

Trend Micro™

Mobile App Reputation Service

Innovative cloud-based security for mobile app stores

Trend Micro Mobile App Reputation Service is cloud-based security that dynamically tests mobile applications for malicious activity, resource usage, and privacy violations. It enables app stores to block malicious apps and provide customers with a safe and enhanced app discovery experience.

App Store Differentiation

As smartphone and tablet usage grows, the market for delivering mobile content to users will evolve. Outside of the official app stores of the major mobile operating systems, independent organizations are trying to carve out a niche in the value chain.

To stand out, independent app stores must build a platform of trust and value. With the growth of Android malware, trust in third-party app stores has been hard to find, and differentiation based on app inventory and discovery hard to deliver.

Mobile App Reputation Service solves the trust and differentiation issues for third-party app stores.

MOBILE APP REPUTATION SERVICE

For App Stores:

- Simple integration to certify apps
- Enhanced app store customer experience

For App Developers:

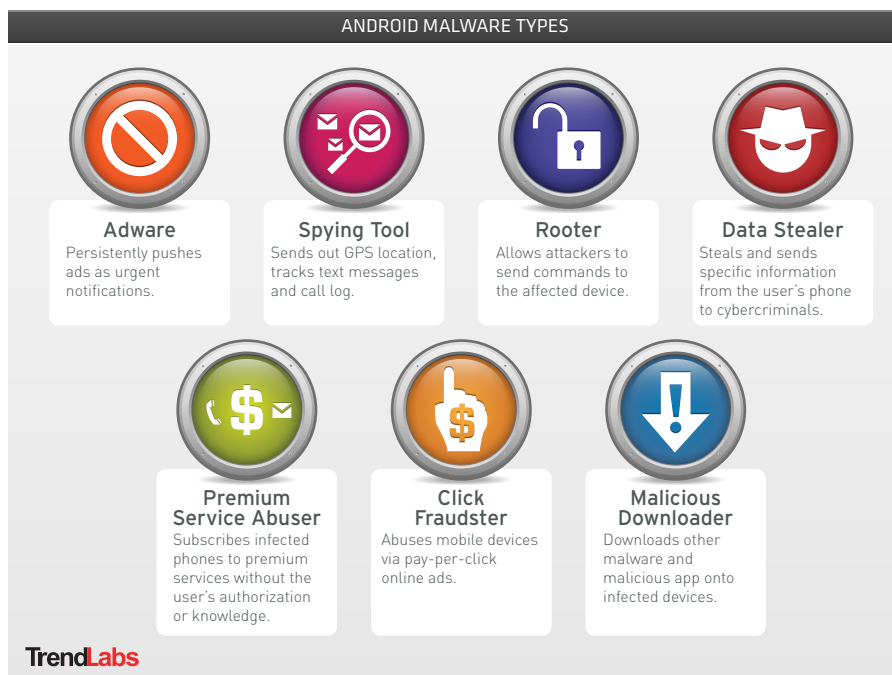
- Less competition from low quality apps
- Better app discovery

For Smartphone and Tablet Users:








- Always download safe apps
- Enhanced experience when searching for and downloading apps

“As of June 2012, the Trend Micro threat research team collected over 25,000 Android malware samples. That’s more than double what we initially predicted.”

TrendLabsSM



ANDROID MALWARE TYPES

 <p>Adware Persistently pushes ads as urgent notifications.</p>	 <p>Spying Tool Sends out GPS location, tracks text messages and call log.</p>	 <p>Rooter Allows attackers to send commands to the affected device.</p>	 <p>Data Stealer Steals and sends specific information from the user's phone to cybercriminals.</p>
 <p>Premium Service Abuser Subscribes infected phones to premium services without the user's authorization or knowledge.</p>	 <p>Click Fraudster Abuses mobile devices via pay-per-click online ads.</p>	 <p>Malicious Downloader Downloads other malware and malicious app onto infected devices.</p>	

TrendLabs

Trend Micro Mobile App Reputation Service

With the Mobile App Reputation Service, Trend Micro offers third-party app stores a cost-effective, outsourced solution to secure and enhance their selling platform.

How it works

- (1) Trend Micro takes a direct feed of new apps for testing and scans them on behalf of the app store.
- (2) Each app is analyzed using a static code review and a dynamic scan of the app behavior.
- (3) A report is then delivered to the app store detailing information, such as, package name, requested permissions, certificate and publisher details, and a security and resource rating in the following areas:

- Malware risk
- Private data leakage
- Battery/Memory/Network data usage

App stores can integrate these results into the app validation process, and use the information received to weed out bad apps. This information could also be used to help customers make purchasing decisions, potentially including more granular options for app discovery.

Security & Resource Ratings

ICONS	CATEGORIES
	Malware Apps that exhibit adware, spyware, premium service abuser and rooter behaviors are detected as malicious.
	Private Data Leak Apps that physically try to collect and steal personal information from the device such as, contact information, photos, location information, account information, keyboard inputs, etc.
	Battery Power Usage Apps are rated based on their power consumption
	Device Memory Usage Apps are rated based on their RAM consumption
	Network Data Usage Apps are rated based on the amount of network data they consume

“Ndo Network is the first Android App Store to integrate the Mobile App Reputation technology. We have been working with Trend Micro to test and evaluate the technology since mid-2011 and are seeing great results in catching malicious apps before they get onto the market – it builds trust with our consumers, helping to increase downloads.



This is fantastic and we have been able to integrate security expertise into the vetting process of our 60,000 apps without any hardware or headcount increase.”

Chong Chen
 CEO, Ndo Network



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