile malware samples rose by 49%. Six trillion spam messages were sent in Q1 2015 alone, and 2015 saw a massive 81% increase in new suspect URLs⁵.

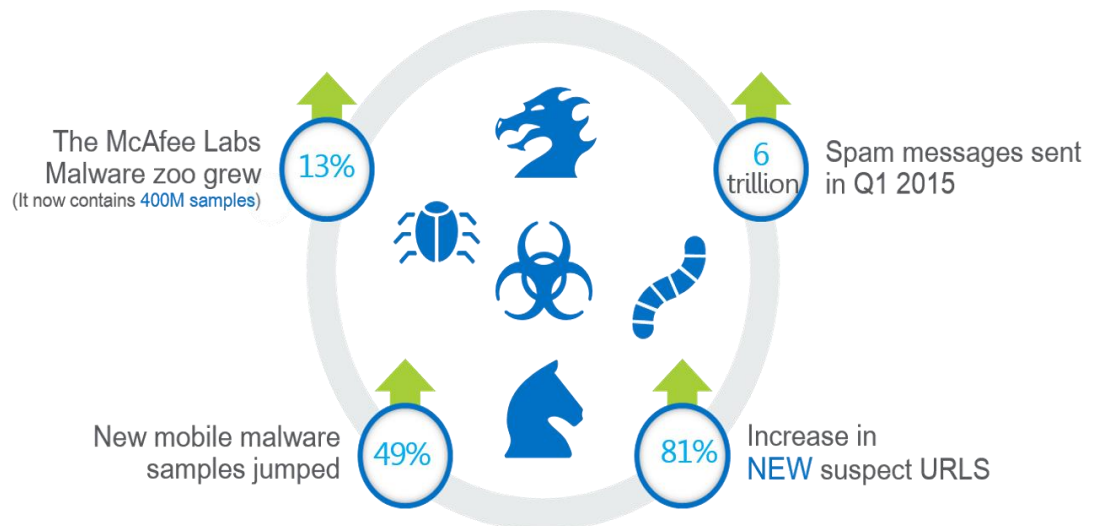


Figure 1: Year-on-year growth in security threats, 2014 to 2015

1.2 Users' Main Concerns

Naturally, this situation leads to end-users' growing concerns and requirements for a safer on-line experience, both from business customers and consumers. Privacy and security are their biggest concerns. For example, in a US poll the crimes that caused people most concern were related to data security. Almost two-thirds of people were worried about hackers stealing personal information from their computers or smartphones, and 69% of people were worried about having their credit card information stolen and used for unauthorized purchases⁶. To alleviate these fears, they want simple, comprehensive security solutions, simply delivered as a service, that provide the following:

⁵ Source: McAfee Labs Threat Report Q1 2015. All stats represented in change YoY (Q1 2014 to Q1 2015)

⁶ <http://www.gallup.com/poll/178856/hacking-tops-list-crimes-americans-worry.aspx>



Security

Protect all my connected devices on and off network, all my online transactions and my Identity



Safe Family

Help me keep my kids safe online. Help me manage their device time and content consumption



Connected Home Protection

Ensure all connected devices in my household are automatically protected



Privacy

Ensure my Apps are no more intrusive than I expect them to be, keep my data from prying eyes

2 Meeting Users' Needs

In order to sustain customer loyalty and to expand their customer-base, it is imperative for CSPs to meet the challenges posed by the escalating threats to mobile and network security. Furthermore, they must do so in ways that are easy to implement for end-users and seamlessly integrate with how they use their multiple devices. Users want to be assured that their online and mobile security is safeguarded, wherever, whenever and however they are connected – at home or on the move; on their PCs, their smartphones, their tablets and other connected devices. And what they seek is a full suite of protection and control.



Web & Email Protection

Bots, Malware, Phishing and Spam



Parental Control

Apps, Web Sites & Ads
Time and Location



Identity Protection

PCs Tablets and Smartphones



Any Device

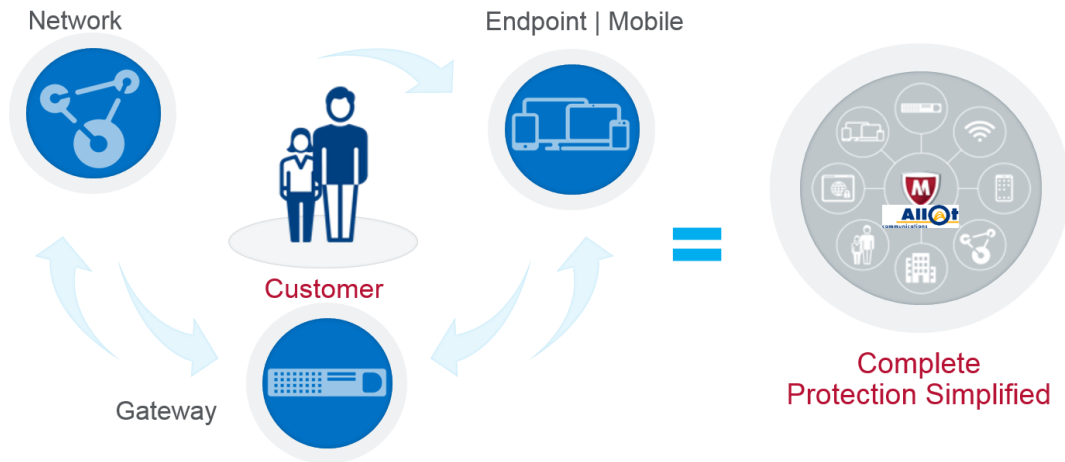
PC's Tablets
Smart Phones, Appliances
and Gadgets

Although users can download security apps for each device, what will really meet this need is a comprehensive, synchronized security solution, implemented both at the network level and at the endpoint.

