Zimperium Mobile Application Security Platform

Make Your Mobile Apps Secure, Compliant & Resilient

www.zimperium.com

ZIMPERIUM®

Majority of enterprises today develop mobile apps to enhance worker productivity, business growth, and end-user engagement. In doing so they allow these apps to process sensitive data on the device and remotely access their business-critical infrastructure. Whether app development is done internally or outsourced there are some critical risks that arise.

1. **Inconsistent Security Controls:** A lack of standardized security practices across app development, especially when outsourced, increases the risk of deploying apps with varying levels of security, leading to gaps that attackers can exploit.

2. **Client-Side Vulnerabilities:** Mobile apps often run on devices with unknown or dynamic risk postures, making them susceptible to malware, reverse engineering, and unauthorized modifications once they are published.

3. **Unsecure Third-Party Components:** Whether internally developed or outsourced, mobile apps frequently rely on third-party libraries or APIs, which can introduce vulnerabilities if not properly vetted or maintained.

4. **Data Leakage:** Sensitive data processed on mobile devices can be exposed through insecure storage, transmission, or app permissions, leading to unauthorized access and breaches

WHY MOBILE APPS ARE THE CHINK IN YOUR SECURITY ARMOR

70% of app code is third-party

83% of the apps insecurely stored data

38% of iOS and
43% of Android applications have high-risk vulnerabilities

89% of all vulnerabilities discovered could be exploited using malware

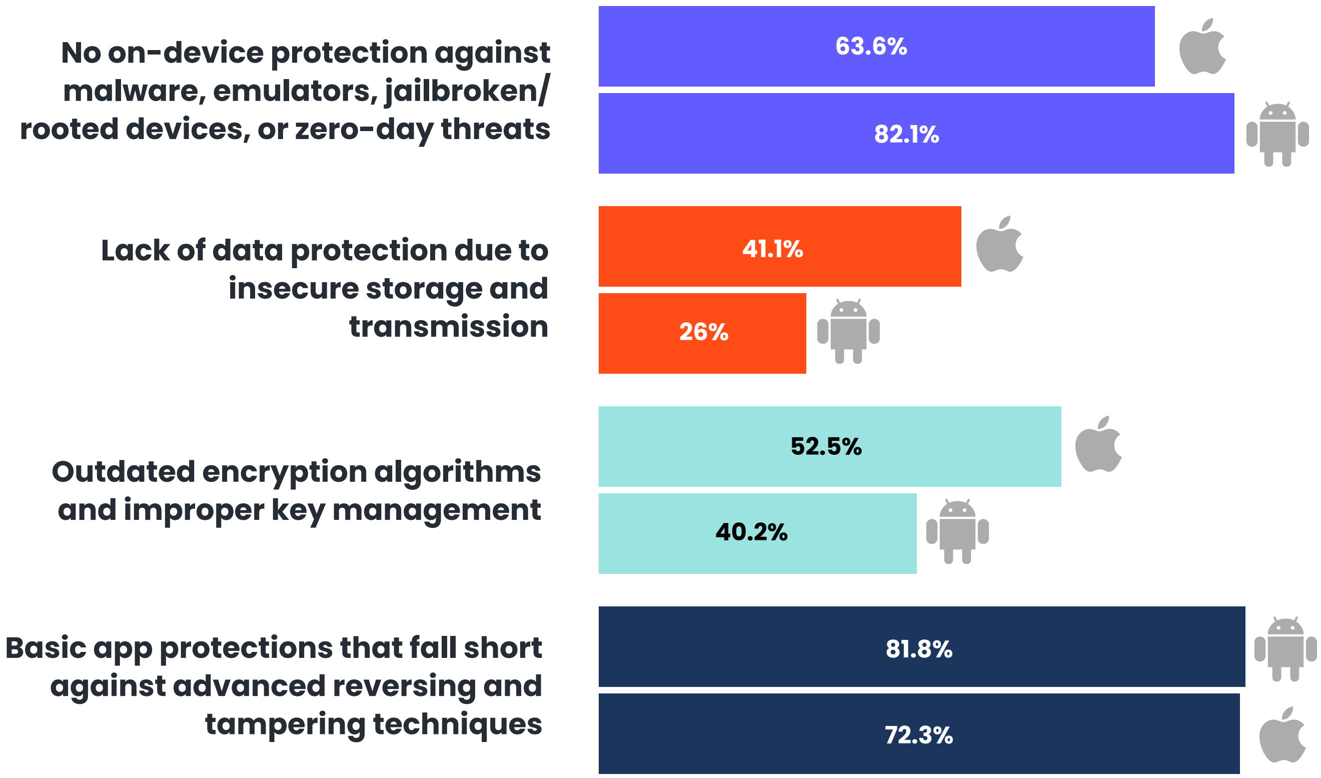
56% of enterprise apps request permissions for sensitive data beyond their basic functionality

