



# Malware Threatscape Where to from now?

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# Agenda

- Avira  
Building Blocks of Success
- Today's Threats  
Straight from the Lab
- Solutions  
How we help





**Avira**

# Building Blocks

- Focusing on the Source
- Rethinking Technology
- Inventing New Business Models



# We are the experts

- VIRUS BULLETIN



- AV-COMPARATIVES



- AV-TEST



- OTHERS (selection)



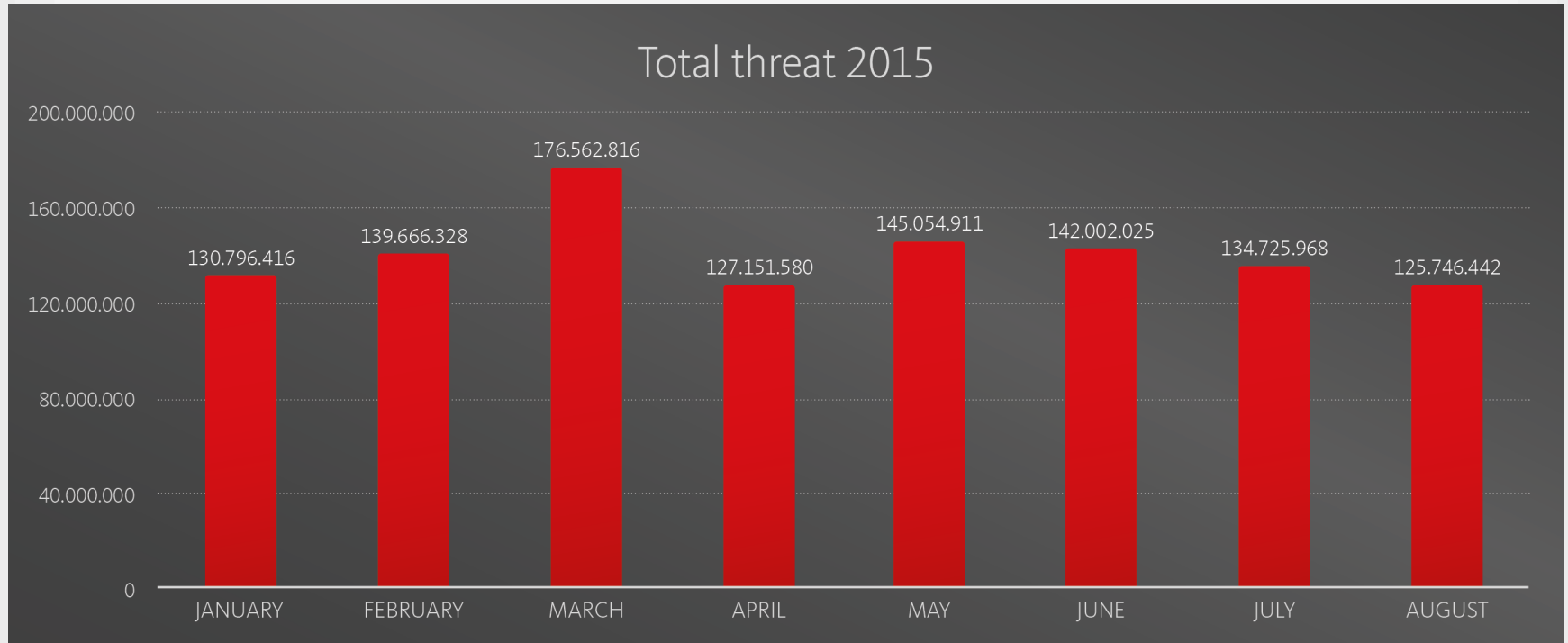


# Today's Threats

The background features a complex, low-poly geometric pattern in various shades of red. This pattern is layered over a light gray background that contains a large, white, rounded rectangular shape in the center. The red shapes are interconnected, creating a sense of depth and movement. The white central area is clean and minimalist, providing a stark contrast to the vibrant red background.

