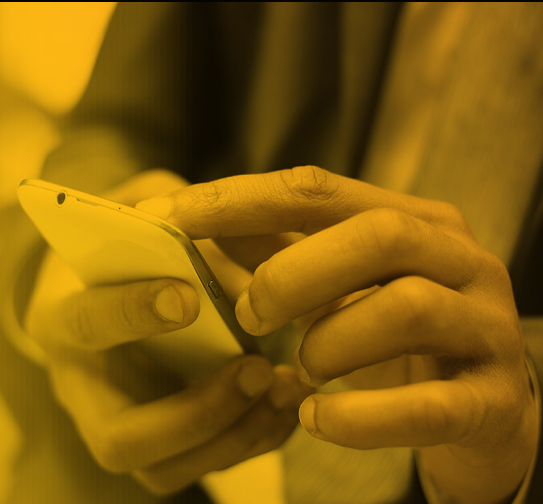


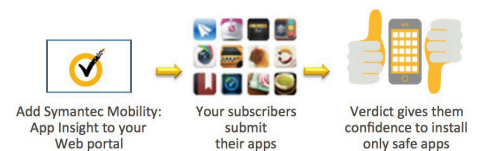
## Mobile App Validation Service For Service Providers

This lightweight approach to mobile app validation for Service Providers increases ARPU and reduces churn with enterprises and consumers alike. By validating apps and encouraging your subscribers to validate their apps, risks to the network can be reduced, help-desk calls reduced and bandwidth optimization achieved. Symantec Mobility: App Insight can help with educating your subscribers relative to the app choices they make, and will make them feel safer and in control of their apps.



### SYMANTEC MOBILITY: APP INSIGHT

- (1) Add App Insight to your Enterprise and Consumer portals as a subscription service
- (2) Your subscribers can submit a mobile app
- (3) They get a result identifying key characteristics that concern them the most



### KEY FEATURES

Symantec's Mobility: App Insight offers a powerful diagnostics to discover the operating characteristics of the app including:

- Security Rating: Root exploits, malware, greyware, adware, publisher information
- Data Leakage: Contacts, calendar, location, device information, SMS, add libraries and information sharing permissions
- Performance Considerations: Battery drain, WiFi usage, Data usage

### SERVICE PROVIDERS EXPAND TRUST:

Service Providers & App Stores	Enterprise and SMB Customers	Application Developers
<p>As a Service Provider, you cannot risk impacting your trusted reputation with your subscribers. Application validation can dramatically reduce help-desk calls for handset performance complaints, can reduce malware issues and will support network optimization. For those Service Providers running an app store, it's critical to ensure that apps delivered through the store have been validated.</p>	<p>Symantec Mobility: App Insight offers an entry point for those enterprises that are not quite ready for MDM or MAM offerings. For Service Providers, offering a simple portal to validate an app will enhance the level of trust between you and your subscriber, by providing a valuable service. As those users discover the value in assuring their mobile applications are protected, they will look to you to provide additional capabilities, including MDM and MAM.</p>	<p>Mobile applications are under fire for potential threats, performance, permissions and data leakage. Service Providers that offer a portal to validate mobile applications will become a critical asset in the delivery of mobile applications. App validation should be part of every quality assurance test plan. The result will be safer apps, better performance, and a stronger trust relationship with mobile app developers.</p>

### WHY SYMANTEC?

- 14+ Million .apks (Android apps) in our database
- 16K new apps analyzed daily
- 200+ app stores crawled continuously

Symantec's continuous analysis of applications, including new releases, assures that your subscribers will have the most accurate information when they first install, and for each update. This translates to protecting corporate and personal information, making sure that data does not leak. It helps your customers keep on top of your battery drainers, and identifies applications that are performing risky functions. Static and dynamic analysis, combined with machine learning makes the Symantec Mobility: App Insight service a highly sophisticated tool that you can leverage to help your customers be in control of their electronic identity and their data.

[go.symantec.com/mobility](http://go.symantec.com/mobility)