



# Radialpoint Wi-Fi Security Service

The Radialpoint Wi-Fi Security Service helps protect ISP subscribers from threats that exploit Wi-Fi hotspots and unencrypted wireless networks. At home, in public, and while traveling, PC users receive timely alerts, pertinent guidance and protection to make their wireless experience safe and secure. This value-added service equips subscribers to prevent data theft, spying, unauthorized usage of their home networks, and other malicious activities.



## Market Need

In the course of a day, a subscriber's laptop can connect to a Wi-Fi hotspot at home, at work, in a coffee shop, and at a library. Travelers connect in airport lounges and hotels. And yet many users are unaware that they are exposing their personal and business data to risk every time they browse the Internet at one of these locations. Unsecure wireless connections expose users to session hijacking, eavesdropping, and spoof attacks, where thieves intercept personal email, credit card transactions, and sensitive business data. As mobile computing increases dramatically, this service allows ISPs to alert and protect their subscribers wherever they connect.

## How does it work?

The Wi-Fi Security Service monitors subscribers' wireless connections and advises them on home network and public Wi-Fi security. When a home wireless network is not secure, the service warns the user and provides guidance on how to enable encryption to secure it.

When a subscriber attempts to connect to an unencrypted public hotspot, the service displays security information about that network. As a precaution, the service disables the PC's vulnerable file-sharing and network-discovery functions, and provides a warning to not transmit sensitive information over unencrypted connections.

When Wi-Fi Security detects an ad-hoc wireless connection, it disconnects automatically, warning the user that such connections pose a security risk. The user can define an ad-hoc connection as trusted, so it is allowed in the future.

As well, the Wi-Fi Security Service behavior changes depending on the type of hotspot connection. For example, the message can be ISP-specific when end-users connect to an ISP's own public hotspot.

- ▶ More than 50% of new PCs are laptops with built-in Wi-Fi.<sup>1</sup>
- ▶ 88% of laptop users have used wireless networks.<sup>2</sup>
- ▶ 27% of Internet users have logged on from places other than home or work.<sup>3</sup>
- ▶ 9% surveyed admit to being a victim of some form of cyber crime, including hacking.<sup>4</sup>
- ▶ 12% of consumers "borrow" free wireless connections.<sup>5</sup>



1. IDC, Oct. 2008 2-3. PEW Internet Report, 2006 4. Canadian Association of Police Boards, May 2008 5. April 2008 survey

## ISP Opportunity

### Build Subscriber Trust through Education

While all wireless routers feature encryption capabilities, many home wireless users do not realize that their routers often ship with security turned off. Compounding this, many subscribers lack the expertise to configure wireless network security, especially in households with multiple PCs and laptops. ISPs are perfectly positioned to assist their subscribers by offering advice and guidance through simple and effective help screens, tooltips, and reminders.

### Increase Service Value with Wireless Protection

Once installed, the Wi-Fi Security Service goes wherever the laptop goes, providing robust and consistent wireless monitoring that warns users if wireless security is absent. When subscribers are at public hotspots it disables ad-hoc (computer-to-computer) connections and Windows services such as file sharing, protecting users from scams such as sidejacking and evil-twin phishing.

## ISP Options

- Brand the Wi-Fi Security Service name and icon
- Provide ISP-specific information for their own hotspots

## Competitive Positioning

### Timely Education and Complete Protection

- Alerts subscribers about lack of security and helps protect their home networks and laptops from data interception, eavesdropping, and exploitation of unprotected wireless access
- Protects subscribers from sidejacking and spoof connections in public Wi-Fi areas
- Educates customers about the risk of using unsecured wireless networks and hotspots, and guides them to safe connections

## Enhanced Wireless Service Offering

- Complements ISP strategies of providing free or low-cost wireless routers, and can provide ISPs with additional subscriber revenue (~\$30 per year) or increase value of bundled free services
- Surpasses other security offerings by adding leading-edge wireless protection for subscribers at home, in public, and while traveling
- Provided by Radialpoint: The global market leader of VAS solutions for large ISPs and an award-winning provider of online security awareness campaigns

## User Benefits

### Quick and Complete Home Protection

By default, security is turned off on most wireless routers, leaving the front and back doors of many home networks open to hackers. This service shows subscribers how to protect their wireless network and all wireless computers in the household.

### Secure Public Surfing

With more than half of all new computers shipped with wireless capabilities, more and more users are taking sensitive data into the public forum. Without proper Wi-Fi security, they are putting crucial personal and financial information at risk. This service equips them with proven wireless security monitoring tools to protect their laptops and avoid unsafe access points posing as legitimate connections.

### Real-time Hotspot Security Assessments

A major problem with wireless connectivity – fully exploited by hackers – is hotspot proliferation and convenience. Since it is so easy to surf in public, many laptop users either forget about security concerns or assume the hotspot is secure. This service offers pertinent and timely site-specific advice and options whenever subscribers attempt to connect to a Wi-Fi hotspot.

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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