Secure Consumer

Protect subscribers from phishing, viruses, ransomware and malware

Akamai SPS Secure Consumer protects households from online threats, including phishing, ransomware, viruses, and all types of malware, to shield them from identity and financial theft. Network-level technology enables online content filtering and usage monitoring that is precise and powerful, yet simple to use. Service providers can build trust and inspire loyalty by providing advanced cyber threat protection for subscribers on all service provider networks, including fixed-line, mobile, and Wi-Fi hotspots.

Quickly offer cloud-based protection backed by data science

Traditional client-based security products are offered by almost every service provider — but most have significant limitations such as long download times, an inability to protect all household devices, and lack of protection against fast-changing threats — resulting in low adoption.

Secure Consumer offers features that subscribers desire in a solution that is simple for providers to deploy because it leverages a core networking asset — the DNS — and is easily integrated into a service provider's infrastructure. It's backed by the Akamai Data Science team, which analyzes 100 billion DNS queries every day to neutralize threats and stream threat intelligence faster than most security solutions on the market.

Provide unparalleled, proactive, 24/7 cyber threat protection

By protecting every household member from unwanted and inappropriate content on all networks and every Internet-connected device — including laptops, smartphones, tablets, DVRs, game consoles and TVs — providers can increase brand loyalty and increase revenue. Offer it as a free add-on for valued customers or package it as a safety bundle with parental controls.
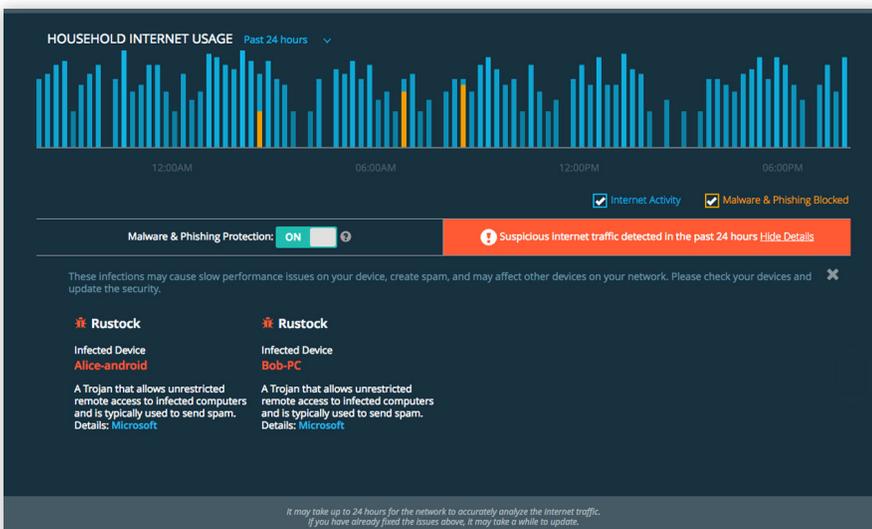
KEY FEATURES

- Delivers fast time-to-market while reducing total cost of ownership.

- Backed by Akamai Data Science, which analyzes 100 billion DNS queries daily to avert cyber threats.

- Protects all connected devices across networks including fixed, mobile, and Wi-Fi hotspots.

- Enables "one-click" protection without client software.

- Allows content filtering for each member of the household.

- Helps parents manage screen time with homework and bedtime settings.

- Live dashboard provides details on all blocked malware, Internet usage and infected devices.

Secure Consumer is a real-time, customizable subscriber dashboard with threat information so that subscribers understand the value of protection.
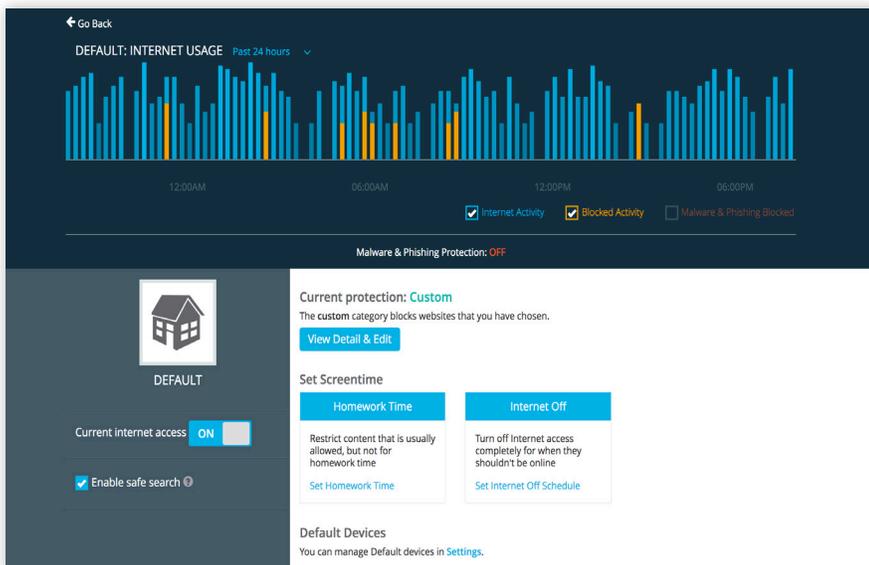
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Cyber threats continue to evolve, negatively impacting more and more subscribers. Threats like ransomware, which encrypts a subscriber's files and holds them for ransom, can inflict millions of dollars in damages. Secure Consumer protects subscribers proactively, before an infection occurs, by blocking malicious sites, including sites used for phishing. In the event of an infection, it can prevent further damage by blocking Command and Control (C&C) server communications used by botnets. When such malicious sites are suspected, subscribers are directed to a provider-branded landing page with a description of why the website was blocked.

Secure Consumer provides a "closed loop" solution to protect subscribers by detecting infected devices, mitigating attacks, notifying subscribers of infections through in-browser messages, directing them to self-help tools, and further preventing them from accessing phishing and malware sites. It includes a limited license for Akamai Reach, which allows service providers to automatically alert infected subscribers through in-browser notifications that typically reach 90% of target audiences within the first 24 hours of sending.

Device detection eases configuration woes

The solution automatically detects devices as they enter the network to save time and avoid configuration hassles. A simple registration process (involving a 4-digit access code) ensures that there are no conflicts between two similar devices.

These key features, along with a simple-yet-powerful user interface, result in high adoption and high satisfaction ratings.

Secure Consumer is a highly scalable solution that can support millions of subscribers and their devices. APIs allow integration with CRM or other systems and enable easy implementation while eliminating the need for device/client-level software installation, configuration, and maintenance by subscribers. A white-label solution, it can be customized to reflect your unique brand.

A "closed loop" approach provides unparalleled threat detection and mitigation, subscriber notification, and prevention of recurrence.

Powerful, precise online parental controls

Secure Consumer offers a simple way for parents to set rules for content category blocking, homework, and bedtime for each family member. Parents save time and avoid the hassle of setting and updating restrictions on routers or individual devices with network-based controls:

- *Set up personalized profiles for each household member or have one simple policy for the entire household.*
- *Use preset, age-appropriate filters or set filters by category (e.g., social media, file sharing, gaming sites).*
- *Blacklist and whitelist specific websites.*
- *View accessed, inappropriate, and unsafe sites blocked.*
- *Make on-the-fly changes to content preferences.*

Akamai provides 30 categories of websites where more than 100 million URLs and sites are classified; new entries are added, updated, or deleted on a daily basis. Controls are accessible from anywhere via a simple web page or a service provider's subscriber portal or app.