

Mobile-First Strategy

The Opportunity & Threat

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ZIMPERIUM®

An aerial, high-angle photograph of a large crowd of people crossing a street. The people are seen from above, moving across a crosswalk with white stripes on a dark asphalt surface. The crowd is diverse in age and clothing, and the overall scene is slightly blurred, suggesting movement. The image serves as a background for the text.

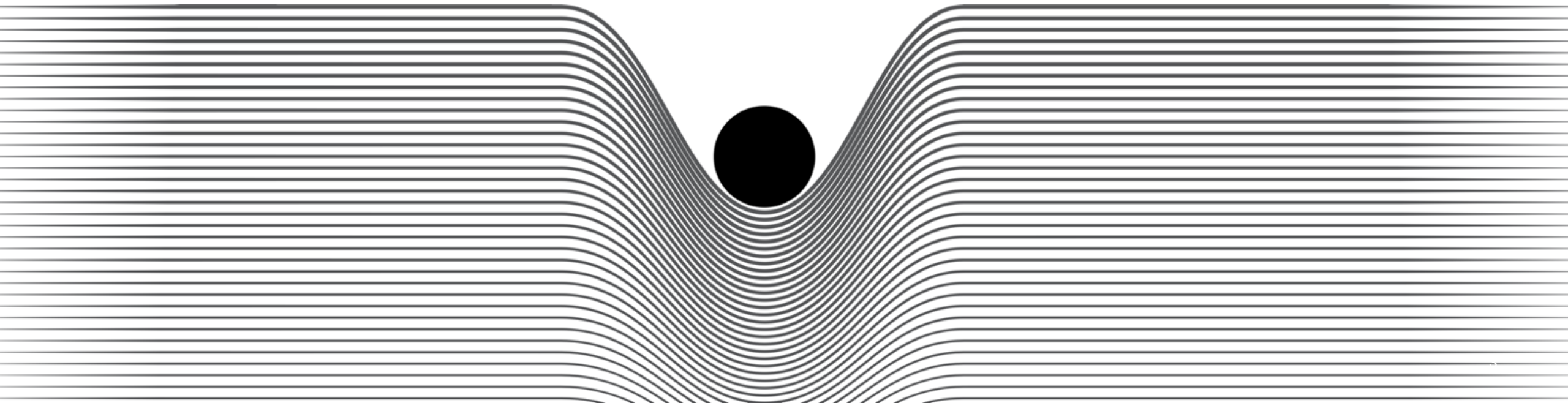
A QUIET REVOLUTION IS UPON US

A **digital surge** has catalyzed mobile behavior...