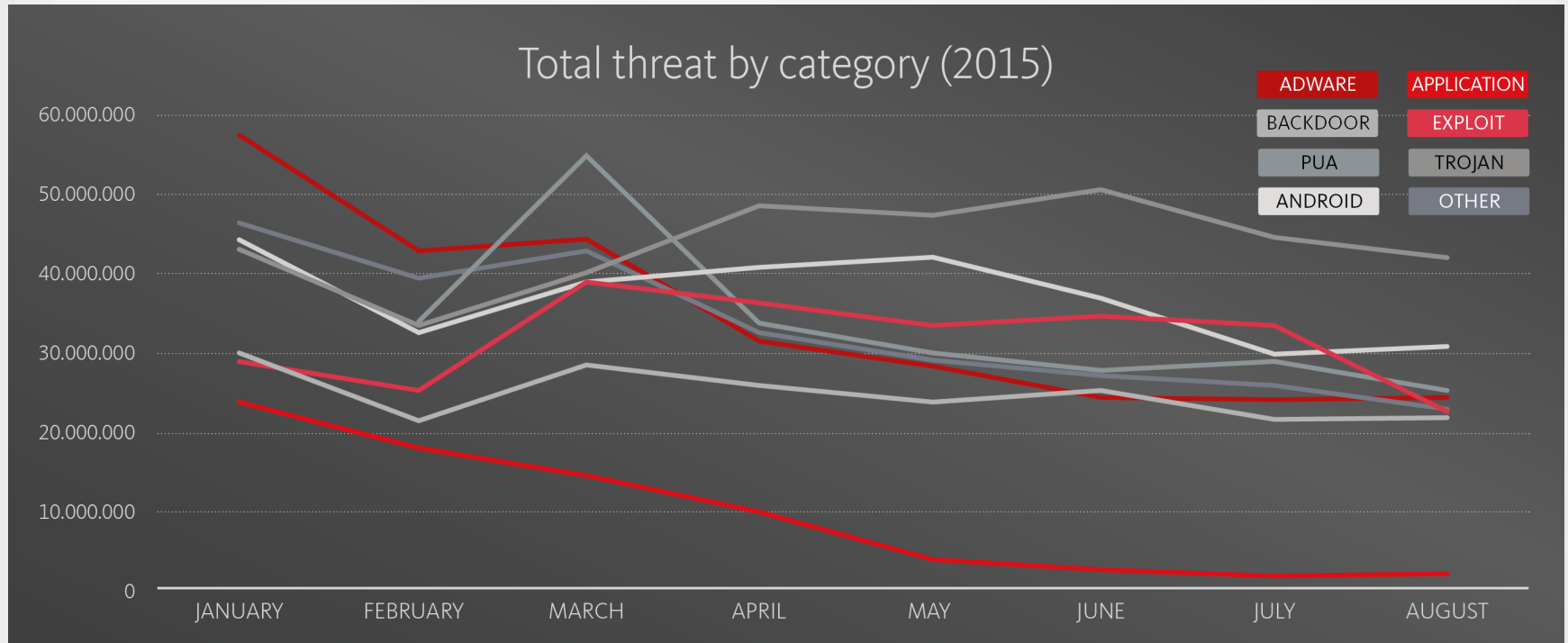
# Threat Landscape

# Total overview





# Total overview

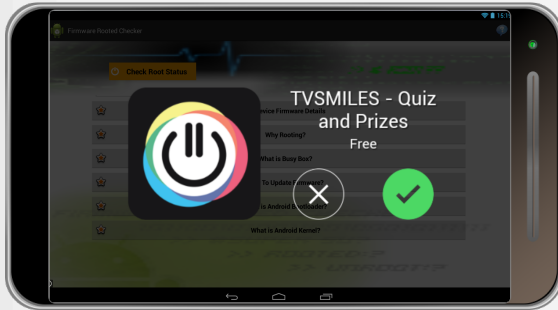




# Mobile PUA Threat



# Mobile PUA Threat



## Airpush

- Aggressive adware behavior
- Can use push messages to advertise
- Uses device and user information to personalize the advertisements and also location information.
- Read SMS



# Mobile PUA Threat



## Leadbolt

- Aggressive adware behavior
- Can use push messages to advertise
- Uses device and user information to personalize the advertisements and also location information.
- Read SMS.



# Mobile PUA Threat



## Revmob

- The RevMob framework uses sensible user and device data to customize the advertisements.
- Full screen advertisements get displayed during playing the game

Who's watching you





The background features a dark red-to-black gradient. Overlaid on this are several abstract, interconnected geometric shapes and lines in a bright orange color. These shapes resemble wireframe models of buildings or complex structures, with lines connecting various points (nodes) to form a network. The overall aesthetic is modern and technological.

