

A hand holding a smartphone with a blue screen. The screen displays the Guardsquare logo, which consists of a stylized 'G' and an 'X' made of blue and white geometric shapes. The phone's status bar at the top shows '4G', '72%', and '14:24'.

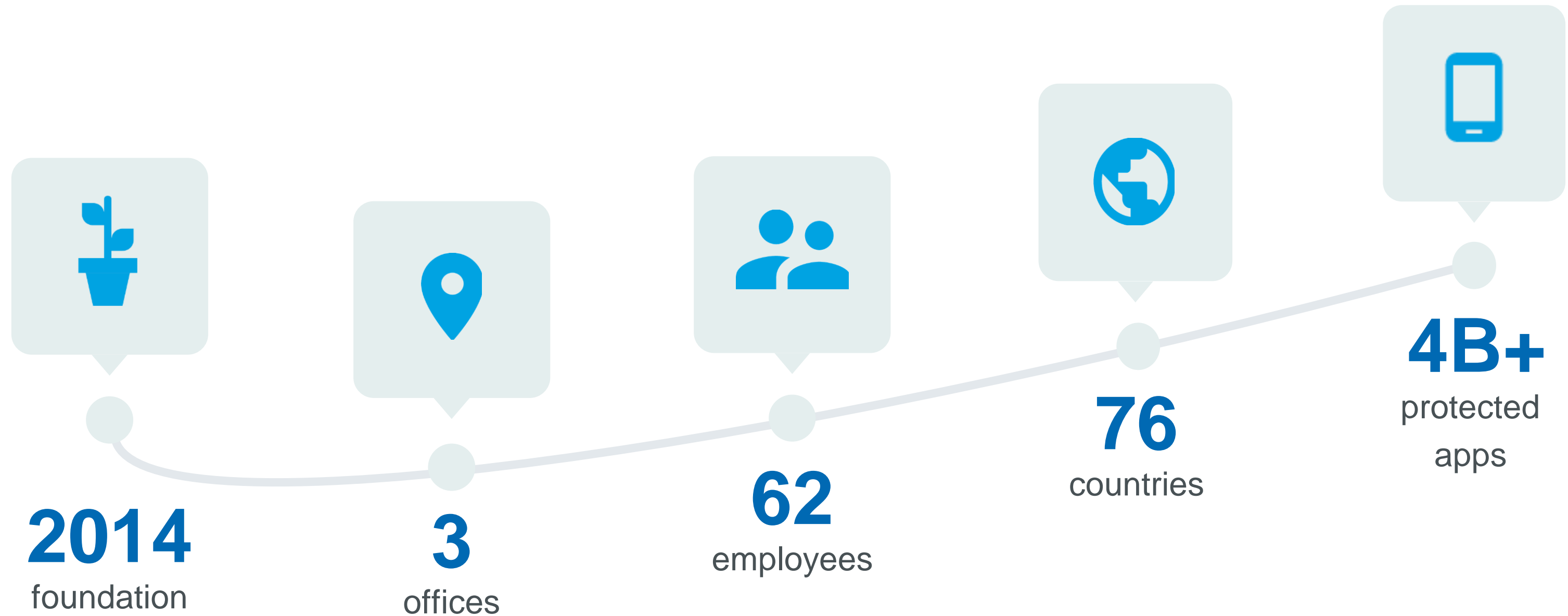
Deliver the ultimate app experience

The global reference
in mobile application protection



GUARDSQUARE
Mobile application protection

Global market leader



The race for customer **loyalty** is on


And **mobile**
is becoming
the vehicle

Traffic push:
51% of all traffic¹

Transactions push:
58% of all transactions²

Usage push:
200% more time vs desktop³

To win the race,
an outstanding
**customer
experience** is key



You'll be a loyalty leader in your market

Life-time value will be 6-14% higher than detractors

You'll be sustainably profitable

You'll grow revenue 8% faster than the 'others'

