

# CELTIC-NEXT

## European Mobile Cyber Protection

5<sup>th</sup> of October 2023, Online



Acronis

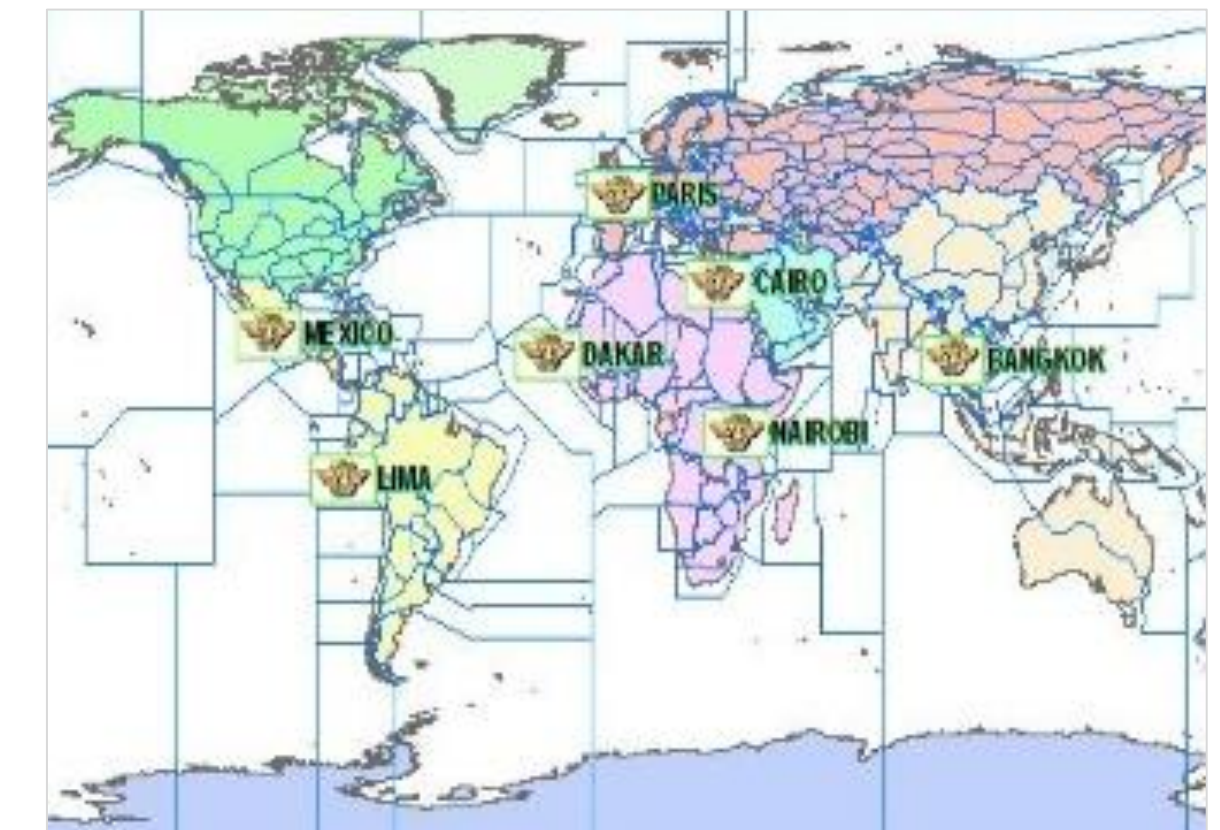
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## Projects' benefits and added value are concentrated in:

- reducing the number of individuals suffering of high-sensitive data (personal, financial etc.) leakage;
- improved UX of built-in mobile-devices cybersecurity facilities and increasing the individual ability to self cyber-protection;
- less number of cyberthreats emerged and cybercrimes committed through personal mobile-devices;
- strengthened European data sovereignty by improved resilience and safety of European mobile-device environment.



Dual Headquarters for Dual Protection



**Acronis** is Cyber Security company which protects the data, applications, systems and productivity safeguarding them against cyberattacks, hardware failures, natural disasters and human errors.