# Cutting Edge Solutions



# Protecting You in Today's World

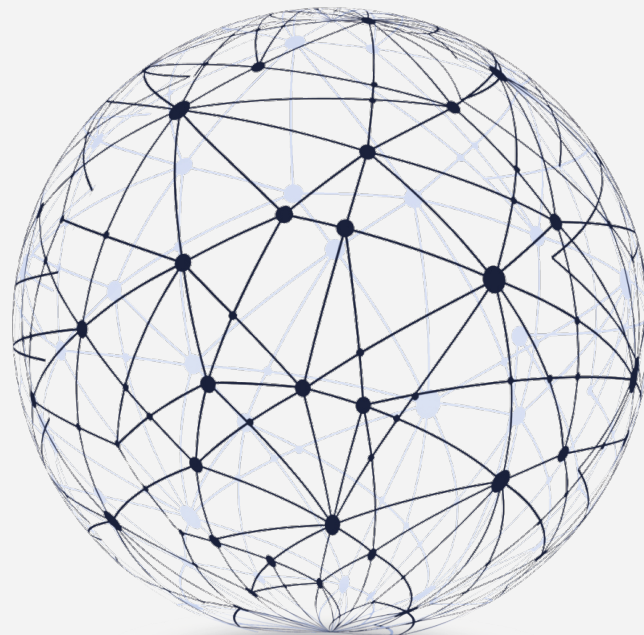
## The world's best protection

- Super-fast scanning speed
- Highest detection rates
- Zero impact on the system Covers all devices

## Avira finds – and stops – emerging virus and malware threats

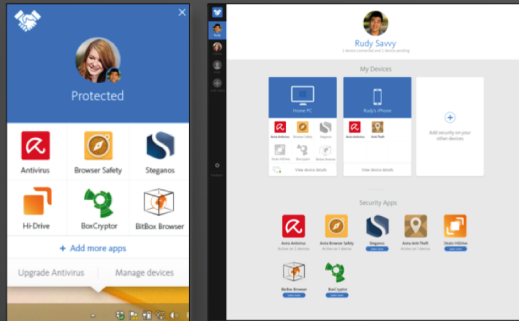
## Backed by a worldwide community

- 100+ million users – and growing – [www.avira.com](http://www.avira.com)



# Avira Solutions

Avira Provider  
B2B2C



Avira Online Essentials  
B2B/B2C



Avira Pro  
B2B



# Avira Provider



# Avira Provider Key Features

Avira Provider offers a Unique Business Model for Avira and Service Providers to Grow Revenue:

- Avira Provider is complete Ecosystem of for the Launching of Multiple Services
  - It is the only platform available to launch all your applications
    - You can launch your current applications or choose from our Catalogue or both
  - Manage and Control your offering from the Control Panel
  - Third Party Application Developers continuously adding to the ecosystem
  - The Ecosystem is securing and scanned for Potentially Unwanted Applications
  - Avira's own Award-Winning Security on offer too!
    - Ability to drive revenue from 100% of your customers with Multi-Device Security
      - In App Revenue: Safe Search, Offers and Premium Upgrades

## Cost Savings for Service Providers

- Now the total cost of Onboarding Apps will be reduced
- The Co-Branded Launcher will allow Service Providers to 'outsource' this task to Avira or manage themselves now for their whole ecosystem of App providers



# Avira Provider Key Features

## Brand Recognition

- The Launcher puts their brand visibly on the desktop and thus builds your brand value.

