



# Radialpoint Proactive Protection Service

Radialpoint's Proactive Protection Service offers a robust behavior-based malware detection solution that provides important signature-less defence against the latest generation of computer viruses and spyware. This crucial service enhances existing ISP security suites and brand value by better protecting subscribers, their PCs and data with deep infection-detection and cleaning capabilities, while improving user experience and reducing support calls.



## Market Need

Detecting new and unknown malware is increasingly difficult, making it harder to keep consumers safe from the fastest spreading threats like keyloggers, rootkits and botnets. Many of the current signature-less protection products burden users with numerous, misguided pop-up messages prompting for action. Consequently, user frustrations are increasing and support calls are up. ISPs can leverage this situation by providing their customers with Radialpoint's seamless Proactive Protection solution – it covers the latest threats, reduces the number of necessary user interventions, and lowers support calls.

- ▶ 75% of new/unknown malware samples were not detected by the best performer in a recent survey.<sup>1</sup>
- ▶ 5 million bots were active in the first half of 2007.<sup>2</sup>
- ▶ One Trojan infected more than 5,000 PCs in a single attack, infecting 10,000 accounts and garnering black-market data worth more than \$2-million.<sup>3</sup>
- ▶ Nearly 5.5 million malware samples detected in 2007, up from just 972,000 in 2006.<sup>4</sup>

## ISP Opportunity

### Increase Security Suite Value with Advanced Protection

Hackers and malware authors have stepped up their attacks with continually morphing malicious threats that circumvent standard signature-based anti-virus and anti-spyware detection. Through dedicated processes that provide sophisticated analysis of 300 different computer behaviors, Proactive Protection isolates probable routines that threaten system integrity and user data. It closes the security gap and provides an essential protection component for every ISP security offering.

### Provide Better End-User Experience

While many security vendors offer proactive protection, most of these products overwhelm users with multiple messages and complicated questions, often triggering alerts as soon as one suspicious activity is detected. Since they employ only simple event triggers instead of behavior analysis, they lead to frequent interruptions and prompts for action. Radialpoint's Proactive Protection leads the market with cutting-edge malware detection, better information about potential threats, and simplified user interventions.



1. PC World, Dec. 2007 2-3. Yankee Group, Dec. 2007 4. Av-test.org, Jan. 2008

## ISP Opportunity (cont.)

### Enhance the Bottom Line with Reduced Support Calls

Faced with numerous pop-ups, confusing information and the almost constant worry of malware attacks, frustrated end-users contact ISP customer support. Help desk and call agents are flooded with time-consuming queries and troubleshooting tasks. As the most advanced signature-less defence solution on the market, Radialpoint's Proactive Protection boosts the ISP bottom line with technology and strategies that focus on combating the latest threats at the source while minimizing the need for user interventions and support calls.

### How does it work?

Radialpoint's Proactive Protection comprises dedicated security processes that continuously search the subscriber's computer for malicious programs by monitoring for suspicious sounds and program behavior rather than relying on traditional malware signatures. This special security layer analyzes sequences of operations from a pool of nearly 300 defined behaviors to identify processes that attempt to modify host files/folders, registry keys, browser settings and other vulnerable PC components.

Once the level of sound and/or suspicious activities generated by an application go beyond an acceptable threshold, Proactive Protection blocks the process, presents the user with comprehensive threat information, and prompts him or her for a suitable action. The service then employs its deep threat-cleaning capabilities to remove any infection from the computer. The service has an excellent detection rate against keyloggers, rootkits and botnets, and includes an updated white list to avoid false positives.

## Competitive Positioning

### Offers Better Protection

- Protects subscribers 24/7 from malware not found in signature databases.
- Increases reliability of malware detection to boost consumer-ISP trust.
- Advanced algorithms track many more potential threats than competitor products.

### Robust Next-Generation Security

- Analyzes 300 good and bad behaviors and maintains an automatically updated white list to avoid false positives.
- Tree-based decision mechanism tracks sound and suspicious activities over time.
- Presents users with simple trust/quarantine decisions instead of just suspicious-activity alerts.

## User Benefits

### Always on Guard to Block the Latest Viruses

Radialpoint's Proactive Protection offers subscribers complete virus and spyware protection by efficiently and effectively detecting, blocking and eliminating new and unknown malware attacks and spyware. By tracking sound and suspicious activities over time, the service proactively analyzes the behavior of executed programs and applications and neutralizes any potentially threatening activity.

### Minimizes User Actions and Boosts Confidence

This service protects subscribers, their computers and data, with minimal intervention required. Its sophisticated behavior analysis and tree-based decision-making routines ensure that users face fewer interruptions and receive only relevant messages, which lead to informed decision-making and higher levels of confidence in their ISP.

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### About Radialpoint

Radialpoint is expanding the revenue potential of Internet Service Providers (ISPs) worldwide through its managed service and support solutions for the digital home. Radialpoint solutions allow ISPs to take on the role of "IT Manager," by providing a fully-integrated suite of services that feature easy to use and effective management and support solutions designed for consumers. More than 50 million Internet subscribers worldwide have access to software and services from Radialpoint to protect, optimize and maintain their Internet-connected systems. Radialpoint customers include the world's largest service providers, such as BT, Verizon, AT&T, Virgin Media, Bell Canada, Cox Communications and Sky. Radialpoint has been named one of Canada's 50 Best Managed Companies, one of Montreal's Top 15 Employers, and is a three-time recipient of the Deloitte Technology Fast 50 award for the fastest growing technology companies.

Radialpoint is headquartered in Montreal, Canada, with offices in Boston and Europe. For more information, visit <http://www.radialpoint.com/>.

### Minimum System Requirements

**Operating System:** Windows 7, 32 and 64 bit editions, Windows XP Service Pack 2, Windows Vista 32 and 64 bit editions;

**Performance/memory/disk usage:** *Windows Vista 32- and 64-bit editions:* Must meet minimum Windows Vista operating system requirements; *Windows XP:* 300 MHz or faster processor; 256 MB of RAM; 350 MB of available hard disk space;

**Display:** *Resolution:* 800 x 600 minimum; *Colors:* 16-bit (65,535) recommended;

**Internet Connection:** Modem-based or High-speed connection