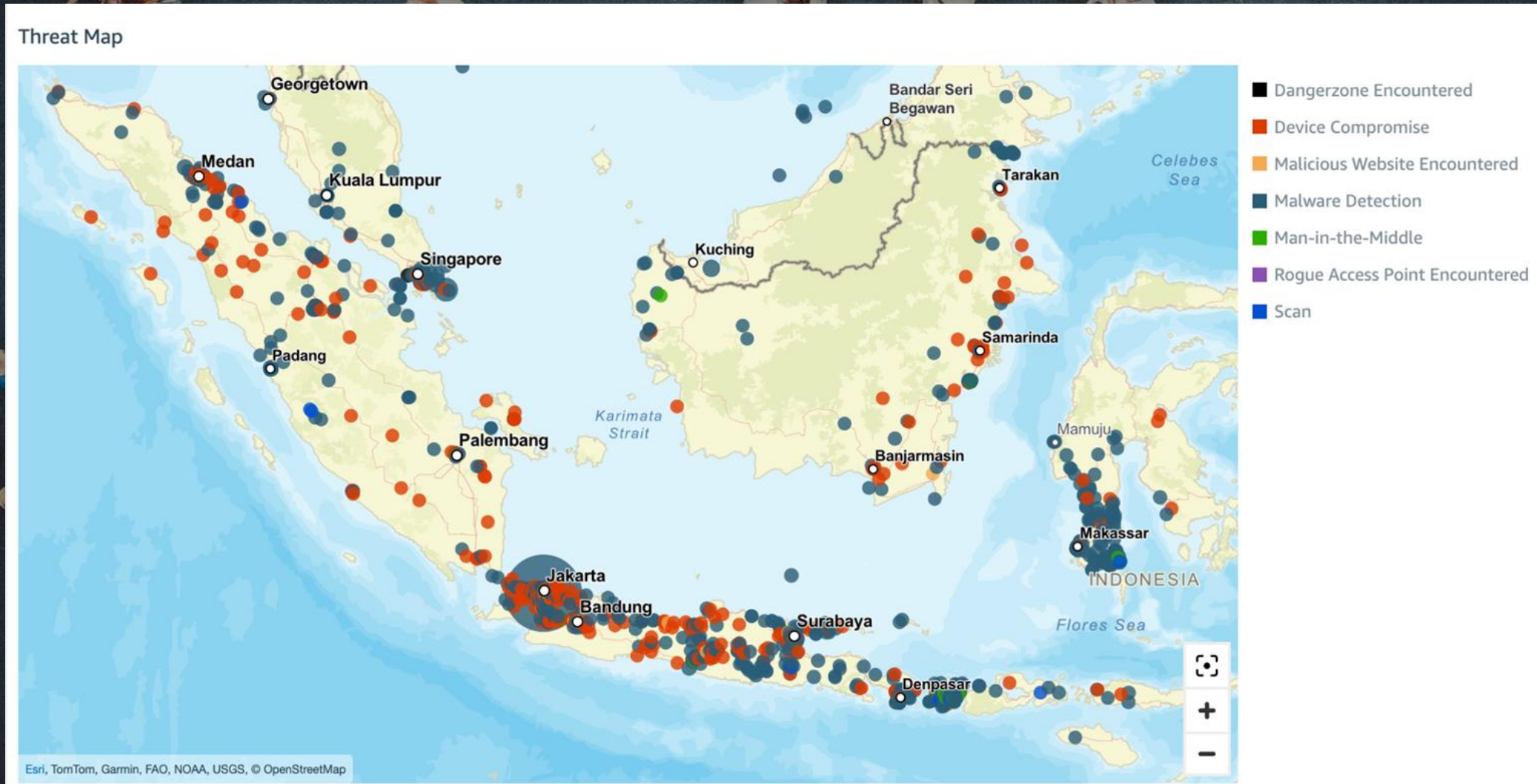
Launching companies toward **mobile-powered business models**