Not delivering an ideal customer experience means *Trouble*

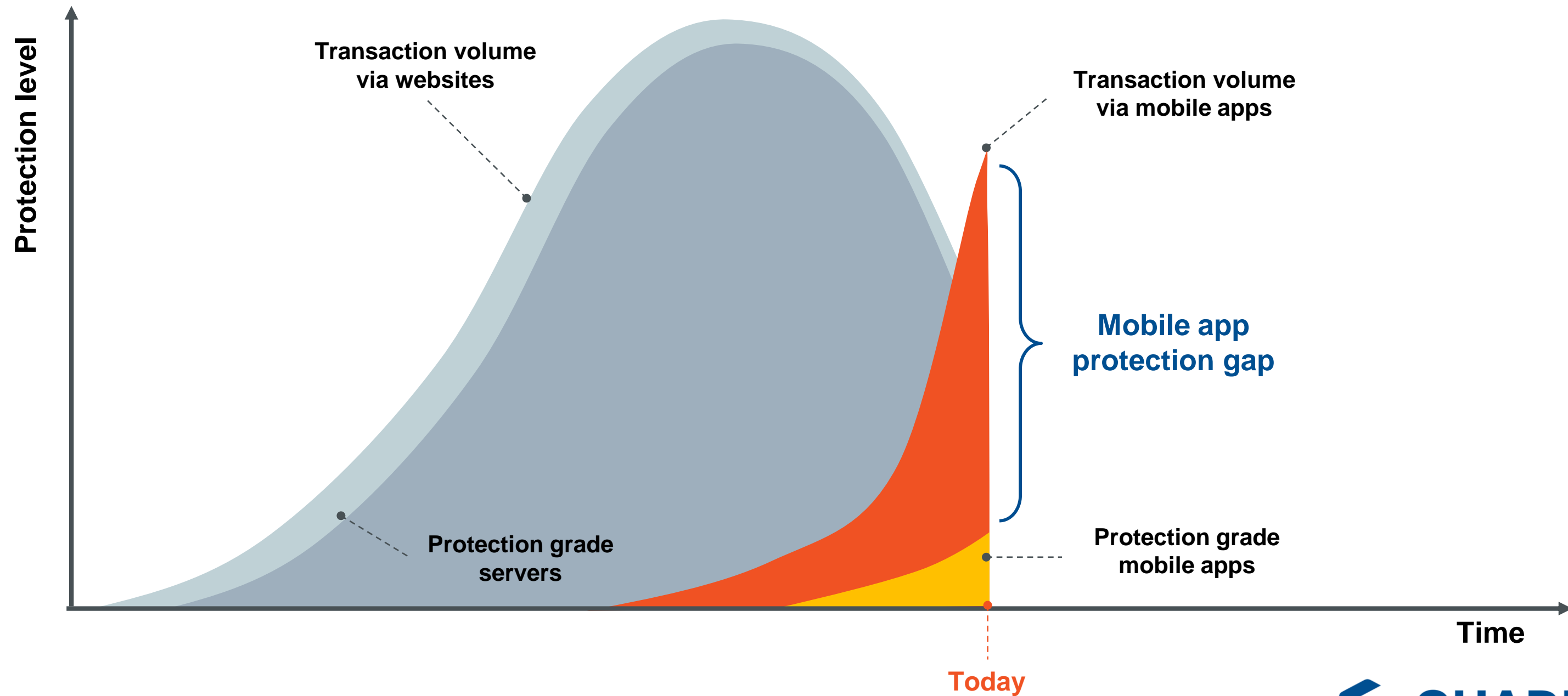
Not **smooth** enough

Not **fast** enough

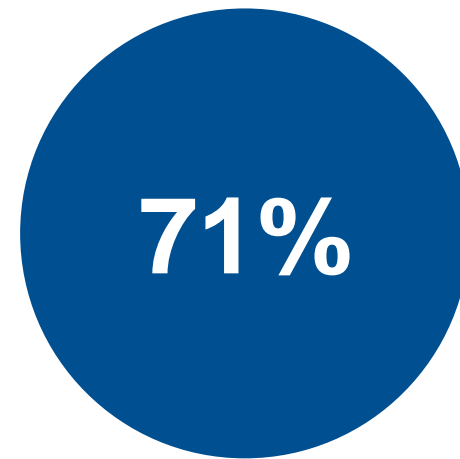
Not **secure** enough

One moment
could destroy years of effort¹

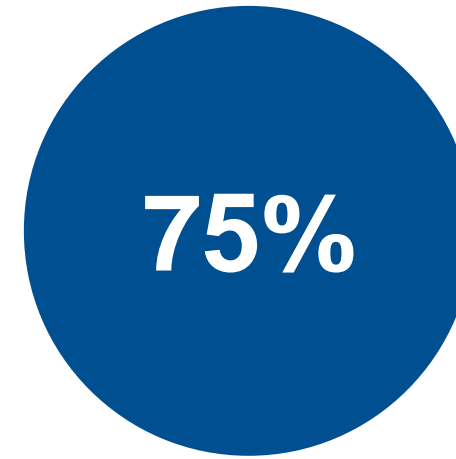
What's happening in reality



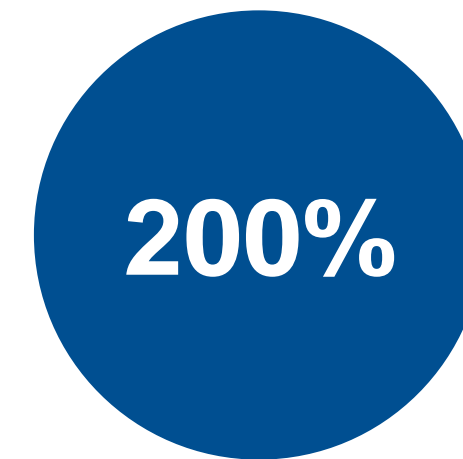
It's not *IF*,
but *WHEN*
you breach
trust and
break loyalty



