

Appdome MobileTRUST™ Alliance Instant Remediation for Mobile Apps

MobileTRUST Alliance is a mobile industry consortium that combines market leading threat detection with Appdome's no-code mobile app security to deliver Instant Remediation for vulnerable iOS/Android apps. The alliance enables anyone to find & fix security vulnerabilities in any mobile app instantly, without coding.

Our mission is to raise awareness for better mobile app security AND make it easy to achieve with a broad set of tools that find threats, combined with a solution that fixes those threats immediately.

This enables Security Ops, DevOps, or mobile app development teams to secure mobile apps without development, and without coding complex security methods or third-party SDKs into their apps.

MOBILE APP THREAT LANDSCAPE

Mobile apps live in unknown, untrusted and highly diverse

environments, while at the same time handling sensitive data; yet the majority of mobile apps lack basic app protections. This exposes the app, the app maker, and mobile users to an immeasurable number of threats. Mobile offers an attacker's dream: a vulnerable, easy to exploit target with a lot of valuable/monetizable data up for grabs. It's no surprise that mobile is the new frontier for cybercrime.

THE RISE OF VULNERABILITY ASSESSMENTS FOR MOBILE APPS

Mobile is a highly competitive and dynamic landscape.

Consumers conduct their everyday lives via mobile apps and, as they do, their expectations rise daily. We crave the best app to shop, save, share, play games and transact information and commerce. App makers must devote most of their resources to building, enhancing and improving mobile apps to stay relevant to their users. Unfortunately, as mobile apps evolve, the security features needed to protect mobile users, data and the app fall behind.

Vulnerability assessment technologies have emerged to identify security threats & provide insight into possible ways to address them. But all require manual coding by specialized mobile developers to fix anything. MobileTRUST Alliance brings together market leading solutions in vulnerability assessment, crowdsourcing, static and dynamic analysis to find threats, along with Appdome to fix those threats on the spot.

THE ARRIVAL OF INSTANT REMEDIATION FOR MOBILE APPS

The MobileTRUST Alliance enables mobile developers to resolve and remediate vulnerabilities in mobile apps instantly, without code or coding. In the past, developers would spend weeks to months to implement the recommendations from vulnerability assessment tools. In that time, a new set of security holes would emerge. Appdome has created a solution to the human challenge of coding security to mobile apps, using technology (not manual development) to build security into mobile apps quickly and easily.

CUSTOMER BENEFITS

Appdome's instant mobile app security remediation service provides the following benefits:

- 100% compatibility with all Android and iOS apps
- Native and non-native mobile app security covering all vectors of mobile app attacks
 - Instant, no-code threat remediation (no dev, no coding)
- Zero impact on usability, app publishing, and performance

APPDOME MOBILE APP SECURITY

The Appdome Mobile Security Suite is a comprehensive layered app security solution that provides any mobile app with an in-depth defense against all vectors of attack. Appdome is delivered as a cloud service, and leverages an AI

powered code generation and dynamic-assembly engine that implements the chosen security features in under a minute.

BENEFITS TO ALLIANCE PARTNERS

MobileTRUST partners benefit from the alliance as they now can offer customers an end-to-end solution leveraging Appdome's technology platform. This enables them to close the loop on issues needing remediation for any mobile app vulnerability found by their own products – all via an automated process.

Appdome works with MobileTRUST Alliance partners to provide bi-directional sales training and enablement, joint marketing programs and collateral, press and social media promotion and other agreed-to programs.

Each partner also has access to advanced GTM benefits, such as bi-directional referrals, deal registration, sales support, custom-branded Appdome Platform pages. Premium partners also enjoy access to Appdome's First Remediation Free program. First Remediation Free enables partners to solve pressing customer problems using Appdome via a no-cost option.

Sales & Technical Benefits

Appdome field sales training	Yes
Sample sales collateral / decks	Yes
Appdome demo account	1
Appdome trials for partner customers	Mobile Security
Trial time limit	5 days
Appdome support during trial	Standard
Exec-sponsor @ Appdome	Yes
Remote Co-sell by Appdome	Yes
Technical training	Yes
Technical liaison	Yes
Customer support by Appdome	Tier 1,2,3
Rererral free (1 st year)	Yes
Free Appdome remediation	Qualified Partners

Marketing Benefits

Partner marketing in region	Yes
Appdome listing on partner website	Yes
Partner listing on appdome website	Yes
Co-branded login / welcome screen	Yes
Webinars	Yes
Marketing campaigns	Yes
Promo code discounts	Yes
Collateral (i.e. solution briefs, data sheets, case studies)	Per Partner
Blogs	Yes
Social media promotion	Yes
YouTube solution demo	Yes
Joint press release	Yes

Learn more about MobileTRUST™ at www.appdome.com.
Open a free Appdome account at fusion.appdome.com!

ABOUT APPDOME

Appdome is the industry's first no-code mobile integration platform. The Appdome platform allows anyone to complete the integration of thousands of mobile services, standards, vendors, SDKs and APIs in security, authentication, access, mobility, mobile threat, analytics and more, adding these services to any mobile app instantly. Leading financial, healthcare, government and e-commerce providers use Appdome. For more information, visit www.appdome.com.

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