MOBOLIZE Use Case: A SmartVPN® Makes the Difference

Smart Wi-Fi Security Can Attract and Retain Mobile Users While Traditional VPNs Increase Costs and Irritate Users

Today's Challenge

With more than 70% of data consumed on the mobile device being conducted over Wi-Fi networks, the threat of hackers gaining access to users' data when using their devices is huge and growing. The answer is a VPN, which has disadvantages of quickly consuming battery power and breaking apps. That's because traditional VPNs are always on even when users are on cellular networks or the device isn't being used. They also encrypt everything, even data that is already encrypted. That means encrypted sites like Netflix or Hulu won't work because they're sensitive to being re-routed given place-shifting concerns. The result is broken apps and unhappy users.

Our Solution

Secure powered by SmartVPN® is different. Resident on the device, it fully protects the round trip of data moving to-and-from the device, apps and web servers. But it's smarter than traditional VPNs. SmartVPN® automatically detects when a user joins a Wi-Fi network, then seamlessly turns on. It encrypts only data that is unencrypted, so apps like Netflix and Hulu continue to work. That means users can use all the apps and sites they want, and be safe using any Wi-Fi network. When a user disconnects from Wi-Fi, the SmartVPN® turns off, maximizing battery life. The benefits of keeping users' Wi-Fi data traffic safe with a good user experience adds up to a differentiating security solution that can help attract and retain customers, increase revenue and/or reduce cost.

At-A-Glance

- The need for Wi-Fi security starts at the device. Data is unsecure between the device and the router, even if password "protected."

- Automatically turns on and off as it detects a Wi-Fi network, saving device battery life. Traditional VPNs are always on and heavily affect battery life.

- Only encrypts unencrypted traffic (HTTP), which means users are always protected while maintaining access to encrypted (HTTPS) sites like Netflix and Hulu. Traditional VPNs encrypt all traffic, even already encrypted sites. Result: they break apps, so users can't watch favorite programs.

- HTTPS traffic is 70%–80% of data usage This means the amount of traffic being managed by Mobolize's SmartVPN is significantly less that that of a traditional VPN, which has a big impact on cost.

- Business Impacts:
    1. Enhance customer satisfaction and loyalty which helps increase Customer Lifetime Value (CLV.)
    2. Increase ARPU – Smart Wi-Fi security can be delivered as a standalone app or integrated into an existing app, such as a Care App, to provide a differentiating value-added service.
    3. Contextual alerts promote high user attach rates and ongoing reminder of subscriber value.
    4. Security inserts offload to Wi-Fi and ensure users are always protected.