DeviceAssure

Accurately identifying counterfeit devices

A verification solution to determine if a mobile device is authentic, counterfeit or non-standard

www.deviceassure.com

Counterfeit devices pose a real risk to business and consumers. Research shows an annual cost to device sales of €45.3 billion from 184 million counterfeits.[1]

Counterfeit Devices: A Security Time Bomb

Research by DeviceAtlas Limited has demonstrated counterfeit devices acting as an attack vector through the use of back-doors built into the device. Counterfeit units were shown to be downloading ransom-ware and other malware to execute on the device and spread across the network.

This presents a real and verifiable vulnerability for enterprises. As the amount of counterfeit devices grows, these devices are effectively a security time bomb.

RELIABLE DEVICE VERIFICATION

DeviceAssure enables organizations to reliably identify counterfeit and non-standard devices. It is designed to make a real-time determination on a device's authenticity via native app or web applications, without any need for user intervention.

DeviceAssure examines unique device identifiers and compares them against known good configurations to instantly establish authenticity. Organizations can manage any risk by setting policies based on the outcome of the device verification.
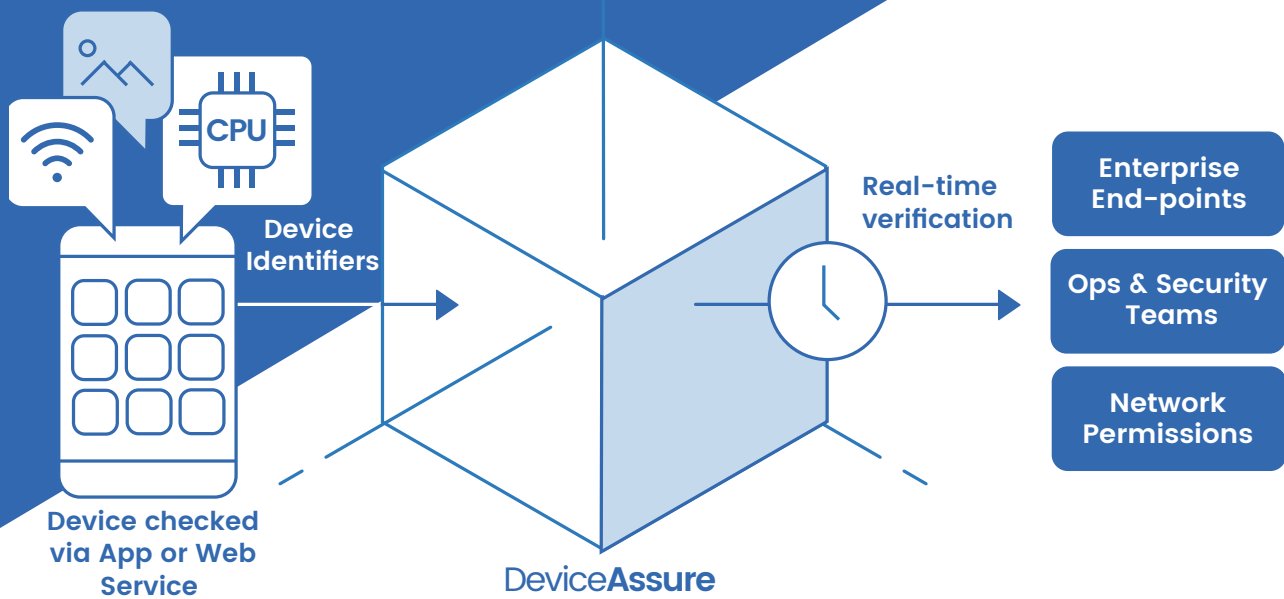
Deploying DeviceAssure

DeviceAssure is a lightweight, embeddable library for native apps or SDKs that enables instant device validation.

An optional JavaScript library can be embedded in a website to enable a 'first pass' for suspect devices.

The solution comprises:

- An Android library (for embedding in native app)
- A JavaScript library (for embedding in web page)
- Full technical documentation
- Enterprise grade support

Visit https://deviceassure.com to find out more.

Device Identifiers

Device checked via App or Web Service

DeviceAssure

Real-time verification

Enterprise End-points

Ops & Security Teams

Network Permissions

Did you know?

"Worldwide, the effect of counterfeiting on smartphone sales is estimated at 184 million units, valued at 45.3 billion EUR or 12.9% of total sales."

[1]*Source: European Union Intellectual Property Office*

WHO USES DEVICEASSURE?

Government & Regulatory Bodies

Address tax and excise revenue loss due to importation of counterfeit devices. Public health and safety and Intellectual Property Rights within territories can be safeguarded by identifying shoddy and dangerous technology.

Device Manufacturers and OEMs

Counterfeit devices create a negative brand image for device manufacturers. DeviceAssure helps device manufacturers and OEMs understand the scale of counterfeiting, affected markets and potential impact on their brands.

Online Shopping Platforms, Secondary Device Markets

Millions of mobile devices are sold every day via a huge range of online shopping platforms without any way to assure the validity of the devices for sale. DeviceAssure provides a quick and easy way for eRetailers to validate devices before they can be listed. It can also be used by customers to verify that the goods they are purchasing are genuine.

Enterprise Security

Prevent malware and other security threats compromising networks and devices from non-standard and counterfeit devices.

A **DEVICEATLAS LIMITED** PRODUCT

DeviceAssure builds on the technology of DeviceAtlas, the device intelligence solution of choice for market leaders. DeviceAtlas is used by major brands, telco, and technology companies to better engage with audiences no matter what the device, content, or context.

There are over 50,000 highly detailed device profiles available, with updates made on a daily basis.

DeviceAtlas Limited has deep expertise in the mobile industry, focusing on providing real time intelligence on mobile devices, web and app traffic. In addition to DeviceAssure we provide a range of award-winning products to ensure content works in today's dynamic web environment including:

- DeviceAtlas, the world's leading provider of device data and intelligence.

- mobiForge, a resource site for the mobile developer community that publishes know-how, mobile related news and analysis.

- mobiReady, a tool to test a site's mobile-readiness.

Learn more about DeviceAssure - contact us now.