A TIPPING POINT: A NEW ERA OF MOBILE UBIQUITY

The **center of gravity** for work and commerce
has shifted to **mobile-first**

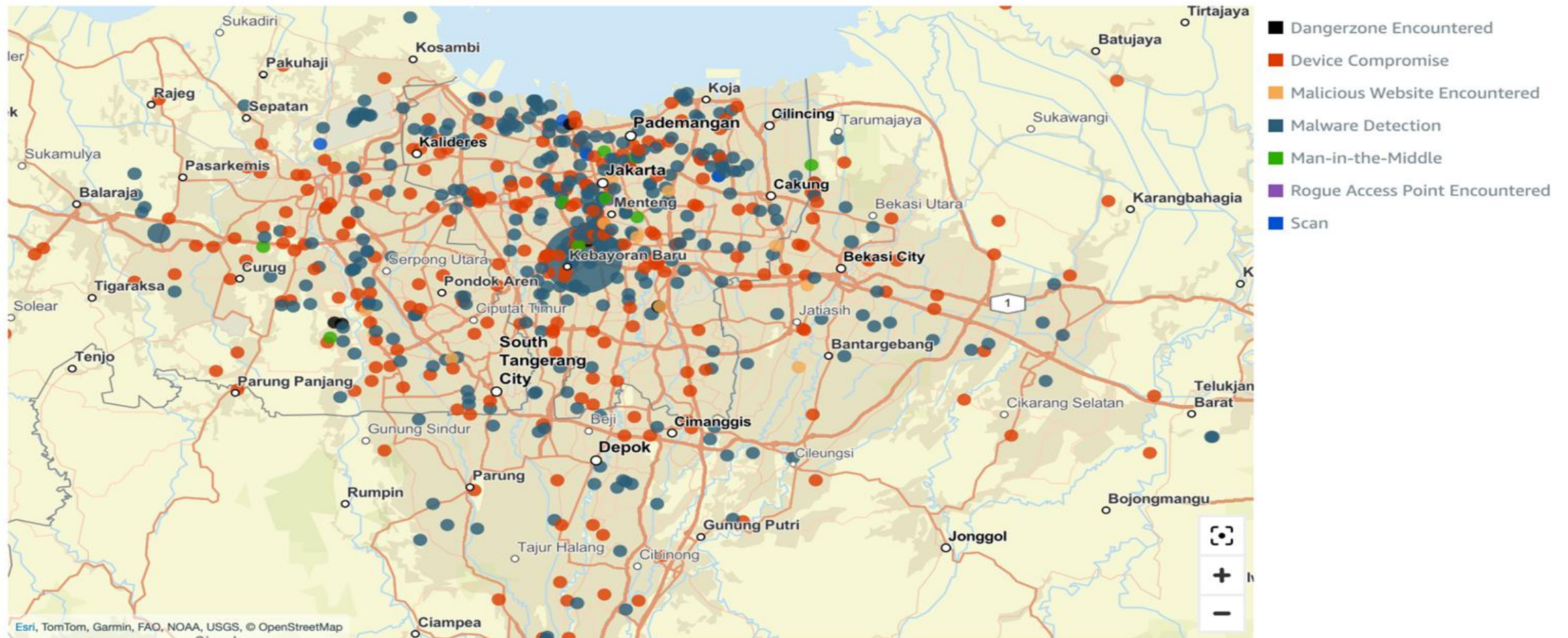


MAP OF THE REVOLUTION IS UPON US – Fraud & Threats are Real



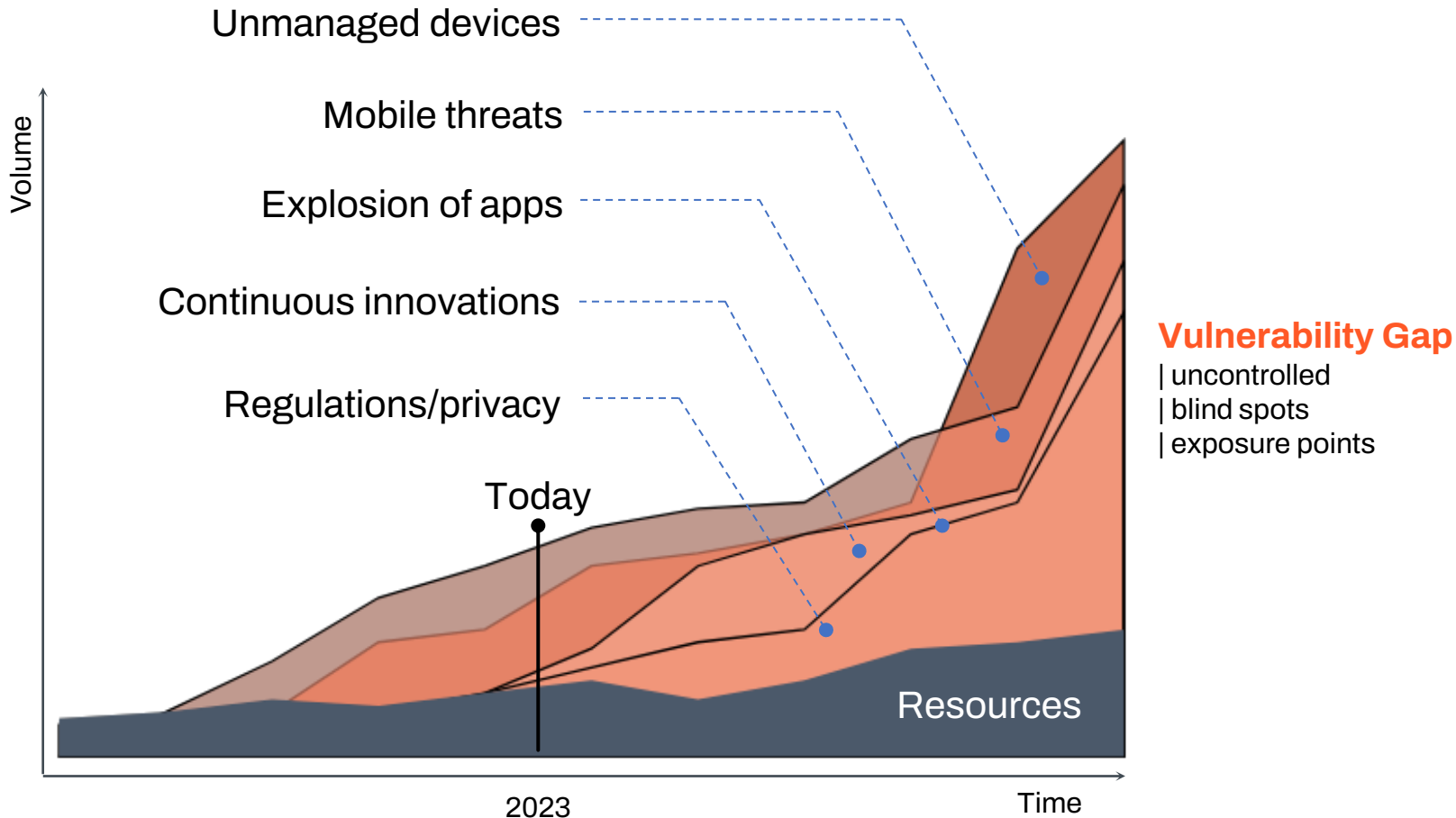
This is Clear and Present Danger – Danger Zone from Zimperium

