ENEA
AdaptiveMobile Security

PRODUCT OVERVIEW

Commercial Traffic Management

Mobile Network Operators (MNOs), SMS Aggregators and Communication Platform as a Service (CPaaS) Providers can now employ a new and innovative approach to maximizing their revenues from the high-growth, Application-to-Person (A2P), SMS messaging market.

AdaptiveMobile Security Commercial Traffic Management (CTM) is a complementary offering to SMS Antispam and Grey Route Controls, enabling commercial, product and compliance owners to make data driven decisions on A2P SMS traffic. This ground-breaking product uses the state-of-the-art AdaptiveMobile Network Protection Platform (NPP) to provide a unique portfolio of capabilities offering insights and controls that MNOs, SMS Aggregators and CPaaS Providers have never had available to them before. This affords them the means to reduce message costs to their business, mitigate risks in their traffic and grow their A2P revenues.

Reduce message costs in your business

- Deal with messages based on business value.
- Optimize route selection for cost savings & service quality improvement.
- Prioritize time critical messages e.g., 2FA, reminders.
- Manage industry required communications e.g., financial balances & activity notifications.
- Handle lower value opt-in marketing communications.

Mitigate risks in your traffic

- Comply with regulatory requirements and code of conduct.
- Prevent fraud against aggregators.
- Prevent fraud and abuse against brands/enterprises.
- Monitor and enforce permitted content.
- Detect connection resale.
- Manage sending and receiving behaviours to enforce contract terms.
- Improve end-user trust in brands’ messages.

Grow A2P revenues

- Introduce innovative service and pricing packages.
- Increase campaign effectiveness with sending behaviour and response intelligence.
- Improve business intelligence with traffic context, classification, categorisation and behaviour insights.

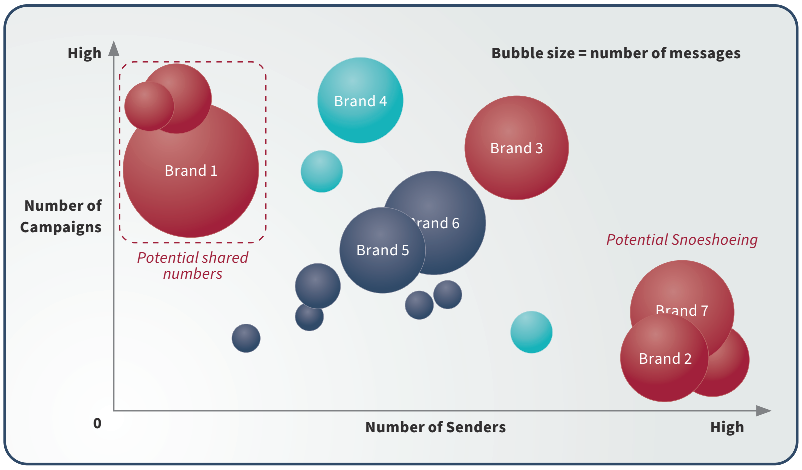


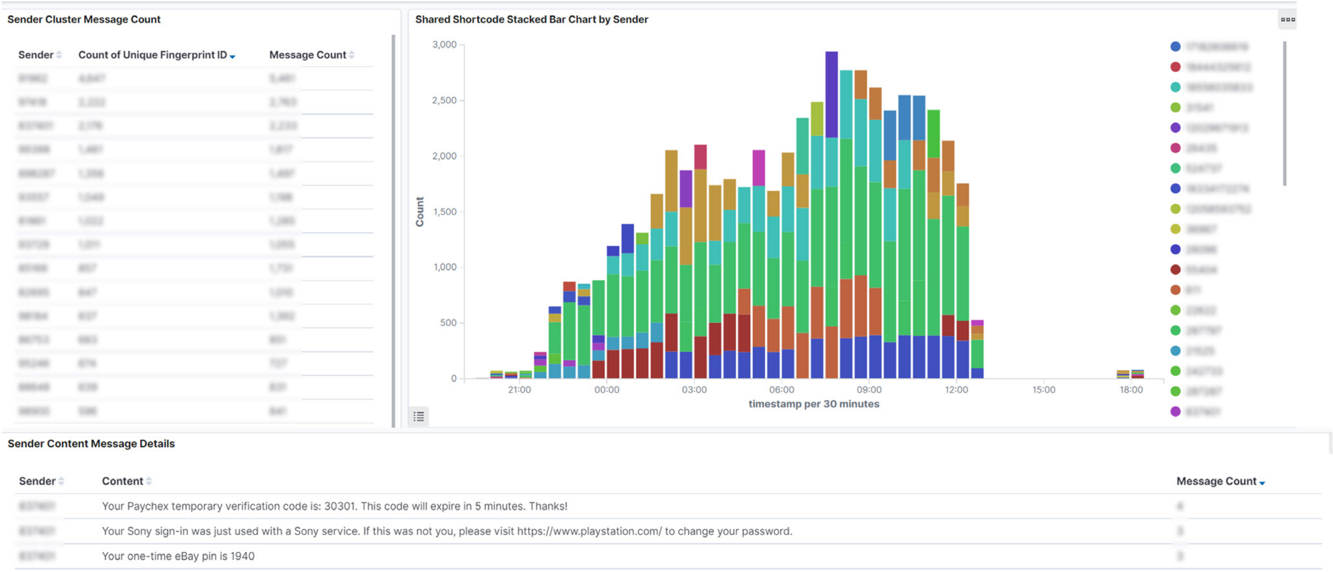
Figure 1: Fast and Clear Business Insights with CTM

