A2P Mobile Messaging Security

Identify and Prevent Grey Route Abuse

The volume of text messages sent each day stands at 18.7 billion[1]. SMS boasts an open rate of 82% (4 out 5 users)[2], so it's not surprising that businesses have embraced A2P SMS as an effective channel for customer engagement. This has led to a massive increase in Application-to-Person (A2P) message interest by enterprises and a significant expansion of the global A2P SMS market.

This increase in popularity becomes problematic as enterprises seek out cost saving alternatives for sending bulk messages that circumvent the traditional bulk message delivery frameworks mobile operators have in place. In order to send the volume of messages they desire affordably, enterprises seek out aggregators based on price. Some of these aggregators resell traffic to less upstanding vendors who claim they can deliver traffic reliably, but rely on SIM boxes and SMS proxy apps to send these bulk messages. As a result, mobile network traffic increases, bulk messages sources are not directed through monetizable routes, and potential operator revenue is lost.

With Cloudmark's A2P security solution in place, mobile operators are able to ensure all commercial traffic use approved and vetted paths into the network and to the end subscriber, preventing mobile messaging fraud and revenue loss. As a result, mobile operators secure their A2P revenue while also protecting their end users from malicious content.

[1]*How Many Text Do People Send Every Day?*
[2]*What is the Open Rate of SMS Text Messaging?*

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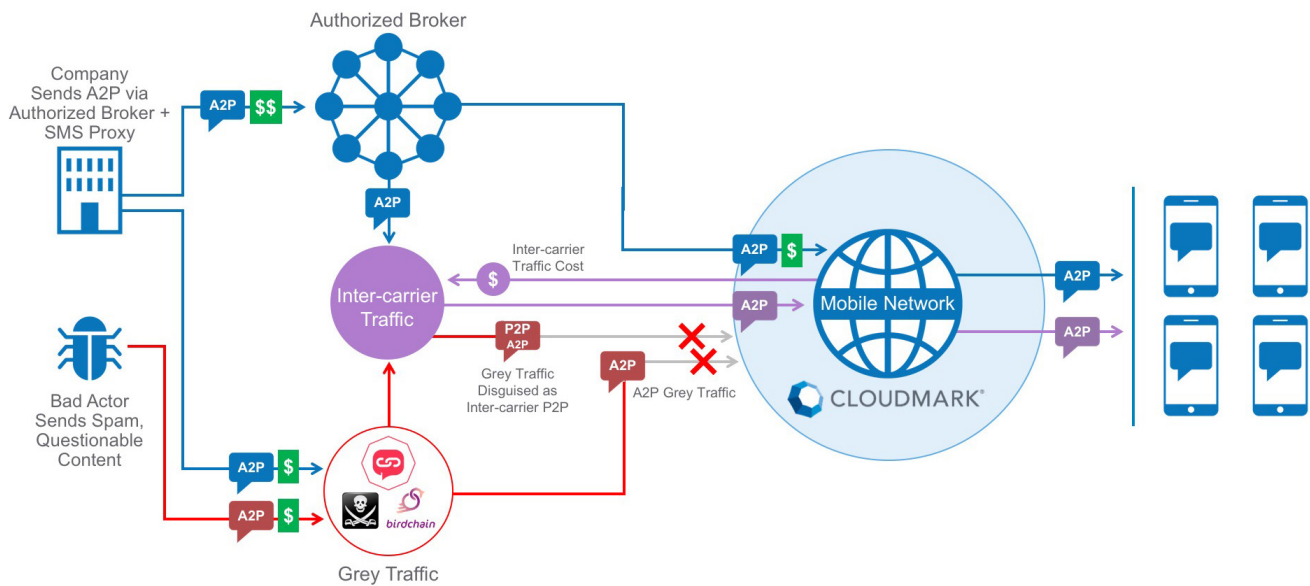A PROOFPOINT COMPANY

The Cloudmark Solution

Cloudmark's A2P protection enables mobile operators to:

- Identify A2P content and ensure it's entering the mobile network via a monetizable path
- Identify and block SIM box and SMS proxy app users who attempt to deliver A2P traffic via long code sources
- Identify spam and phishing content which is attempting to enter via A2P routes
- Generate detailed reporting that aids to identify malicious devices on the network

Key Features

- **Behavior tracking:** Tracks sender traffic and content using behavioral analysis
- **Statistical Linguistic Categorization (SLC):** Automatically categorizes and filters bulk messages
- **Pre-configured policies:** Simplifies deployment into any network environment
- **Centralized administration:** Provides an holistic view and management of the solution

A2P Ecosystem Protected with Cloudmark

The Cloudmark Advantage

Cloudmark is 100% focused on messaging security and is the industry leader in providing mobile messaging security solutions to the world's premiere service providers. Our best-in-class products offer mobile network operators a broad range of options to ensure their subscribers are protected from all forms of mobile threats while also providing A2P revenue assurance.

Combining cutting edge in line speed message traffic grouping and machine learning technology, unique mobile Spam Reporting Platform, and the Cloudmark Global Threat Network, our platform can identify A2P fraud and enable service providers to block A2P traffic sent from non-monetizeable routes. Our systems leverage reputation tracking, SLC advanced content clustering, and predictive analysis to effectively detect, identify and mitigate both fraud and other messaging threats before network damage and revenue loss can occur.

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