

Smart NForce

SMS FIREWALL AND ENFORCEMENT SOLUTION



HAUD generates revenues for mobile operators from recoverable A2P traffic while eliminating fraud and spam traffic, maximising network performance and reducing subscriber churn.

GAIN THE POWER TO

CONTINUOUSLY IMPROVE
SUBSCRIBER SECURITY

• • • • •
ENABLE IMPROVED
A2P MONETISATION

• • • • •
IDENTIFY AND MITIGATE
MALICIOUS ATTACKS

• • • • •
REDUCE SIM BOX FRAUD
WITHIN THE NETWORK

THE CHALLENGE

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MNOs regard SIM Farms, grey routes, fraud and spam as the biggest threat to security of SMS as a channel of business communication.

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Furthermore, the pace of change across the threat and risk landscape within messaging requires a solution to react and mitigate in real-time.

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These are the key drivers pushing MNOs to secure their networks through a centralised enforcement solution that protects an MNOs network and their subscribers.

This centralised approach enables MNOs to protect against SPAM, message interception, message manipulation, malware, flooding, faking (GT), spoofing, SMishing, Wangiri, and irregular traffic volume patterns through superior message filtering and pattern matching technology to protect the network from all kinds of current and future messaging related fraud.

TIER ONE

HAUD appeared as tier one in ROCCO's SMS Firewall Vendor Benchmarking Research.



"Congratulations to HAUD for this position, they are clearly widely respected by the Mobile Operators who rated them and are an important company to watch out for in the future."

Jason Bryan, CEO/ROCCO Research.

AWARENESS IS THE KEY



MNOs suffer an astounding 50%+ traffic leakage of their international A2P because of SIM box activity.

THE SOLUTION

The HAUD Smart NForce firewall currently protects networks representing 400 million subscribers and filters 600 million messages every day. Working with operators around the world, our security platform protects networks and subscribers from fraud, spam and malicious content.

Working across both SS7 and Diameter, our progressive firewall combines keyword and pattern matching with weighting selection to enable a high level of filtering for MNOs, aggregators and messaging hubs. The solution also comes equipped with content fingerprinting, volume and anti-flooding filtering and global message title protection.

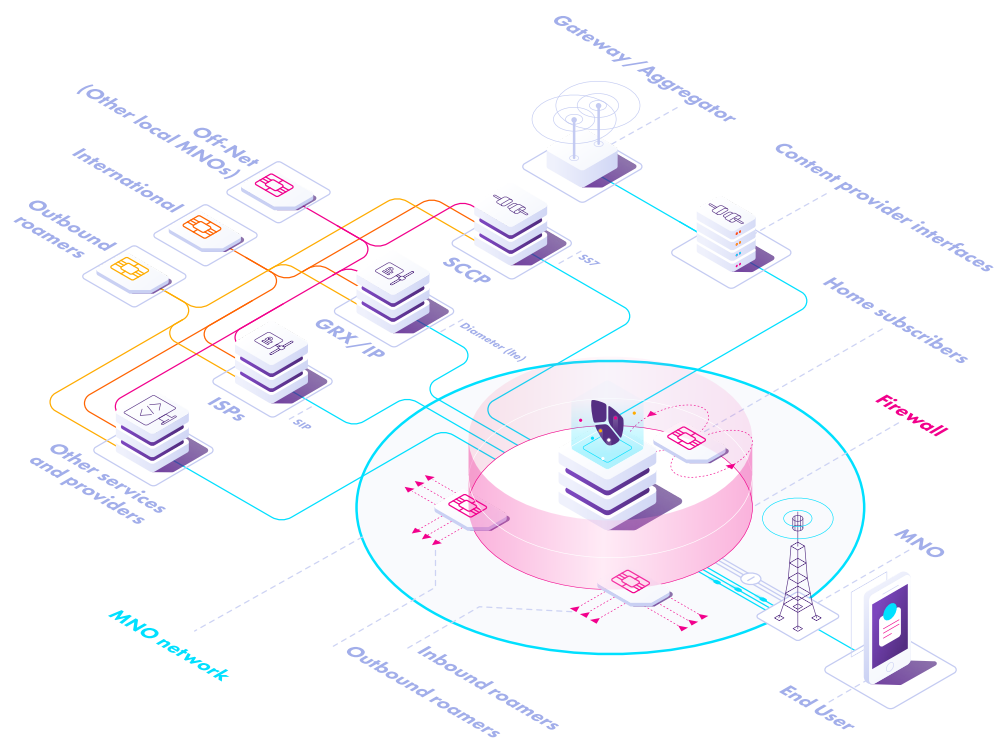
Our Smart NForce A2P Monetisation solution also stops illegitimate and unmonetized routes from being used for A2P messaging termination. Whereas traditional A2P firewalls identify SIM cards that send high volumes of

SMS – our progressive technology filters using message content. This addresses the problem of SIM boxes hiding malicious content amongst seemingly innocuous traffic or simply swapping out cards which have been identified as fraudulent.

Fully compliant with the GSMA standards, Smart NForce has featured as a tier one firewall in ROCCO's SMS Firewall Vendor Benchmarking research. With carrier grade 99.9% availability, it can either be deployed on-premise, in the cloud or as a hybrid solution.

HOW IT WORKS?

How our firewall keeps your subscribers safe.



TRUSTED BY

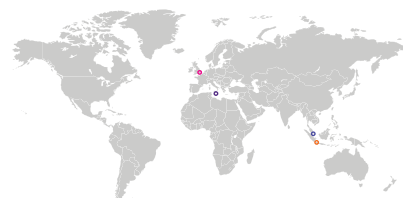


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