Left unchecked, these risks can result in:

- Damage to the company's reputation and bottom line.
- Regulatory fines from non-compliance or breaches.
- Competitive disadvantage caused by exposing proprietary business logic.
- Increased security costs from reactive measures and continuous patching.
- Disruptions that undermine business continuity and cyber resilience.

App Security: Today's State

In our analysis of over a million apps, we discovered a staggering truth: many of these apps are insecure, non-compliant, and entirely invisible to enterprises when they are exploited to steal their most valuable data and infiltrate enterprise infrastructure.



A further assessment of 40,000 of the top mobile apps across work and non-work app categories, we identified the highest number of security violations across the below key MASVS categories:

Resilience Against Reverse Engineering

Platform Permissions & Access

Network Communication

Data Storage & Privacy

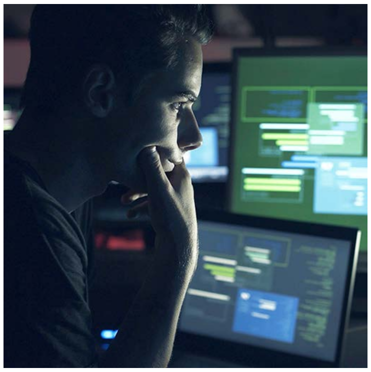
Cryptography

Code Quality

A Better Approach to App Security

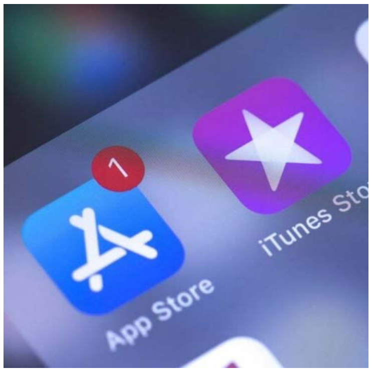
Today mobile apps must be **self-defending**, able to detect untrusted environments, defend themselves from attacks, and alert enterprises to potential issues. In order to achieve comprehensive app security teams needs to understand and address risks emerging in three key categories below.

During Development



App teams may prioritize speed over security. integrating only "basic" protections, which could leave vulnerabilities exposed and increase the likelihood of attacks.