- Since **2008** Corporate HQ in Schaffhausen, Switzerland

- Founded in **2003** in Singapore, currently the International HQ

### Global Local Presence

**2,000+** employees  
**34+** R&D locations  
**150+** countries  
**26+** languages  
**49** data centers

Acronis aims on innovative development of its machine-intelligence powered  
**Cyber Cloud, Cyber Protection, Cyber Platform**

### 1. Phishing is on the rise

- Phishing is the most common form of cybercrime, with an estimated 3.4 billion spam emails sent daily ([latest phishing statistics, updated September 2023.](#))
- Phishing scams accounted for nearly 36% of all data breaches in 2022 ([50+ Phishing Statistics You Need to Know](#))
- In 2023, mobile remains the preferred platform for reading emails, with 1.7 billion users. The 18-34 age group favors smartphones, and 2% use smartwatches. A global base of 6.64 billion smartphone users highlights mobile's ongoing importance in email reading. ([EarthWeb: Mobile Email Statistics: KEY Facts to Know in 2023](#))

### 2. Grayware apps, privacy

- **1,154** apps published per day in AppStore, **2,189** apps published per day in Google Play in 2023 ([42 matters](#))
- Mobile internet penetration in Europe is projected to increase **6.4%** from 2024 to 2028, reaching a new peak of **88.85%** in 2028. This follows a consistent trend of growth in previous years. ([Mobile internet usage reach in Europe 2019-2028, Statista, Aug 2023](#))

### 3. European data sovereignty

- **Non-European Mobile Platforms:** Major platforms like Apple and Google control many mobile OS, challenging European data sovereignty.
- **Data Storage Outside Europe:** Mobile device data is often stored in data centers (DCs) outside Europe, raising concerns about data sovereignty and control ([EP.2020](#)).
- **Security and Privacy:** The controls for security and privacy in apps are often in the hands of multiple vendors. This can complicate efforts to ensure data protection and privacy for European users ([WEF, 2021](#)).

### Gap

#### 1. Phishing is on the rise

### Solution

- **Phishing Prevention:** Protect online behavior by preventing opening of malicious websites on the mobile device
- **Antimalware**
- **Virtual Private Network (VPN)**
- **Network Security**

### Gap

#### 2. Grayware apps, privacy

### Solution

- **App vetting:** Machine learning-based cloud protection from **grayware** apps
- **Mobile device management**
- **Data Leakage Detection**

### Gap

#### 3. European data sovereignty

### Solution

- Cloud mobile Backup and Restore
- Store device data in European cloud datacenters
- Device Compliance

- Built-in solution into device (via Partnership with Telecoms)

Feature/Solution	Description/Value	Participants	Competences
App Vetting	Machine-learning based feature that can identify <b>grayware</b> apps, preventing deployment on the customer mobile devices.	<ul style="list-style-type: none"> <li>Acronis/Partner</li> </ul>	V
IoT and Mobile Device Management	Prevents unsafe user's behavior by utilizing device and application policies. Enables remote lock and wipe. Provide device reputation and zero-trust access capabilities.	<ul style="list-style-type: none"> <li>Partner-Vendor (<b>MDM</b>)</li> </ul>	Existing solution
Mobile Backup and Restore	Protects customers' mobile device data, contacts, messengers data and media content in local or hybrid encrypted storages.	<ul style="list-style-type: none"> <li><b>Acronis</b></li> </ul>	V
Antimalware	Provide malware protection on all types of workloads, including IoT and mobile. Malicious App detection with Machine Learning-based Lightweight Cloud based scanning.		
Device Compliance	Easily check if a new mobile device is compliant with certain policy.	<ul style="list-style-type: none"> <li>Partner-Vendor (<b>MDM based</b>)</li> </ul>	Existing solution
Virtual Private Network (VPN)	Ensures privacy of communication by encrypting all mobile and IoT devices traffic. (Partner)	<ul style="list-style-type: none"> <li>Partner-Vendor (<b>VPN</b>)</li> <li>Partner-University/Research Center (<b>nice-to have</b>)</li> </ul>	Research
Data Leakage Detection	Provides visibility of potential application data leakage via network traffic quota analysis.		
Network Security	Advanced security features for Service Providers covering highly-regulated verticals e.g. block untrusted Wi-Fi access points for IoT and mobile devices. (MDM feature)		
<b>Phishing</b> Prevention	Automated detection of malicious websites and protecting the user from opening them. (better with VPN but possible even without)	<ul style="list-style-type: none"> <li>Acronis (<b>VPN based</b>)</li> </ul>	V
Built-in solution	Provide solution pre-installed on mobile devices, so they are protect from day one.	<ul style="list-style-type: none"> <li>Partner-Vendor (<b>telco</b>)</li> </ul>	Deployment

The **consortia** is open for the telecoms and mobile device management (MDM)-vendors as well as for academic institutions and research centers/groups in the field of:

- IoT and Mobile Device Management
- Device Compliance
- Virtual Private Network (VPN)
- Data Leakage Detection
- Network Security
- Built-in solution

**Performance timeline** from the date consortia is formed: 36 months



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