



LOOKOUT EMBEDDED APPDEFENSE

PROACTIVELY PROTECT YOUR CUSTOMERS' DATA AND ACCOUNT CREDENTIALS ON MOBILE

Consumers rely on a mobile experience

Mobile apps are integral to our everyday activities. As we continue to increase our usage of tablets and smartphones, apps have become the primary way we manage our personal and professional livelihood.

Your mobile app is now your storefront. An easy-to-use app can differentiate you in the market, earn new customers, and retain current ones. But just as you have security for your physical and online stores, you also need to ensure the way your mobile app handles sensitive data is secure.

As customers use your app to bank, shop or interact with healthcare providers, your organization is handling sensitive financial, personal and health information. App users simply expect that you have integrated security into the experience. You have to ensure that your security and development teams strike the balance of securing the mobile experience without hindering it.

With pressure to ensure your customers have the best mobile experience, developers are often tasked to quickly bring innovative app updates to market. Since security and development teams have traditionally operated separately, it is difficult to ensure that each new version of your app is secure.

BENEFITS

- Detect the latest mobile threats with cloud-powered detection
- Leverage industry-leading AI backed by the world's largest mobile dataset
- Efficiently secure the customer experience with rapid, frictionless deployment
- Provide users with enterprise-level security at consumer scale
- Enable your risk, compliance and SOC teams with the threat intel API
- Visualize the app risk posture of your mobile user base
- Align with compliance standards without collecting any PII

Moreover, there are severe limitations to how traditional malware detection solutions secure mobile apps. Threat protection relies on security telemetry from third-party databases and can only detect threats based on signatures and hashes. As a result, weeks-long protection gaps can leave your customer's exposed to real-time threats.

Know what you're up against

Without visibility into the threats your customers are facing, it's impossible to know how to protect against them. Trojanized apps, screen overlays and spyware all pose serious risks to the personally identifiable information (PII) and other sensitive data accessed in your apps.

Protect your customers and your reputation

Securing your customers' mobile data from compromise is a top priority. You need to ensure that your app isn't the topic of the next data breach headline. In addition to protecting your brand's reputation, you also need to ensure you don't violate compliance standards like GDPR and PSD2.

Existing tools are not enough

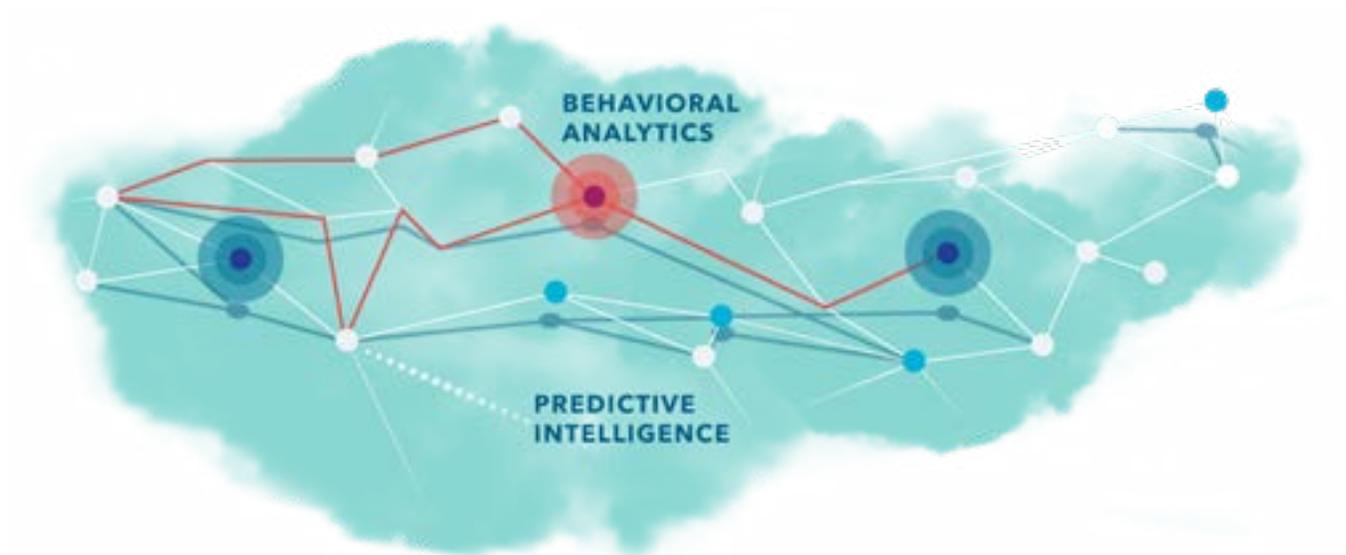
Traditional in-app security approaches, such as relying on open-source or signature-based tools, can't keep up with today's advanced malware. As threat actors constantly evolve their tactics, techniques and procedures, protection against zero-day attacks is critical.

Lightweight, realtime security for your apps

Lookout Embedded AppDefense provides advanced detection of all types of mobile threats. With just a few lines of code, the Lookout SDK is able to check the health of your customer's device in real-time. We ensure that only healthy devices have access to your app and data. And when a device is not secure, we provide you with the information you need to carry out remediation workflows.

We have optimized Embedded AppDefense for the mobile environment, combining the best of cloud and on-device detection. This means our SDK has a near-zero impact on device performance compared to methods that depend solely on device-based analysis.

Powered by the Lookout Security Graph



Lookout Security Graph

- Every analyzed device and app strengthens the security analytics that power the Lookout Security Graph. By delivering these analytics in a cloud-based model,
- The cloud-based nature of the Lookout platform allows your customers to benefit from the security telemetry of 200 million devices and over 125 million mobile apps in one lightweight experience.
- Enable your risk, compliance, and SOC teams with the same data used by the Lookout research team to investigate cyberattacks involving mobile devices and prevent data breaches. These are research tools designed by security professionals for security professionals.
- Analytics in the cloud enable lightweight on-device protection

Flexible integration and visibility

Lookout Embedded AppDefense consists of developer tools, REST APIs and a lightweight SDK for smooth integration with your internal and external apps. It also provides threat telemetry that would otherwise be inaccessible to mobile risk and compliance teams.

Lookout Event API provides a feed of security event telemetry that can be integrated with reporting, analytics and fraud management systems. Security and line of business teams can leverage the Event API to build Application Risk Posture and get deep visibility on threats across their entire fleet of end user devices.

The Lookout AppDefense Developer portal is an easy-to-use web application that enables developers to configure and manage the integrations of multiple internal and external mobile apps. This includes obtaining secure API keys to the Lookout Security Graph, registering iOS and Android apps and downloading Lookout SDK documentation. In addition, it can be used for debugging, testing applications and gaining visibility into security events on mobile devices.

Multi-layered defense against app tampering with Promon

Lookout partners with Promon to ensure that you have a holistic mobile app protection solution. Together, Promon Shield and Embedded AppDefense enable static and runtime protection, prevent app tampering or reverse engineering, and stop data leakage. This includes protecting your app and your customers from fake keyboards, keyloggers, screen overlays and app repackaging.

About Lookout

Lookout is the leader in mobile security, protecting the device at the intersection of the personal you and the professional you. Our mission is to secure and empower our digital future in a privacy-focused world where mobile devices are essential to all we do for work and play. We enable consumers and employees to protect their data, and to securely stay connected without violating their privacy and trust.

For more information visit
lookout.com

Request a demo at
lookout.com/request-a-demo

A platform built for mobile from the ground up



Explore the Lookout Platform at lookout.com/platform

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