Threat Map



RISK MOVES TO THE EDGE

The escalating **Vulnerability Gap**



Creating negative consequences

BRAND IMPACT

46%

suffered reputational damage

FINANCIAL IMPACT

\$29B

digital fraud from mobile

BOARD-LEVEL PRIORITY

88%

view cyber risk as business risk



MOBILE /S THE MODERN WORKPLACE

To get **work done** anywhere/
anytime, employees are:

Adopting an
explosion of
mobile apps

Conducting
more mobile
transactions

Tightly
collaborating
with more people

Accessing
higher volumes
of **data**

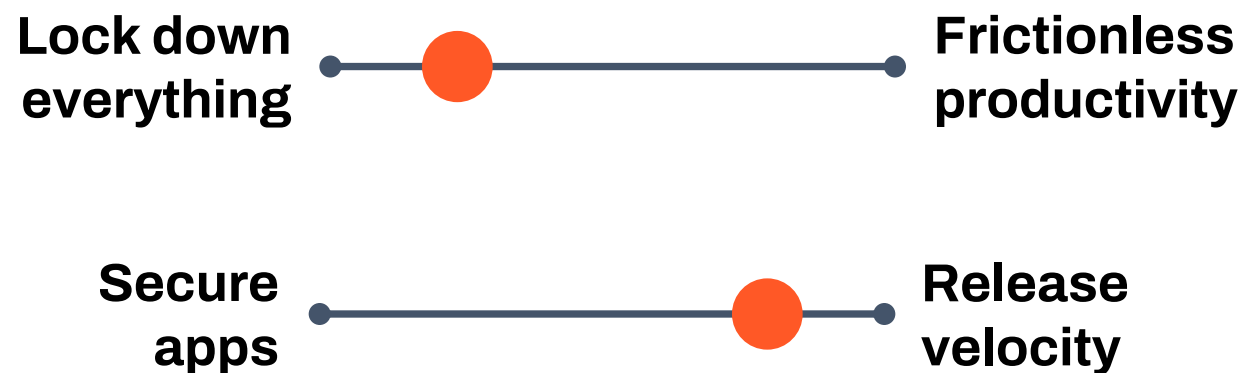
MOBILE EXPERIENCES ARE THE CONSUMER NORM