In App Stores



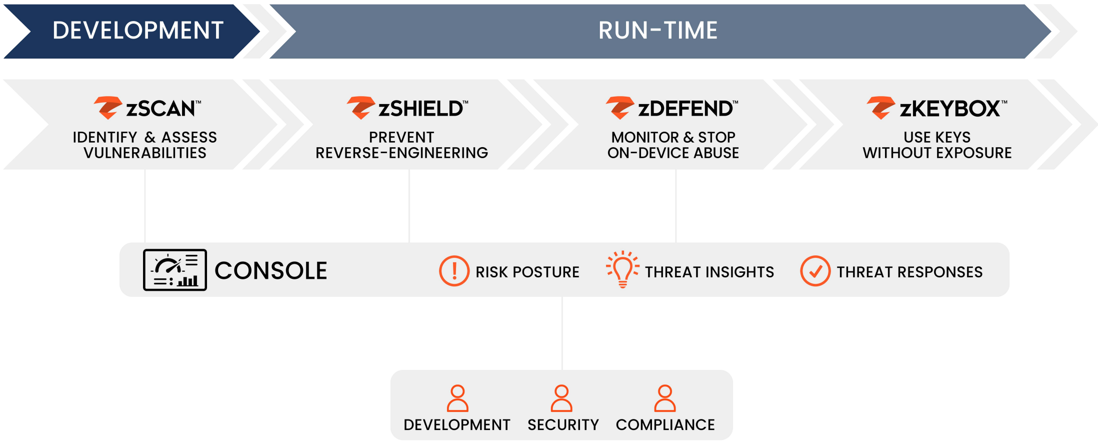
Malicious actors can download apps from stores, reverse-engineer them to steal intellectual property, sensitive data, and cryptographic keys, and create targeted exploits.

On End-User Devices

Poor end-user cyber hygiene makes apps prime targets tor data theft and enterprise infiltration.

Zimperium - Securing Apps Development Through Runtime

Zimperium's Mobile Application Protection Suite (MAPS) takes a different approach from traditional point solutions. It is the only **unified platform** that combines automated security testing, comprehensive in-app protection, and centralized threat visibility. It helps enterprises build secure, compliant, resilient mobile apps by making it easy to integrate frictionless security across the entire app lifecycle.



DEVELOPMENT

RUN-TIME

zSCAN™
IDENTIFY & ASSESS VULNERABILITIES

zSHIELD™
PREVENT REVERSE-ENGINEERING

zDEFEND™
MONITOR & STOP ON-DEVICE ABUSE

zKEYBOX™
USE KEYS WITHOUT EXPOSURE

CONSOLE

RISK POSTURE

THREAT INSIGHTS

THREAT RESPONSES

DEVELOPMENT

SECURITY

COMPLIANCE

The platform provides four key security capabilities, as shown below.

Mobile Application Security Testing

Discover and fix compliance, privacy, and security issues within the development process before you publicly release your app binaries.

Learn More

zSCAN™

Application Hardening

Harden and protect your app with advanced obfuscation and anti-tampering functionality to protect the source code, intellectual property (IP), and data within the application.

Learn More

zSHIELD™

Runtime Visibility & Protection

Enable the mobile application to detect and protect itself by taking actions on end-user devices, even without network connectivity.