## Customer Engagement for Revenue Growth

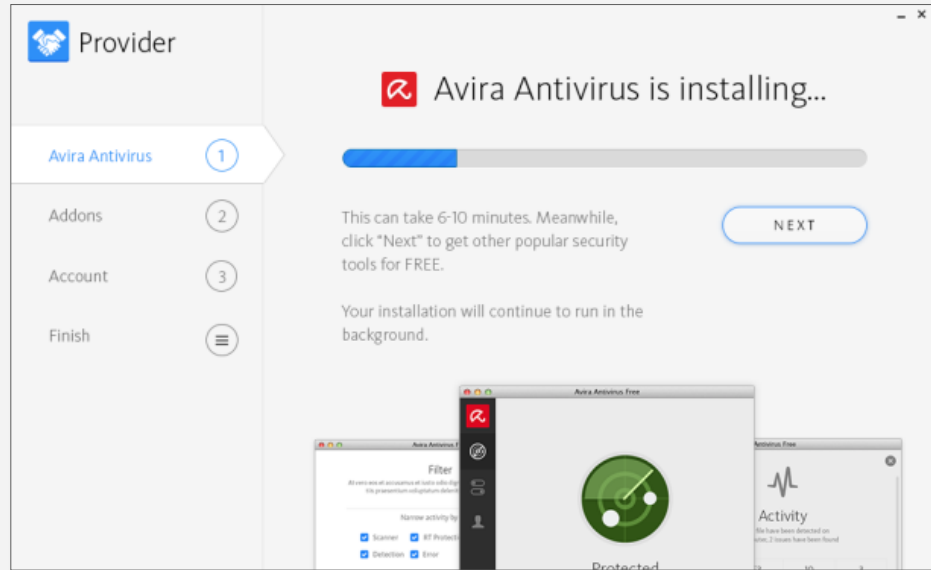
- Avira will be able to provide communication tooling and consultative marketing support like no other partner with tooling such as In Product Messaging (IPM) and Global Mailing Systems (GMS), for example.

## Best in Class Technology

- As Avira owns the core award-winning AV technology and protection services, we will be able to you delight your end-customers.