Example uses of Commercial Traffic Management

AdaptiveMobile CTM can control numerous commonplace SMS A2P message challenges and opportunities. A few examples, of the many possible, are shown below:

1. Shared Sender Detection

A common technique to avoid registration costs of new numbers is the sharing of a sender identity across multiple brands and services. This use case automatically detects whether a single short code or long code is sending multiple campaigns, breaching best practice or agreed terms of use.



Sender Cluster Message Count

Sender	Count of Unique Fingerprint ID	Message Count
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]

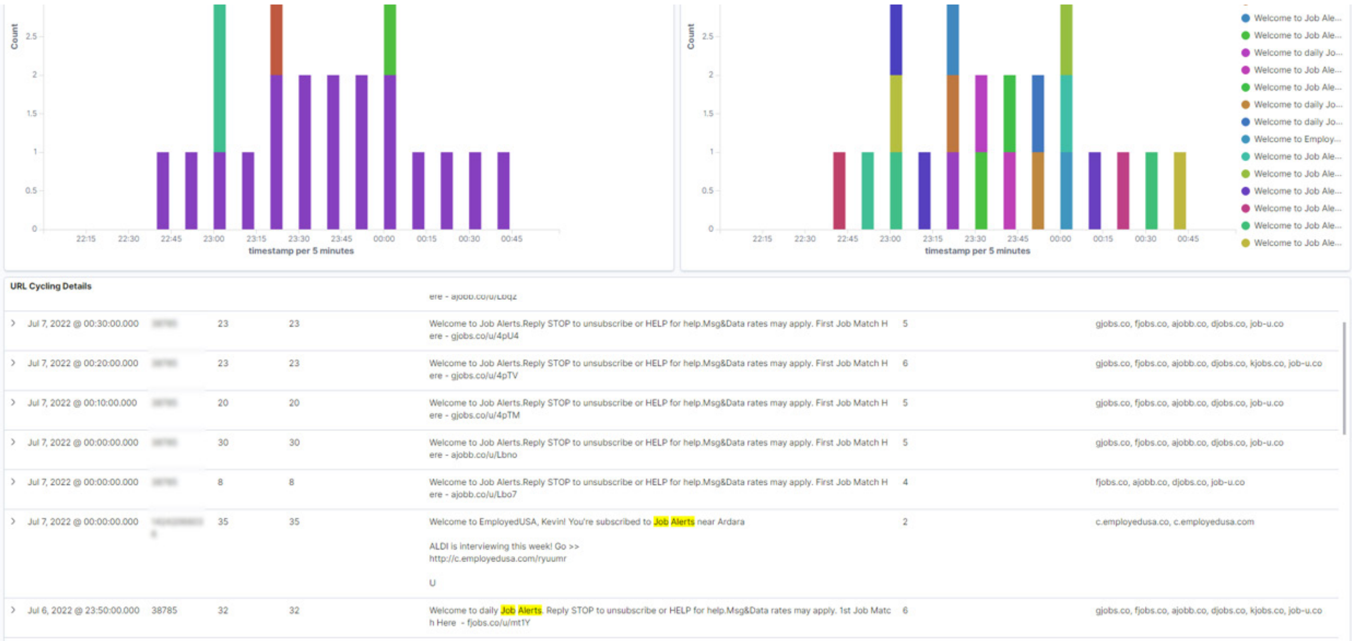
Sender Content Message Details

Sender	Content	Message Count
[redacted]	Your Paychex temporary verification code is: 30301. This code will expire in 5 minutes. Thanks!	[redacted]
[redacted]	Your Sony sign-in was just used with a Sony service. If this was not you, please visit https://www.playstation.com/ to change your password.	[redacted]
[redacted]	Your one-time eBay pin is 1940	[redacted]

Figure 2: dashboard shows the senders with the greatest number of unique campaigns for the specified time period, and the total number of associated messages

2. URL Cycling Detection

This approach is used by scammers, phishers and spammers to avoid detection or blocking of their messages and associated domains. Senders dynamically cycle or change the URL in their messages to evade filters. This use case can detect and prohibit the use of URL cycling.



