

# Lookout Personal, Lookout for Small Business, and Lookout Mobile Endpoint Security

## What's the difference?

Lookout takes a mobile-first approach to security. We secure mobility for the world's largest enterprises, the highest levels of government, hundreds of thousands of small businesses, and tens of millions of individuals worldwide.

Products	Best for...
<b>Phishing and Content Protection</b>	Any organization that wants to protect users from phishing attacks and provide compliance for specific web content.
<b>Mobile Endpoint Security for Threats</b>	Organizations with IT and security teams that desire insight into sensitive use of mobile devices with protection from app, device and network-based threats.
<b>Mobile Endpoint Security Comprehensive</b>	All the protections of Threats, plus deep insight and control for mobile app risks and device vulnerabilities, particularly for compliance reporting.
<b>Lookout for Small Business</b>	Sold by Mobile Network Operators to businesses without dedicated IT or security staff that need visibility and assurance that the mobile devices employees are using for work are secure.
<b>Lookout Personal</b>	<ul style="list-style-type: none"> <li>• Mobile Network Operators that want to provide mobile cybersecurity to individual subscribers.</li> <li>• Individual users that want to secure and protect their personal devices and digital identities.</li> </ul>

## Mobile security

Lookout Personal provides comprehensive mobile security for Android and iOS devices for consumers, downloaded from official app stores. Lookout for Small Business is an offering sold by Mobile Network Operators, for organizations lacking IT, but still needing visibility and assurance that the devices employees are using are secure. Lookout Mobile Endpoint Security provides enterprises with visibility into threats with the ability to manage risks when embracing mobility in the workplace.

	Lookout Personal	Lookout Mobile Endpoint Security			Phishing and Content Protection
	Premium	Lookout for Small Business	Mobile Endpoint Security for Threats	Mobile Endpoint Security Comprehensive	
<b>App-based threat protection</b>					
Malware: backdoors, trojans, spyware, ransomware	✓	✓	✓	✓	
Rookits	✓	✓	✓	✓	
Riskware: adware, spam, chargeware		✓	✓	✓	
Sideloaded apps		✓	✓	✓	

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<b>Device-based protection</b>					
Jailbreak detection	✓	✓	✓	✓	
Root Detection	✓	✓	✓	✓	
Advanced compromise detection		✓	✓	✓	
<b>Device vulnerability management</b>					
Out-of-date OS	✓	✓	✓	✓	
Passcode enforcement		✓	✓	✓	
Device encryption enforcement		✓	✓	✓	
Risky device configurations				✓	
OS vulnerabilities				✓	
<b>Network-based threat protection</b>					
Man-in-the-middle attacks		✓	✓	✓	
SSL attacks		✓	✓	✓	
Rogue access points		✓	✓	✓	
<b>Data leakage control from apps that:</b>					
Access sensitive data such as calendar or contacts				✓	
Communicate with servers in foreign countries				✓	
Communicate with cloud services				✓	
Include risky or malicious SDKs				✓	
Have insecure data storage/transfer				✓	
<b>Phishing and Content Protection</b>					
Block access to phishing links across all apps	✓				✓
Block malicious servers	✓				✓
On device URL monitor	✓				✓
Configurable alerts for admins and users					✓

## Integration and management

Lookout recognizes users' mobility needs for personal and work are different. This is why Lookout Personal allows users to manage their own security and devices through a personal account. Lookout for Small Business provides a summary of mobile risks for all the devices used in an organization as well as executive level reports showing risk reduction. Mobile Endpoint Security integrates with leading IT solutions so organizations can leverage existing device and identity management tools. Designed for the enterprise, this product focuses on giving IT and security admins visibility into threats to enforce compliance, as well as create custom risk policies to maintain productivity without compromise.

	Lookout Personal	Lookout Mobile Endpoint Security		
	Premium	Lookout for Small Business	Mobile Endpoint Security for Threats	Mobile Endpoint Security Comprehensive
Dashboard summary of mobile risks		✓	✓	✓
Exec-level reports showing risk reduction		✓	✓	✓
Conditional access to enterprise resources			✓	✓
EMM integration			✓	✓
SIEM integration			✓	✓
API integration			✓	✓
Admin single sign on			✓	✓
Role based access control			✓	✓
Group-based policies			✓	✓
Custom policies for risky apps				✓
App blacklisting				✓
App upload and analysis				✓

## Remediation

Our solution has been known for achieving a 95% self-remediation rate. It helps to keep our users protected and also benefits small and large organizations with limited helpdesk tickets. In the absence of self-remediation, we also enable admins to enforce remediation thru integrations with leading MDM, MAM, and IAM platforms.

	Lookout Personal	Lookout Mobile Endpoint Security		
	Premium	Lookout for Small Business	Mobile Endpoint Security for Threats	Mobile Endpoint Security Comprehensive
Self-remediation	✓	✓	✓	✓
On device threat remediation		✓	✓	✓
MDM-based-remediation			✓	✓
MAM-based-remediation			✓	✓
IAM-based-remediation			✓	✓

## Customer support

Lookout Mobile Security customers can request standard support by email or visiting our website. Lookout for Small Business has access to support delivered by their service provider. Customers who purchase Mobile Endpoint Security will have access to 24/7 enterprise grade support with phone access and dedicated support personnel.

	Lookout Personal	Lookout Mobile Endpoint Security		
	Premium	Lookout for Small Business	Mobile Endpoint Security for Threats	Mobile Endpoint Security Comprehensive
Dashboard summary of mobile risks	✓	✓	✓	✓
Exec-level reports showing risk reduction			✓	✓