And developers are building more **sophisticated apps**:

seamless ecosystems
of higher value services,
experiences, and data



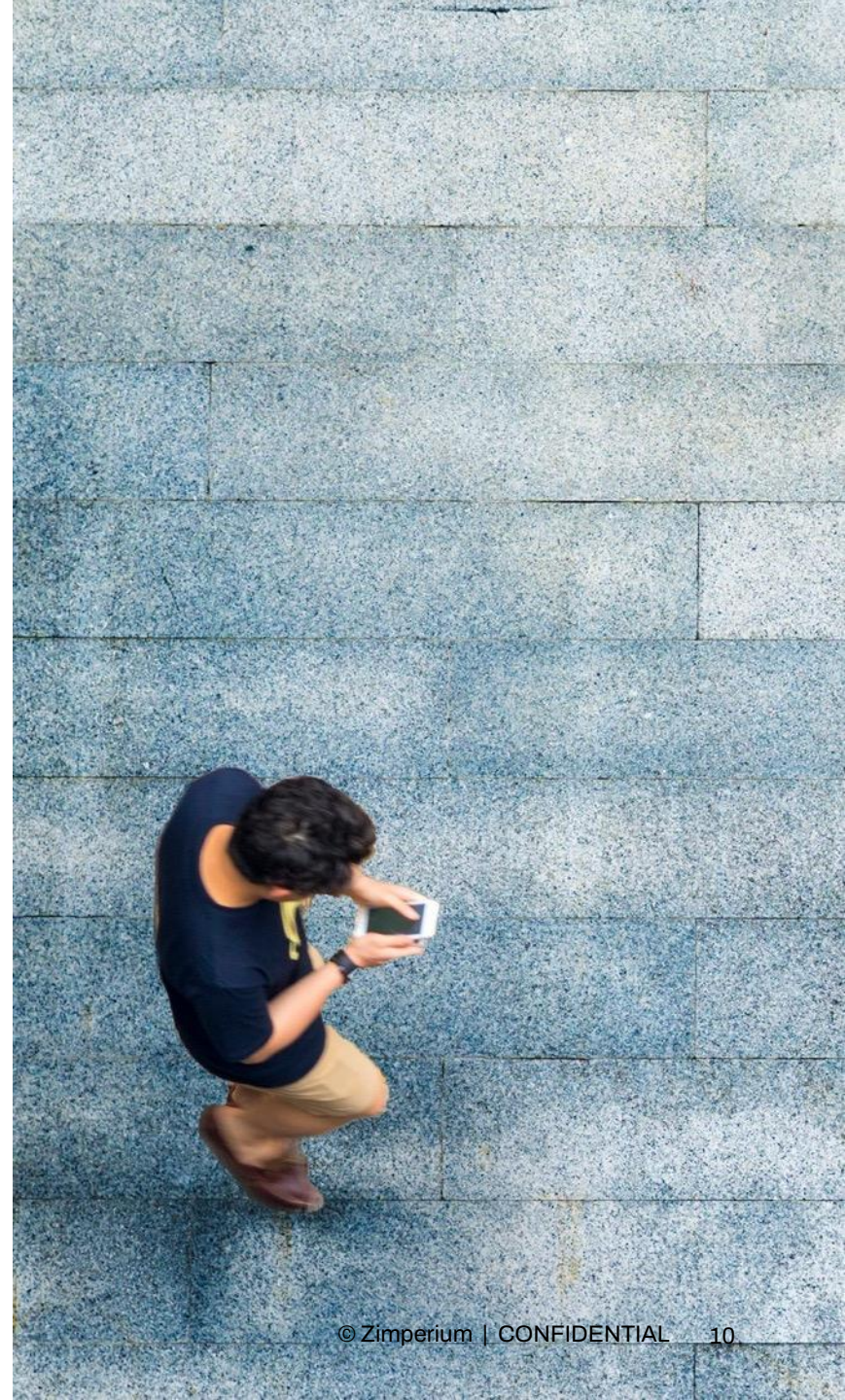
Executives are trapped by perpetual tradeoffs

