TDS protects customers from growing mobile malware threat
With concerns about security on the rise, TDS Telecommunications introduced Hacker Alert. Powered by Nokia NetGuard Endpoint Security, Hacker Alert monitors the network and detects malicious traffic coming from various devices. It proactively alerts customers to the presence of malware and helps them remove it. It is TDS’s fastest selling value-added service and second most popular premium service. Now, TDS has introduced the Nokia-powered Hacker Alert app for Android OS, which helps customers mitigate malware infections on their Android mobile devices.
Key stats

91 percent of mobile users worry about security

14 percent of homes are infected by malware

1.5 hours – average customer support time to remove malware
About TDS Telecom

TDS Telecom (TDS®), a wholly owned subsidiary of Telephone and Data Systems, Inc., is the seventh largest local exchange telephone company in the U.S. and a growing force in the cable industry. TDS provides 1.2 million connections to high-speed internet, phone, and TV entertainment services in more than 150 rural, suburban, and metropolitan communities. For residential customers, TDS deploys 1Gig internet access, IPTV service, cable TV options, and traditional wireline services. The company offers businesses advanced solutions, including VoIP (managed IP hosted voice), high-speed internet, fiber optics, data networking, and hosted-managed services.

TDS Telecom, headquartered in Madison, Wis., operates OneNeck IT Solutions LLC, TDS Baja Broadband LLC, and BendBroadband. Combined, the company employs more than 3,400 people.

For more information visit www.tdstelecom.com or tdsbusiness.com.

Challenge: Rising malware threat

As more people use smartphones to handle sensitive data, the risk of a security breach naturally increases, and that’s worrying for many users. A recent Nokia survey found that 91 percent of mobile users are concerned about security. And, if they did suffer an attack, 47 percent say they would switch operator.

The presence of malware on mobile devices is rising and now causes 60 percent of infections in the mobile network. Not surprisingly, this is a big concern for operators. TDS Telecommunications is well aware of the issues that malware can cause, having experienced a significant increase in the number of security related calls from customers as well as in the time required to remove malware from customer devices - resulting in growing costs for the business.

At the same time, TDS Telecommunications was looking to generate more revenue and enhance customer loyalty by offering value-added services.

Solution: Extended TDS Hacker Alert Service

To combat the rising impact of security related instances and costs on their business, TDS Telecommunications introduced its Hacker Alert value-added service. Powered by Nokia NetGuard Endpoint Security, TDS Hacker Alert monitors the network and detects malicious traffic coming from various devices. It proactively alerts customers to the presence of malware and helps them remove it.

While TDS thought the service would do well, it was surprised by the overwhelming response: Hacker Alert quickly became TDS’s fastest selling value-added service. It became the US operator’s second most popular premium service.

TDS Hacker Alert looks for malware, analyzes the impact and determines the right counter measures. Instead of waiting to see the effects of malware, Hacker Alert customers are proactively alerted to the threat and advised on how to remove the infection from their devices.
devices. Customers like this so much that the service has a 96 percent retention rate.

Having initially introduced the Hacker Alert service in 2012, TDS Telecommunications followed up its success by extending the service in 2016 to include the Hacker Alert app for Android OS. Now, customers can extend protection to their Android devices, with the powered-by-Nokia multi-featured security app. Subscribers simply download the free app on their devices to gain protection.

**Nokia contribution: Enabling TDS to secure devices**

Nokia NetGuard Endpoint Security is embedded in the TDS network where it continuously monitors the network and detects malicious traffic coming from devices. While some malware can evade client-based anti-virus protection, it cannot modify the network communication patterns that NetGuard Endpoint Security monitors.

The solution analyzes all infections and their impact on customers and the network to enable the right countermeasures within the shortest possible time. It then alerts the affected customers and guides them on how to remove the malware.

Nokia deployed the complete NetGuard Endpoint Security solution, including the network intrusion detection system, the alert reporting system and a consumer remediation portal. The project also included integration of the solution with other TDS tools and single sign on (SSO) system, portal rebranding and support for the marketing and launch of the TDS-branded Hacker Alert service to customers.

**Hacker Alert is a clear differentiator for TDS**

Before Hacker Alert was introduced in summer 2011, 88 percent of non-service, billing or hardware-related calls to TDS customer care were about malware. On average, each call took 11 minutes to diagnose and 1.5 hours to remove the infection, resulting in frustrated customers and rising costs for TDS.

After the introduction of Hacker Alert, 83 percent of customers that follow basic recommendations for malware removal, which led to 40 times fewer IT tickets compared to client-based anti-virus. Hacker Alert was also highly thought of by TDS customers, with 84 percent rating the service as ‘good’ or ‘excellent.’

The service has been a clear differentiator for TDS by improving customer satisfaction, generating new revenue, and cutting support costs by removing malicious traffic from the network and reducing the duration of calls handled by the customer support center.
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With state-of-the-art software, hardware and services for any type of network, Nokia is uniquely positioned to help communication service providers, governments, and large enterprises deliver on the promise of 5G, the Cloud and the Internet of Things. http://nokia.com

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