

Allot Logo

## Allot Research Aids CSPs in Combating Phishing

July 23, 2019

### Report Details Phishing's Global Economic Impact on Individuals and Businesses

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Allot Ltd. (NASDAQ: ALLT) (TASE: ALLT), a leading global provider of innovative network intelligence and security solutions for service providers and enterprises worldwide, today, released its latest Telco Security Trends Report. Employing proprietary and third-party industry research, the report explores the growth of phishing attacks, their financial implications and critically, how CSPs can help address this rising threat. Key findings of the report include:



**Phishing is a growing pain point for individuals, businesses and CSPs.** Consumers are the main targets of these attacks, and they are calling for better security for their data and financial information. Our research shows that they are right to be concerned. *Our data showed that during Q1 2019, 7 million European mobile subscribers were protected, by their communications service providers, on average from 20M phishing attacks a month.*

**Phishing is a billion-dollar global industry.** *Our research revealed that over a 3-month period, Phishing represented 35% of activated protections among customers subscribed to a CSP-based security service. Adware ran a close second with 34%. This was in addition to anti-malware, ransomware and crypto-jacking protections for customers subscribed to a CSP-based security service.*

#### **CSPs have an opportunity to mitigate phishing attempts**

- Even though phishing is technically dependent on what sources internet users choose to trust, CSPs can proactively protect their subscribers from phishing.
- CSPs can take an Educate, Warn and Secure approach to protecting their customers from on-line criminals.
- Phishing protection presents an opportunity for CSPs to differentiate themselves and create unique revenue opportunities while protecting innocent Internet users.

"Over the years, CSP subscribers have been both direct and indirect victims of phishing, and it is now time to act," said Hagay Katz, VP Strategic Accounts, Cyber Security at Allot. "Today, hackers are adept at scamming users into divulging their personal and confidential information by manipulating elements of human nature like greed, fear and hope. With a proactive approach of educating customers about phishing, alerting customers to current, local phishing campaigns, and implementing anti-phishing technology to protect them at the network level, CSPs can not only gain consumers' trust but also generate new revenue opportunities for themselves."

For the complete report, please visit:

[http://info.allot.com/04-Telco-Smart-Trends-Report--Phishing--Q3-2019\\_TST-Phishing--Q3-LP.html?utm\\_source=pr&utm\\_medium=globenewswire&utm\\_campaign=phishing\\_tst\\_report\\_july\\_19](http://info.allot.com/04-Telco-Smart-Trends-Report--Phishing--Q3-2019_TST-Phishing--Q3-LP.html?utm_source=pr&utm_medium=globenewswire&utm_campaign=phishing_tst_report_july_19)

#### **Allot**

Allot Ltd. (NASDAQ, TASE: ALLT) is a provider of leading innovative network intelligence and security solutions for service providers worldwide, enhancing value to their customers. Our solutions are deployed globally for network and application analytics, traffic control and shaping, network-based security services, and more. Allot's multi-service platforms are deployed by over 500 mobile, fixed and cloud service providers and over 1000 enterprises. Our industry-leading network-based security as a service solution has achieved over 50% penetration with some service providers and is already used by over 21 million subscribers in Europe. Allot. See. Control. Secure. For more information, visit [www.allot.com](http://www.allot.com).

**Additional resources:**

- Download the Allot Telco Security Trends Report: [http://info.allot.com/04-Telco-Smart-Trends-Report--Phishing--Q3-2019\\_TST-Phishing-Q3-LP.html?utm\\_source=pr&utm\\_medium=globenewswire&utm\\_campaign=phishing\\_tst\\_report\\_july\\_19](http://info.allot.com/04-Telco-Smart-Trends-Report--Phishing--Q3-2019_TST-Phishing-Q3-LP.html?utm_source=pr&utm_medium=globenewswire&utm_campaign=phishing_tst_report_july_19)
- Phishing Webinar Link: <https://www.youtube.com/watch?v=zOdeqNGfZi4&feature=youtu.be>
- Allot Blog: <https://www.allot.com/blog/>
- Follow us on Twitter: @allot\_ltd
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For more information, visit: [www.allot.com](http://www.allot.com).

**Forward-Looking Statement**

This release may contain forward-looking statements, which express the current beliefs and expectations of Company management. Such statements involve a number of known and unknown risks and uncertainties that could cause our future results, performance or achievements to differ significantly from the results, performance or achievements expressed or implied by such forward-looking statements. Important factors that could cause or contribute to such differences include risks relating to: our ability to compete successfully with other companies offering competing technologies; the loss of one or more significant customers; consolidation of, and strategic alliances by, our competitors, government regulation; lower demand for key value-added services; our ability to keep pace with advances in technology and to add new features and value-added services; managing lengthy sales cycles; operational risks associated with large projects; our dependence on third party channel partners for a material portion of our revenues; and other factors discussed under the heading "Risk Factors" in the Company's annual report on Form 20-F filed with the Securities and Exchange Commission. Forward-looking statements in this release are made pursuant to the safe harbor provisions contained in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are made only as of the date hereof, and the company undertakes no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise.

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