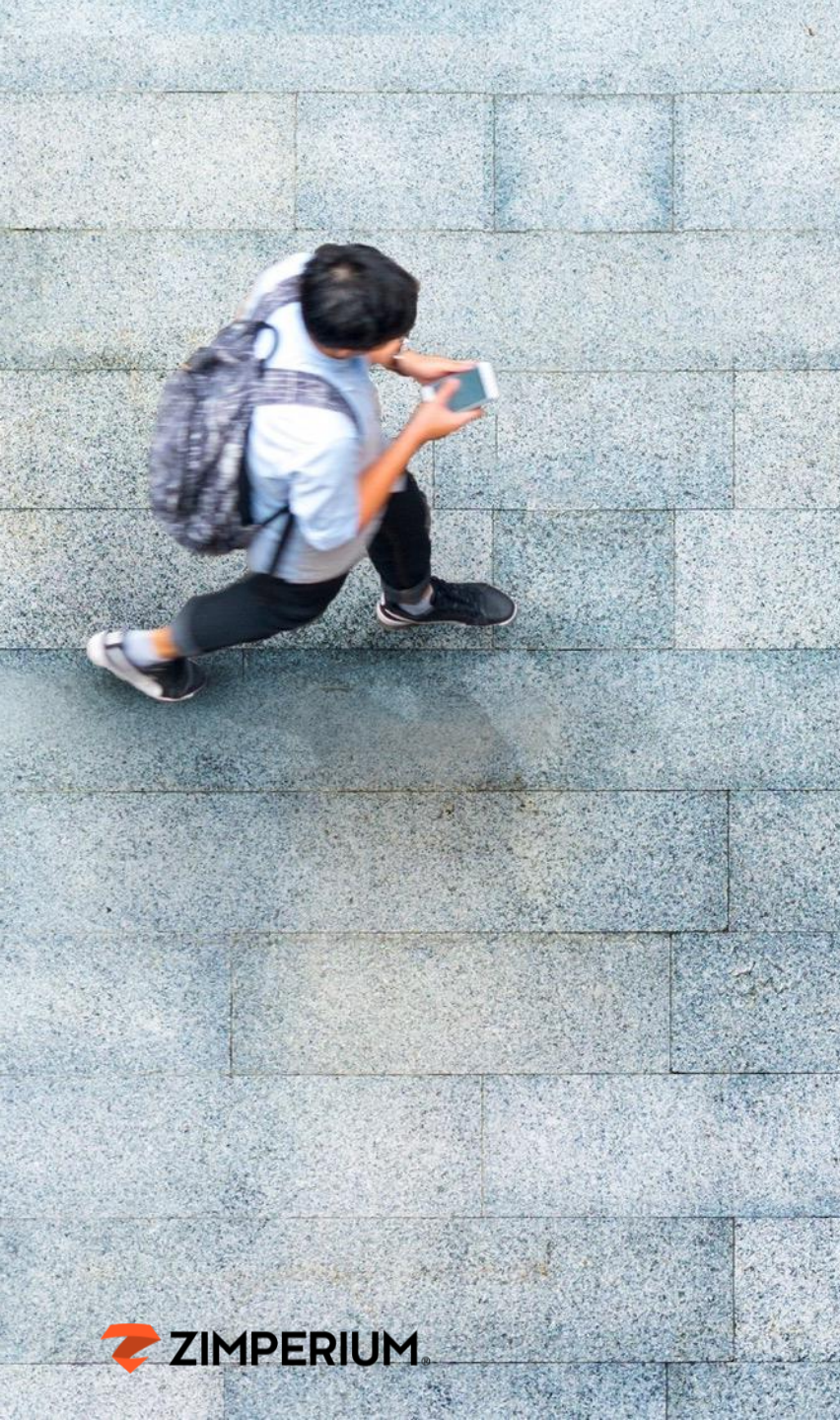


How do I **realize the potential** of a mobile-powered business without **jeopardizing the integrity** of the business?

HOW DID THEY DO IT?