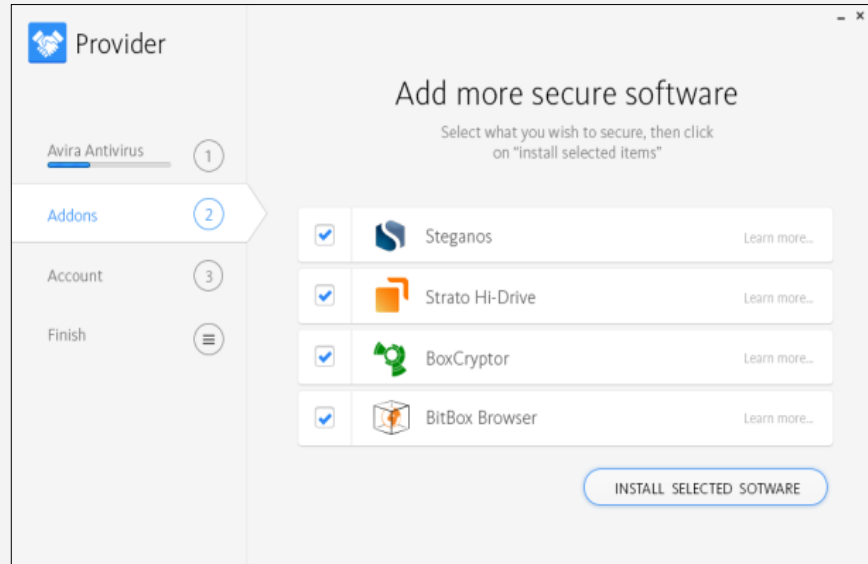
# Avira Provider



Installation starts



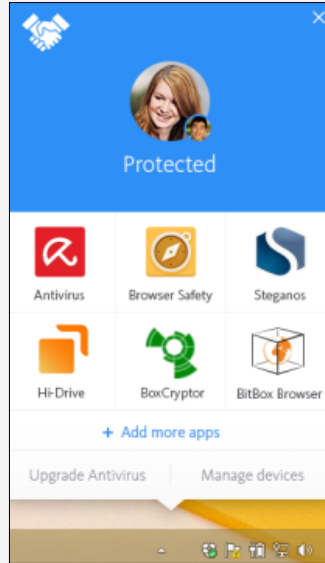
# Avira Provider



Selection of packages



# Avira Provider

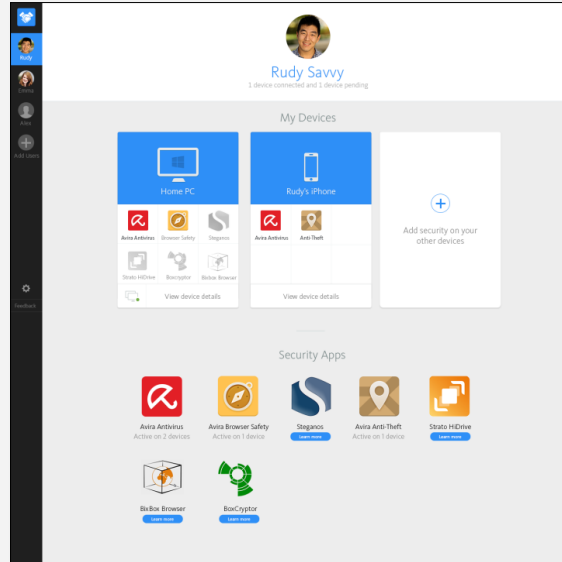


Protected – overview





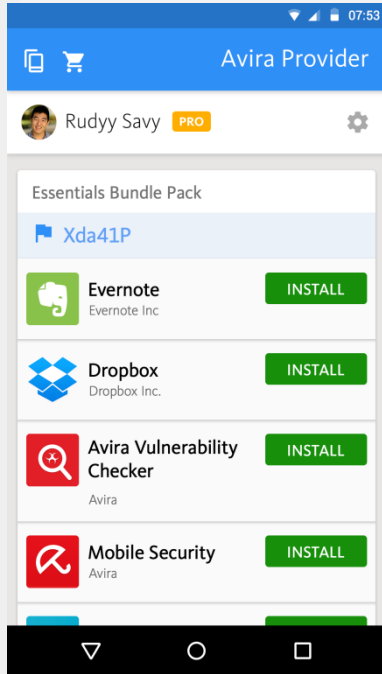
# Avira Provider



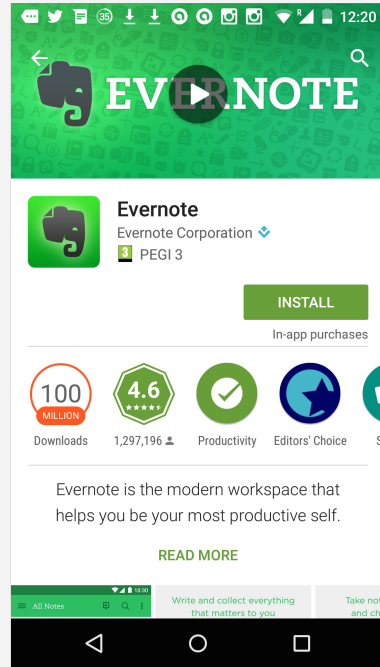
My Devices



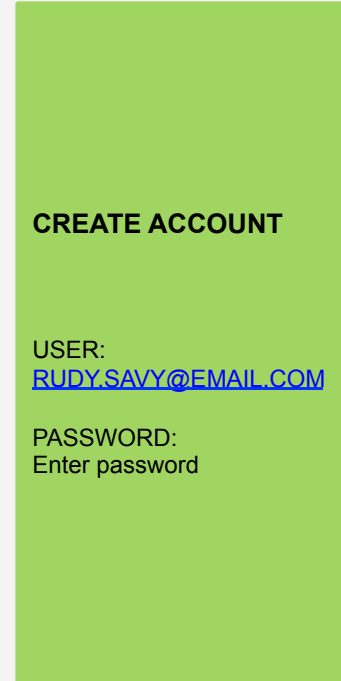
# Installing apps from Launcher



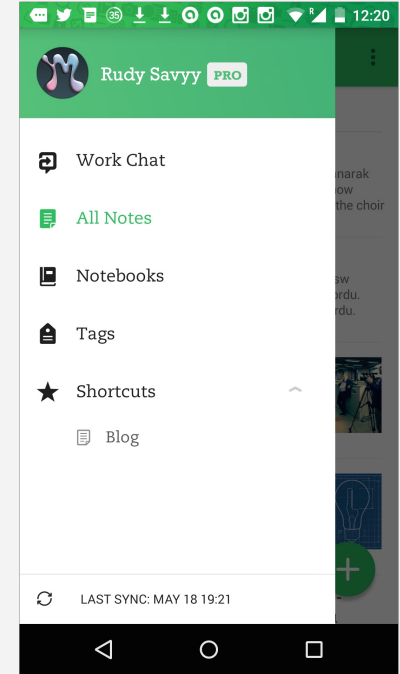
Choose the app



Google Play / iOS



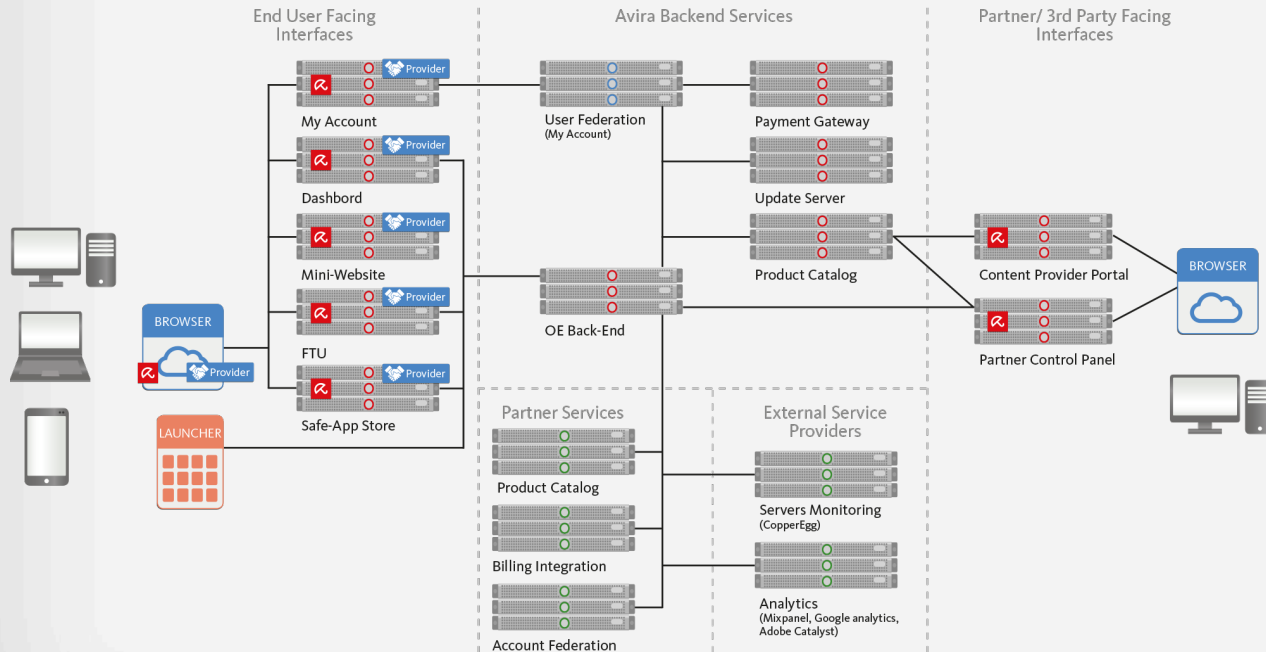
Login screen  
(email prefilled)



Premium account  
activated



# Solution Architecture



1. Multiple end user interfaces
2. Simple partner solution setup
3. Easy customization
4. Low maintenance effort
5. No hosting required
6. Service provider model
7. Apps/Software catalog
8. APIs for each service
9. Free/Premium products support
10. Payment processing
11. Partner control panel.



# Deutsche Telekom – Example



# Deutsche Telekom Launcher

The screenshot shows the Deutsche Telekom Launcher interface during an installation phase. On the left, a navigation sidebar contains three items: 'Welcome' (step 1), 'Avira SafeSearch' (step 2), and 'Finish' (current step, highlighted in red with a hamburger menu icon). The main area is titled 'Installs in progress!' and contains a list of products with hourglass icons indicating their status: 'Free Antivirus' (in progress), 'Online Shield VPN' (in progress), 'HiDrive' (in progress), 'Boxcryptor' (in progress), 'Browser in the Box' (in progress), and 'Avira SafeSearch' (completed, marked with a checkmark). A 'START TELEKOM' button is visible at the bottom right of the main area. A floating window in the foreground displays the Deutsche Telekom logo, a user profile icon, and the word 'Protected'. Below this, a grid of application icons is shown: 'Free Antivirus', 'Online Shield VPN', 'Browser in the Box', 'HiDrive', 'Boxcryptor', and 'Browser Safety'. At the bottom of the floating window are 'Upgrade' and 'Manage devices' options. The Windows taskbar at the bottom shows the system tray with icons for language (DE), the Deutsche Telekom logo, and various system utilities.





**Thank You**