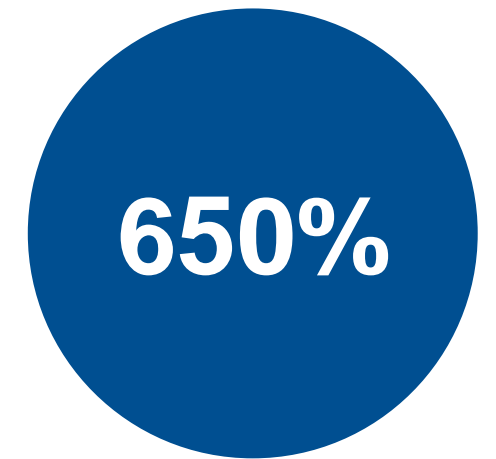
of all fraud
is mobile¹



don't pass the
most basic
security test²



increase in
financial trojans in
last half 2018³



increase of fake
apps the last half
of 2018⁴

It happens everywhere⁵



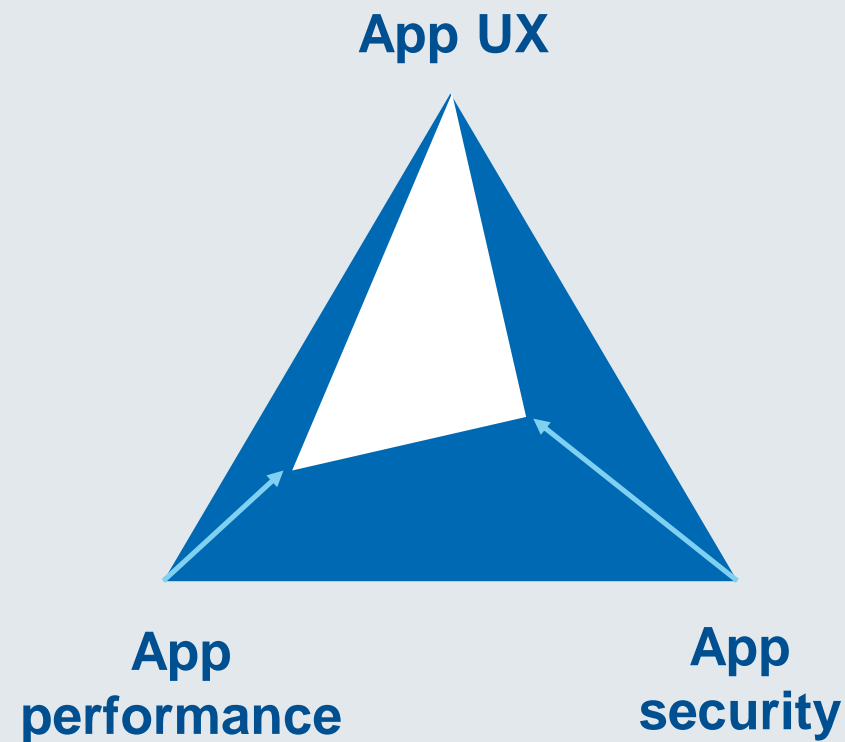
It happens to the best⁶



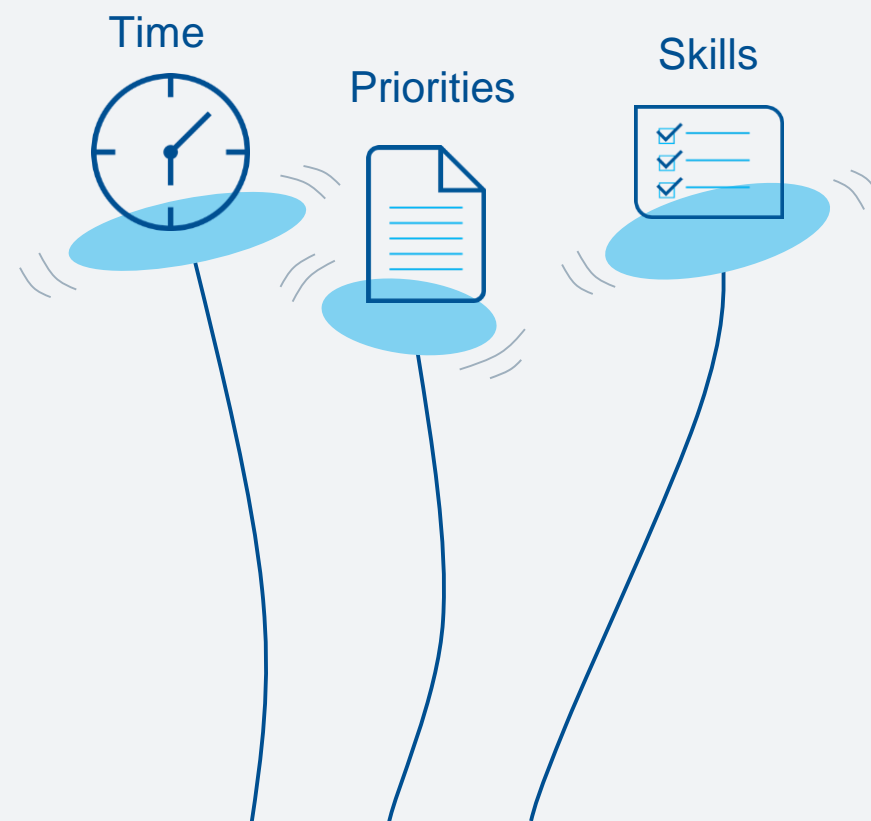
Source: ¹Symantec, ²entrepreneur.com, ³eweek,
⁴McAfee, ⁵LexisNexis, ⁶securityboulevard.com

So why?

...the balance
is broken



It's because of
juggling...



























...which just gets
worse and worse

UX
gets harder and harder

App size
gets bigger and bigger

Security risk
gets broader and broader

Various approaches are available

	 DIY "I think it's safe"	 Wrappers "A lock on the door"	 Static or dynamic "It's hard to re-engineer"	 Multi-layer "It's virtually unbreakable"
Impact on time to market				
Impact on app size				
Impact on app speed				
Impact on compliance				
Impact on protection				

**However,
all with
compromises**



**Stop the
compromise**



Deliver the ultimate
app experience

***Uncompromised UX,
speed and protection***



Stop compromise #1: from half protected to **premium security**



From
reactive to
proactive
protection

1+1=3
strength

Makes
previous
attempts by
hackers
useless

Works both
on/offline

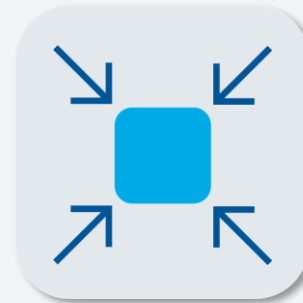
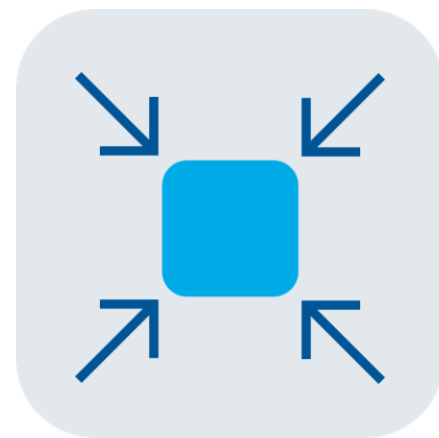
- Static & dynamic protection