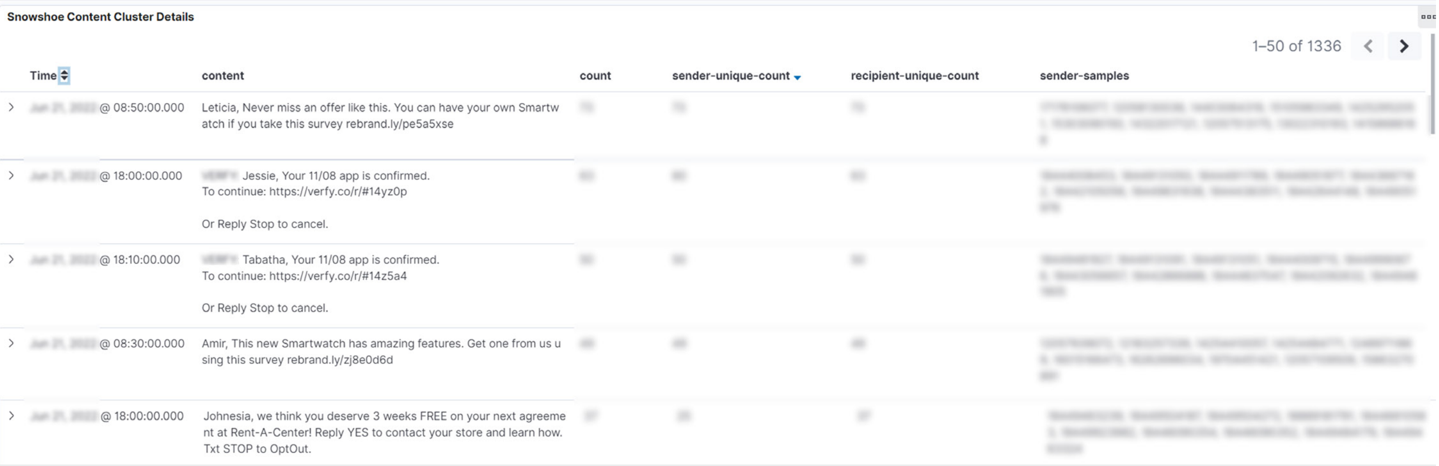
URL Cycling Details

					ere - ajobb.co/u/Lbqz		
›	Jul 7, 2022 @ 00:30:00.000	[redacted]	23	23	Welcome to Job Alerts.Reply STOP to unsubscribe or HELP for help.Msg&Data rates may apply. First Job Match Here - gjobs.co/u/4pU4	5	gjobs.co, fjobs.co, ajobb.co, djobs.co, job-u.co
›	Jul 7, 2022 @ 00:20:00.000	[redacted]	23	23	Welcome to Job Alerts.Reply STOP to unsubscribe or HELP for help.Msg&Data rates may apply. First Job Match Here - gjobs.co/u/4pTV	6	gjobs.co, fjobs.co, ajobb.co, djobs.co, kjobs.co, job-u.co
›	Jul 7, 2022 @ 00:10:00.000	[redacted]	20	20	Welcome to Job Alerts.Reply STOP to unsubscribe or HELP for help.Msg&Data rates may apply. First Job Match Here - gjobs.co/u/4pTM	5	gjobs.co, fjobs.co, ajobb.co, djobs.co, job-u.co
›	Jul 7, 2022 @ 00:00:00.000	[redacted]	30	30	Welcome to Job Alerts.Reply STOP to unsubscribe or HELP for help.Msg&Data rates may apply. First Job Match Here - ajobb.co/u/Lbno	5	gjobs.co, fjobs.co, ajobb.co, djobs.co, job-u.co
›	Jul 7, 2022 @ 00:00:00.000	[redacted]	8	8	Welcome to Job Alerts.Reply STOP to unsubscribe or HELP for help.Msg&Data rates may apply. First Job Match Here - ajobb.co/u/Lbo7	4	fjobs.co, ajobb.co, djobs.co, job-u.co
›	Jul 7, 2022 @ 00:00:00.000	[redacted]	35	35	Welcome to EmployedUSA, Kevin! You're subscribed to Job Alerts near Ardara ALDI is interviewing this week! Go >> http://c.employedusa.com/ryuumr U	2	c.employedusa.co, c.employedusa.com
›	Jul 6, 2022 @ 23:50:00.000	38785	32	32	Welcome to daily Job Alerts. Reply STOP to unsubscribe or HELP for help.Msg&Data rates may apply. 1st Job Match Here - fjobs.co/u/mt1Y	6	gjobs.co, fjobs.co, ajobb.co, djobs.co, kjobs.co, job-u.co

Figure 3: dashboard shows a view of senders and campaigns seen over time that are using multiple URL's in their campaigns

3. Snowshoe Sending Detection

Snowshoeing, a technique frequently used by scammers, phishers and spammers, involves spreading the same or similar messages across many sending numbers. This use case can identify these senders who are attempting to evade per number rate limits and maximum volumes, and dilution of reputation metrics.