2.1 A Comprehensive Security Solution

Allot Unified Security is a multi-layer Security as a Service (SECaaS) platform. It is a solution that integrates end point and network-based security, built on Allot NetworkSecure multitenant network security platform, coupled with endpoint security by McAfee, with the two parts presented as one single offer. The solution enables simple user onboarding and a greater level of security.

Together, they create a unified service that is simple to operate and configure and is coherent in its functionality, yet maintains the unique capabilities and power of each individual solution, such as the end point rich feature set and integration with the CSP OSS/BSS systems and engagement tools.



The network based security platform comprises these necessary elements in order to deliver a complete and integrated solution.

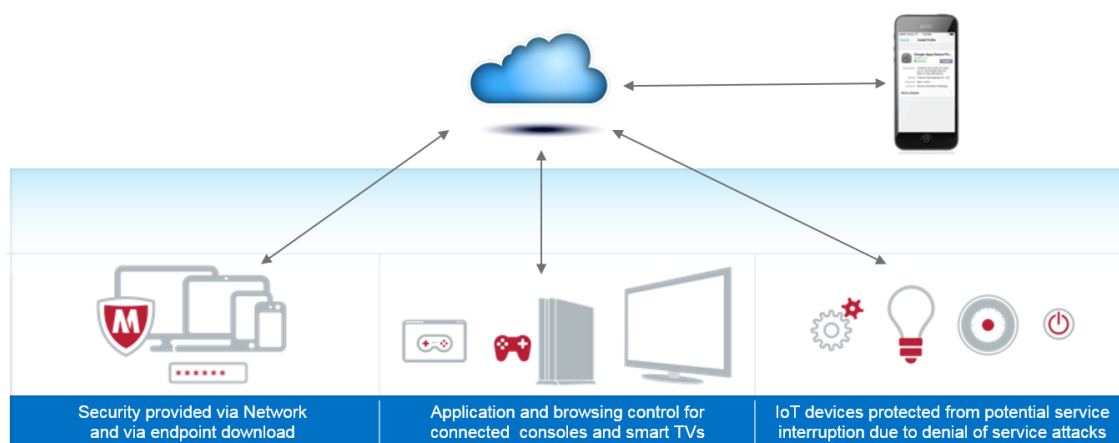
- Simple to activate for the end user: enabling effective onboarding, bundling, try and buy, mass activation, opt-in and opt-out
- Service aware: offering end-users multi-channel status, reports and notifications for high service retention
- Device agnostic and fully transparent to the subscriber, protecting all devices operating on all platforms

3 Activating Unified Security

Subscriber enrolment is typically driven by "try and buy" marketing campaigns. In order to have controlled costs, the service is offered for a trial period to a certain percentage of the CSP subscriber base. During the trial period, subscribers are enrolled to the network service and entitled (and encouraged) to use the end point application with the full functionality. The encouragement for the client app installation may be based on engagement tools and triggers from the network. Initial service activation is network-based, immediate and with zero friction points. It does not require any call-center activation, thereby minimizing implementation time and complexity for providers and customers alike.

When end-users opt-in, and the service is activated, an account is created to which the subscriber adds devices, and assigns specific deployments to particular devices, via a cloud-based portal or management app. For example, one parent can set up the security profiles on all of the family's devices – PCs, smartphones, tablets, etc. – and designate specific controls, such as parental controls, on certain devices. In-service notifications encourage the user to install client software for additional protection and capabilities such as Identity protection. These services can be added or altered by the user according to their own requirements, and they can be easily managed by the user via a self-care portal.

All security events are collected in a centralized repository, which is accessible to the CSP and to the end user. As a result, subscribers can easily monitor the use of all devices and adjust their security to tailor it to users' behavior. Similarly, CSPs can analyze subscribers' use, enabling them to calibrate their services more accurately, and identify opportunities to offer further value-added services that meet customers' needs and behavior.



4 Benefits

The solution integrates end point and network security, with the two parts presented as one service. The benefits for end-users and CSPs are:

End-Users	CSPs'
Simple set-up and easy to manage	Fast onboarding
Protected on and off net	Improves retention. Reduces churn
Connected home protection	Customer engagement & upsell opportunities
Every device. All platforms	Massively scalable and multi-tenant
Enhances bandwidth usage	Enhances service offering. Monetizes security
Offers value-added services	Reduces support costs

5 Find Out More

Let us show you how to provide your customers with a complete security solution that adds value to their experience, protects them, enhances uptake and retention, reduces churn and increases engagement and monetization opportunities. Contact us at sales@allot.com to set up a personal briefing, and visit our website to learn how Allot Unified Security can help you advance your business.

Allot Unified Security

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