Learn More

zDEFEND™

Cryptographic Key Protection

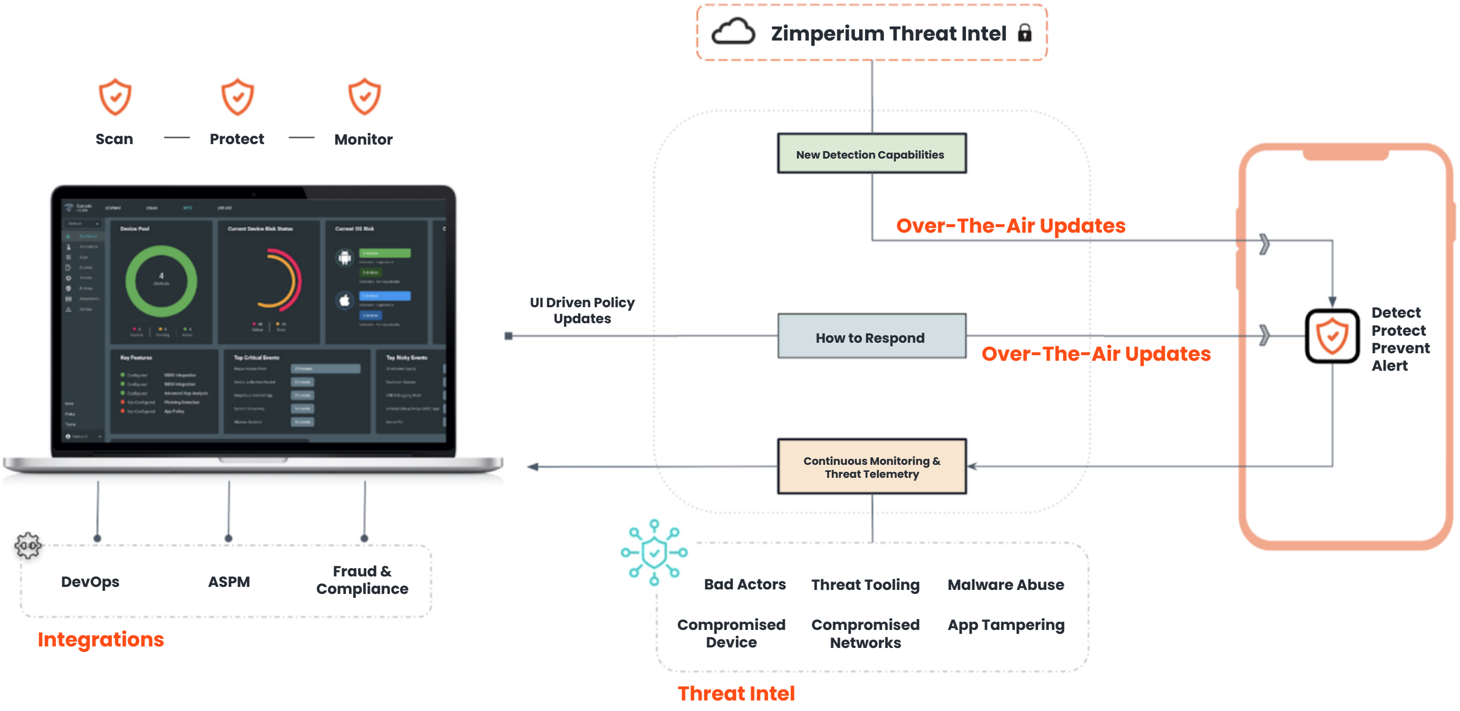
Protect confidential data by securing cryptographic keys with white-box cryptography so they cannot be discovered, extracted, or manipulated.

Learn More

zKEYBOX™

In addition, a console provides a **dashboard** for real-time threat visibility and the ability to respond to evolving threats instantly without needing to publish an app update.

MAPS PLATFORM AT WORK



Why Zimperium

Comprehensive Threat Visibility

Advanced On-Device Protection against Zero-Day Threats

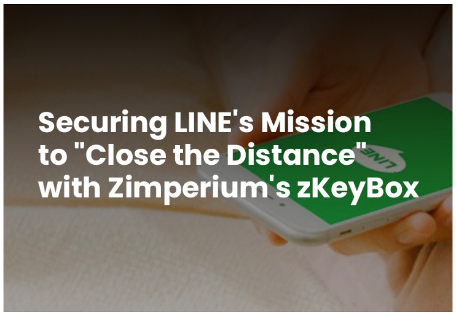
Optimized for Minimal Impact on App Size and Performance

Easy to Implement and Integrate into Devops Workflows

Reduce Security Costs During Development

Reduce Operational Overhead with Over-The-Air (OTA) Security Updates

Customer Case Studies


Securing LINE's Mission to "Close the Distance" with Zimperium's zKeyBox

Read Now

Zimperium Secures Connected Apps for Leading Medical Device Manufacturer

Read Now

Media Firm Strengthens Content Key Security Across Its Multi-Platform Distribution Network

Read Now

ZIMPERIUM®

Learn more at: zimperium.com
Contact us at: 844.601.6760 | info@zimperium.com

Zimperium, Inc
4055 Valley View, Dallas, TX 75244