Snowshoe Content Cluster Details

Time	content	count	sender-unique-count	recipient-unique-count	sender-samples
[redacted] @ 08:50:00.000	Leticia, Never miss an offer like this. You can have your own Smartwatch if you take this survey rebrand.ly/pe5a5xse	[redacted]	[redacted]	[redacted]	[redacted]
[redacted] @ 18:00:00.000	[redacted] Jessie, Your 11/08 app is confirmed. To continue: https://verfy.co/r/#14yz0p Or Reply Stop to cancel.	[redacted]	[redacted]	[redacted]	[redacted]
[redacted] @ 18:10:00.000	[redacted] Tabatha, Your 11/08 app is confirmed. To continue: https://verfy.co/r/#14z5a4 Or Reply Stop to cancel.	[redacted]	[redacted]	[redacted]	[redacted]
[redacted] @ 08:30:00.000	Amir, This new Smartwatch has amazing features. Get one from us using this survey rebrand.ly/zj8e0d6d	[redacted]	[redacted]	[redacted]	[redacted]
[redacted] @ 18:00:00.000	Johnesia, we think you deserve 3 weeks FREE on your next agreement at Rent-A-Center! Reply YES to contact your store and learn how. Txt STOP to OptOut.	[redacted]	[redacted]	[redacted]	[redacted]

Figure 4: dashboard shows when a campaign is being sent from multiple sources

4. Traffic Bifurcation Detection

Some senders use different routes to send the same A2P SMS content in an attempt to avoid costs, or possibly through incorrect configuration, or simply through lack of awareness. Customers wishing to prohibit this can use this use case, which is designed to prevent Traffic Bifurcation.

5. Disallowed Content Compliance

Some messaging programs to not promote a legal, age-appropriate, or positive customer experience. This use case enables customers to suspend, terminate, or not approve any messaging program they feel should be disallowed.

6. Traffic Classification

Not all SMS traffic has the same business value and this use case allows customers to classify and prioritise traffic based on criteria such as: time criticality e.g. reminders, lower value opt-in marketing, and regulatory required communications such as financial notifications.

Comprehensive Portfolio of Commercial Traffic Management Solutions

Discover

- See what your customers are doing.
- Understand what is on your network.

- Campaign Discovery + Controls
- Campaign Registration
- Business Intelligence Profiling
- Content Categorisation
- Best Practices: Profiling

Control

- Stop things you don't want.
- Improve, maintain quality, optimize, save costs, avoid fines.

- Registered Campaign Controls
- Content Controls by Destination
- Content Categorisation : Political
- Fraud: Account Abuse
- Enhanced Reputation
- Best Practices: Behaviour
- Carrier Compliancy: Sender Rate
- Best Practices: Declared Type
- Best Practices: Identity

Enable

- Help your customers' conversations.
- Differentiate your services.

- Content Controls by Tag / Sender
- Campaign based Tariffing
- Adaptive Routing
- Consent Analysis

Platform Benefits

- Scalable from the smallest to the largest network traffic volumes.
- Cloud Native Architecture and deployment.
- Context focused UIs to ensure ease of use and reduced administrator training.
- Ability to use our industry-leading, proprietary discovery algorithms or to build your own.
- Fully secured solution developed to ISO 27001 standards.

Platform Advantages

- Shared messaging business intelligence gathered from across the globe.
- Real time insights with up to zero-minute classification of messages.
- Proprietary algorithms designed to constantly detect and identify new suspicious communications.
- Machine Learning techniques proven to consistently overcome continual campaign metamorphosis.
- Global security team with traffic analytics platform to support detection and remediation.

ENEA AdaptiveMobile Security Messaging Portfolio

Messaging Security

Detecting and blocking unwanted spam, abuse and threat messages

Messaging Revenue Protection

Controlling legitimate messages on grey routes

Commercial Traffic Management

Management and enforcement of legitimate A2P traffic behaviours

To find out more or schedule a demonstration, please contact sales@adaptivemobile.com

Legal Notices

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