

RSA[®] FRAUDACTION[™]

ANTI ROGUE APP SERVICE

Take Action Against Malicious Mobile Apps

ESSENTIALS

- Reduce fraud losses and mitigate risk posed by rogue mobile apps
- Monitor and detect mobile apps targeting customer base
- Shut down mobile apps that serve malware and phishing attacks
- Gain visibility and context into mobile app marketplace

PROACTIVE DEFENSE IN MOBILE CHANNEL

Mobile apps have become the latest platform for organizations to connect with their customer base. Today many app stores offer hundreds of thousands of apps for every major mobile operating system. As a result mobile apps have attracted significant attention from cybercriminals, becoming the latest threat vector for malware distribution and phishing.

The RSA[®] FraudAction[™] service is proven solution that stops and prevents phishing and Trojan attacks that occur in the online and mobile channel. The FraudAction Anti Rogue App Service, a core part of the FraudAction service, helps organizations reduce fraud losses by taking action against malicious or unauthorized 'rogue' mobile apps. The service monitors all major app stores, detects apps targeting organization's customer base and shuts down fraudulent apps - reducing threats to customer credentials and financial losses due to mobile app fraud.

ROGUE APPS AS THE NEW ATTACK VECTOR

With more than a million apps available through app stores and as downloads from a single app store reach 30 billion, cybercriminals are seizing the opportunity this new channel presents to obfuscate malware and phishing attacks under the guise of legitimate apps and brands. Organizations face significant challenges gaining visibility into this dynamic landscape. Monitoring external app stores without security tools to identify and investigate rogue mobile apps and potential attacks become almost impossible.

By combining the industry's most experienced anti-fraud experts with a proven and propriety threat detection infrastructure, RSA helps organizations gain visibility into the mobile app landscape giving fraud teams the ability to defend against this new threat vector.

RSA FraudAction Anti Rogue App Service is the best way to monitor threats in the mobile channel such as malware and phishing. The service's primary benefits include:

- Reducing fraud and customer credential loss by detecting mobile app-based threats targeting your organization
- Mitigating risk by shutting down rogue apps posing as legitimate apps
- Proactively monitoring mobile app marketplace to take action against threats before they are infiltrate your customer base

FRAUDACTION SOLUTION TO A CHALLENGING THREAT

FraudAction offers an effective security solution that maximizes protection against rogue apps. Anti Rogue App Service detection system monitors millions of apps on a daily basis to identify apps that target your customer base. All major app stores are monitored by RSA for rogue apps helping customers gain visibility and context into the app marketplace.

Once detected, Anti Rogue App Service can take action by working with hosting app stores and individual developers to shutdown the rogue apps.

With RSA FraudAction Anti Rogue App Service organization's can now:

- Minimize the impact of mobile app-based attacks to customer base
- Manage the risk to the business by getting visibility into mobile app markets and take proactive action against these risks

CONSTANT MONITORING TO STAY AHEAD OF NEW THREATS

Anti Rogue App Service delivers constant visibility into mobile app stores, providing a proactive online defense for organizations - even after rogue apps are shutdown. Continuous monitoring of apps stores helps organizations to stay ahead of potential threats, and be aware as soon as a new fraudulent app surfaces. By shutting down rogue apps, the service ensures that your customers and hundreds of millions of online mobile app users are prevented from accessing phishing and malware apps even before the rogue apps gain exposure and popularity within the app stores.

ABOUT RSA

RSA is the premier provider of security, risk and compliance solutions, helping the world's leading organizations succeed by solving their most complex and sensitive security challenges. These challenges include managing organizational risk, safeguarding mobile access and collaboration, proving compliance, and securing virtual and cloud environments.

Combining business-critical controls in identity assurance, data loss prevention, encryption and tokenization, fraud protection and SIEM with industry leading eGRC capabilities and consulting services, RSA brings trust and visibility to millions of user identities, the transactions that they perform and the data that is generated.

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