



FancyFon Takes the Complexity out of Protecting Enterprise Mobile Devices with Webroot



AT A GLANCE

Vertical: Mobility Management Provider
 CEO: Bartosz Leoszewski
 Webroot Licenses: 18,200

BEFORE

- Customer demand for protection against viruses
- FancyFon had to distinguish itself in a very competitive industry
- There was no fully integrated solution available to meet their timeframe and requirements

AFTER

- Integrated Webroot® Security Intelligence for Mobile Suite to differentiate FancyFon in the market
- Ability to create policies and control mobile applications, and fully integrate the solution within their deadline
- Significant number of sales completed due to partnership with Webroot

Background

FancyFon is a trusted mobility management provider for the enterprise, which helps businesses remotely control, manage and secure their diverse mobile infrastructures. FancyFon’s main platform, FAMOC™ delivers comprehensive security and management for applications, documents, email, and devices. In addition, FAMOC provides real-time centralized control of smartphones and tablets across all major operating systems (including iOS®, Android™, BlackBerry® and Windows® devices) either as a hosted or as an on-site solution. FancyFon customers include service providers, large enterprises and government organizations in Europe, Latin America and the United States.

The Challenge

In the competitive mobile management market, FancyFon was looking to differentiate its services from larger and more established players. With security at the forefront of its business, the company needed a solution that would effectively protect its customers’ mobile users, without compromising their mobile experience. This included adding another layer of protection by addressing the security risk created by the proliferation of malware and malicious and unwanted mobile apps on the market.

“Our FAMOC system relies on different defense mechanisms to protect sensitive corporate data,” said Bartosz Leoszewski, CEO of FancyFon. “We found that existing security solutions were falling short and not meeting the demand for a robust, truly layered security solution for devices. This was particularly true of Android - given the rapid spread of malware on this platform.”

The Solution

FancyFon underwent a comprehensive review in order to find the best solution to meet its security requirements and the needs of its customers. After consulting with traditional signature-based security vendors, including Symantec and McAfee, FancyFon chose the Webroot® Security Intelligence for Mobile Suite, powered by the Webroot Intelligence Network™ services. This decision was made due to its unique cloud-based architecture, speed and flexibility to more efficiently address potential malware infections, plus the seamless integration experience it offered customers.

“We had to make our security offering unique, so instead of focusing on devices alone, we looked at the use of applications and the enterprise data they connect with. We needed a solution that was as effective but offered additional capabilities not available from other security providers.”

Bartosz Leoszewski
 CEO, FancyFon

“The out-of-box security solution expands the set of unique features for Android devices, including in-depth security management and remote access to devices screen and keyboard.”

Bartosz Leoszewski
CEO, FancyFon

Unlike other security solutions, the Webroot Security Intelligence for Mobile Suite provides a perfect balance of simplicity and robust features. Webroot’s ability to run seamlessly alongside other programs was incredibly important and a feature that heavily influenced the final purchase decision. In addition, the solution was designed to easily integrate with mobile device management (MDM) systems, which made the application and integration of the service quick and easy for FancyFon and its customers. It was also deployable in minutes due to its open API architecture – something other competitors could not match.

“We were really looking for a solution that could be deployed easily and quickly without losing any of its effectiveness,” said Leoszewski. “When we approached Webroot, they offered a much shorter deployment time than any other vendor. The Webroot Security Intelligence for Mobile Suite also extends FancyFon’s comprehensive MDM platform with best-of-breed and out-of-box antivirus protection. The synergy of the two solutions empowers IT to provide the ultimate data security for Android devices that are proliferating across corporate environments and being heavily targeted by hackers.”

Leveraging the Webroot Security Intelligence for Mobile Suite affords FancyFon superior app reputation, antivirus protection, URL filtering, and secure browsing, without slowing down or disrupting the end user. It extends FancyFon’s comprehensive MDM platform that enables organizations to secure, administer and monitor mobile assets from a single point of control. By leveraging Webroot Mobile App Reputation as part of the suite, FancyFon further differentiates itself by enabling its customers to keep their end user devices safe and compliant with company policies. With reputation-based policies based on a six-tiered scoring band including trustworthy, benign, moderate, suspicious, unwanted, and malicious, FancyFon customers don’t have to rely on overly-simplistic “good” or “bad” classifications offered by other app reputation services.

Results

Since working with Webroot, FancyFon has fully integrated the solution into its current offering and is in the process of upgrading existing customers. Powered by Webroot, the FAMOC solution automatically scans applications for viruses, spyware and Trojans, blocking threats before they have a chance to compromise the device or data. Customers can now also allow or block mobile apps based on the company’s security policies tied to app reputation scores.

With the Webroot Security Intelligence for Mobile Suite, FancyFon has secured substantial new business orders because of the partnership with Webroot. The two companies are also working closely on a number prospective business projects.

“The partnership with Webroot has given FancyFon a strong competitive advantage over rivals that don’t offer malware and AV protection, it’s given our customers the benefit of an added layer of security, and it’s given us an opportunity to stand out in this incredibly competitive market,” concluded Leoszewski.

About Webroot

Webroot is bringing the power of software-as-a-service (SaaS) to Internet security worldwide with its suite of Webroot SecureAnywhere solutions for consumers and businesses, and security intelligence solutions for enterprises and technology partners focused on cyber-security. For more information, visit <http://www.webroot.com> or call 800.772.9383.

World Headquarters

385 Interlocken Crescent
Suite 800
Broomfield, Colorado 80021 USA
800 772 9383

Webroot International Ltd.

6th floor, Block A, 1 George’s Quay Plaza
George’s Quay, Dublin 2, Ireland
+44 (0)870 1417 070

Webroot APAC

Suite 1402, Level 14, Tower A
821 Pacific Highway
Chatswood, NSW 2067, Australia
+61 (0) 2 8071 1900