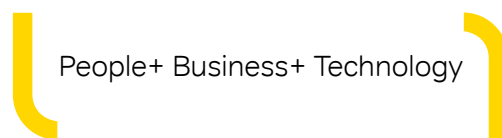


# Protection and Filtering for Mobile Operators

# MMS Filtering Engine

Telecoms and Media



## Overview

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Increasing MMS usage is a critical factor in delivering aggressive data services revenue targets, however MMS services have attracted concerns within industry regulators, consumers and corporate customers:

- Use of MMS to distribute adult content to under-age subscribers
- Personal harassment or bullying through intimidating and offensive messages
- Use to distribute illegal content such as child pornography, or to record evidence of child abuse
- Corporate concerns over liabilities due to distribution of inappropriate content
- Inability of corporate users to control cost or limit MMS usage for approved purposes
- Emergence of mobile viruses targeting subscriber privacy, credit and reputation.

## MMS Filtering

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The AdaptiveMobile Message Filtering Engine [MFE] provides real-time text, image and URL filtering of MMS messages over MM1/3/4/7 interfaces.

With integration to a wide range of network elements and optional filtering components, the Adaptive-Mobile solution offers an unrivalled level of capability. Deployed in some of the highest messaging use environments in the world, the proven scalability of the solution enables an operator to deliver subscriber specific protection against unwanted or malicious messages.

The MFE provides sophisticated policy management and enforcement across an extensible hierarchy of groups – allowing for age-related access; age-verification; parental flexibility and corporate policies. Through the AdaptiveMobile Subscriber Profile Register (SPR) the filtering can be implemented at the level of the individual user, and provide devolved administration and configuration via a scalable secure GUI.

As part of the AdaptiveMobile Messaging and Data Control Environment (MDCE), the MFE integrates rapidly with existing databases, customer-care and self-care systems. Together, the SPR and MFE enable an operator to meet regulatory requirements, cultural concerns and offer paid-for protection services to its consumer and corporate subscribers.

## Features

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Text Analysis; Anti-Virus; Image Analysis; Image Signature; Black / White list; Spam detection; Traffic Analysis

- Real-time filtering of MMS messages based on images, text and embedded URL's
- Individual subscriber opt-in / opt-out for MMS filtering.
- Personal blacklisting of sources to provide anti-bullying and anti-harassment controls.
- Whitelisting of family groups or usage control.
- Redirection / Duplication / Approval of MMS to parent/administrator by SMS, email or web
- Filtering of attachment types to limit security and virus threats.
- Blocking of known images by signature matching
- Traffic analysis for SPAM and Virus detection
- Time of day based usage policies.
- User block notification by SMS or MMS
- Optional archiving and duplication of corporate MMS for auditing and accountability.

## Benefits

The AdaptiveMobile MMS Filtering Engine [MFE] works within the mobile network to deliver protection for spam, virus filtering and distribution of inappropriate content. By implementing the AdaptiveMobile MFE, operators are able to:

- Provide parental control services, including anti-bullying blacklists and filtering of unsolicited messages
- Meet regulatory or voluntary code of conduct requirements for limiting access to adult content
- Provide corporate subscribers with the means to manage corporate usage, spend and liability
- Prevent the dissemination of viruses, and protect users from the effects of viruses

## Solution

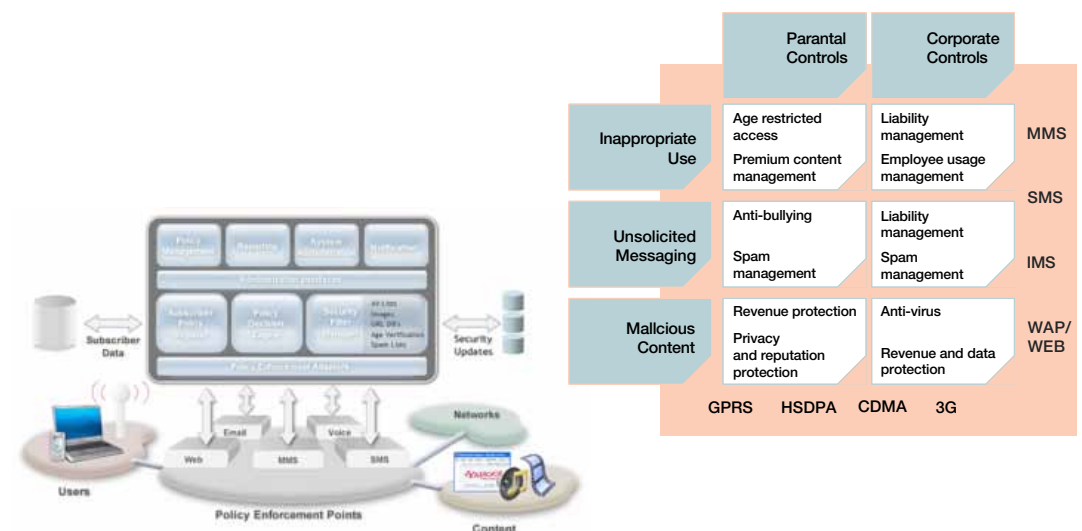
The AdaptiveMobile Message Filtering Engine [MFE] is part of the AdaptiveMobile Messaging and Data Control Environment (MDCE) which provides a scalable network security services layer that interfaces between existing network elements, BSS/OSS and the enterprise security components for content filtering, virus scanning, image analysis and spam analysis.

The MDCE enables consistent subscribercentric filtering across all services and access networks.

This approach allows operators to deploy individual filtering solutions such as URL Filtering or MMS Filtering as an initial service, but retaining the option to plug in additional filtering capabilities such as anti-virus scanning or spam filtering without the cost overhead of multiple integration points.

## Product

|                     |   |
|---------------------|---|
| Filtering           | MM1 / 3 / 4 / 7   |
| Database Interfaces | RADIUS, LDAP, XML, ODBC   |
| URL Lists           | IWF, SurfControl, Symantec, Rulespace   |
| Image Filters       | F4I, LTUTech  |
| AntiVirus           | McAfee, Symantec, GriSoft, ClamAV, TrendMicro   |
| Supported OS        | Solaris 9, 10; Redhat Linux Advanced Server 3.x, 4.x                                      |
| Sys Mgt             | SNMPv2  |
| Event logging       | XML, ASN1   |
| Management          | Provisioning & cache management Web services; J2EE Provisioning and administration portal |



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