By activating
a business-critical
**Mobile-First Security
Strategy**





FINALLY MADE POSSIBLE

Leveraging unique
mobile-native security
innovation

**with autonomous and
complete coverage for all
mobile devices and apps**

Helping execs make the **transformation** to securing mobile-powered businesses

Now

Managing devices and apps

Ad hoc tactics and siloed tools

“Good enough” is OK

Periodic / reactive

to



Next

Securing devices and apps

Comprehensive strategy and platform

Data-driven confidence

Autonomous / proactive

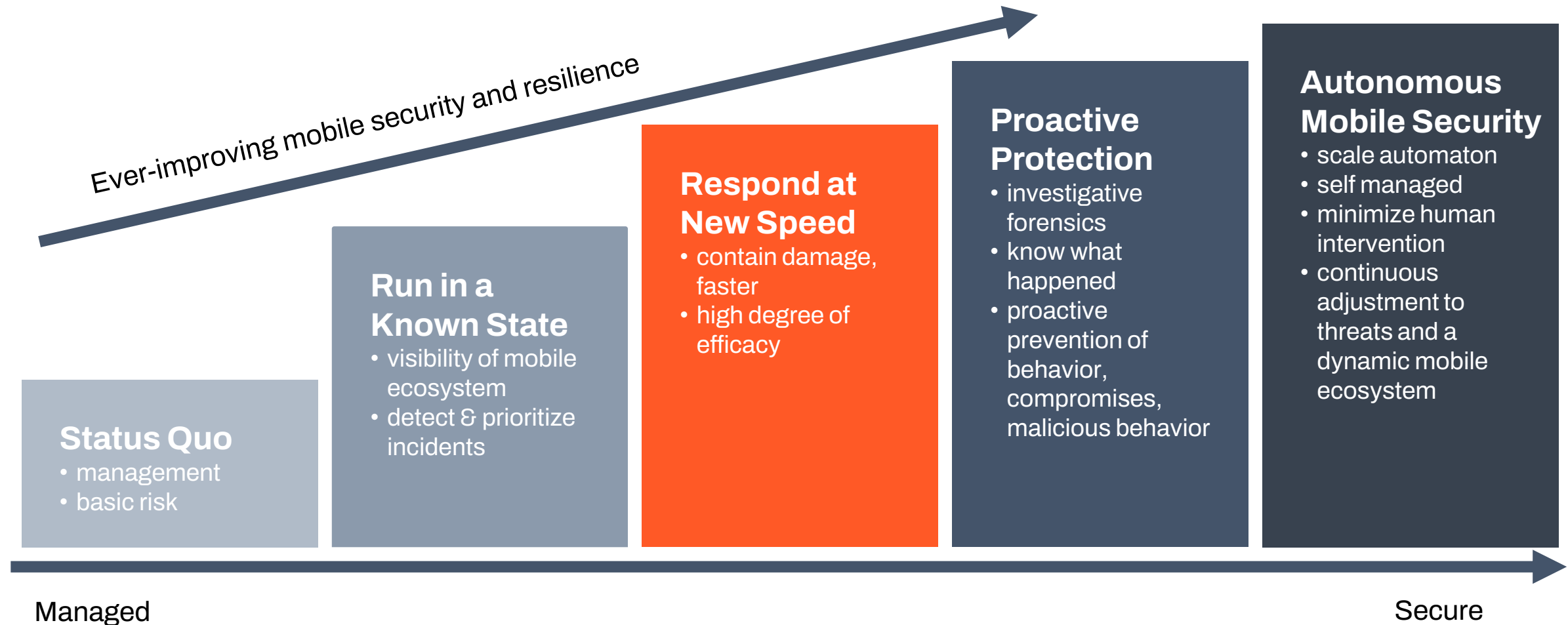
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Principles of a Mobile-First Security Strategy

Close the Vulnerability Gap

- 1 Prioritize risk at the edge
- 2 Operate in a known state
- 3 Step-up detection and response
- 4 Start the autonomous journey
- 5 Never break the law

The **Mobile-First** journey



Start Anywhere

QUICK BURSTS OF VALUE

DEVICES

APPS

Assess Device Vulnerabilities

Ensure Coding Integrity

Discover App Risks

Prevent Reverse Engineering

Protect Managed Devices

Protect Cryptographic Keys

Protect Unmanaged Devices

Create Self-Defending Apps



**Mobile
Security
Platform**

Realize the full potential of mobile-powered business models



Thank You



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