- Polymorphic protection
- Android/iOS OS version agnostic
- Self-contained

“ Ongoing research
by our large
security team
illustrates
Guardsquare
remains the best
solution out there. ”

**A major credit
card company**



Stop compromise #2: from larger and slower to **smaller and faster apps**



Increases
download
complete rates

Reduces
app deletion

Reduces
transaction
canceling

Feels more
responsive

- Shrinks app up to 70% (Android)
- Speeds up app performance up to 20% (Android)
- Self-contained

“ On top of the 10mb we saved with ProGuard, we got another 7mb in size saving through DexGuard. That’s huge. ”

A leading hospitality company



Stop compromise #3: from being constraint to **building on your terms**



You decide
what to protect
and how

You can
create the
optimum of
security/
speed/size

Low friction
onboarding &
ongoing use

No
dependency
on external
consultants

- Seamless upgrade from ProGuard
- High flexibility to tweak
- Strong support back-up & documentation
- Easy integration /maintenance
- Self-contained

“ We need the flexibility to make the optimal choice between security, performance and size i.e. protect the right assets at the right place. With Guardsquare we can.

”

**A global
technology and
security company**

Act before the line breaks

Close the app experience gap

Thrive in CX

Peace of mind

Grow revenue
& relevance

Thank you

✉ helloworld@guardsquare.com

🔗 www.guardsquare.com