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The Most Powerful Name in Corporate News

Intelligent Cloud-based Mobile Application Analysis For Enhanced Enterprise Security

***Kevin Mullenex** – CEO*
Mi3 Security, Inc.

CEOCFO: ***Mr. Mullenex, Mi3 is the new name for the company. Why did you change the name and what is the focus of the company today?***
Mr. Mullenex: Two reasons. First, we're focused on the security aspect of analyzing apps, versus things like: anti-virus or MDM (Mobile Device Management). For us, security is not just a secure communication link, or leakage control. What we add is the intelligence that lets enterprises deploy security selectively – so it's targeted, effective and efficient. Second, we wanted to emphasize the three forms of intelligence that are at the core of our service, and that make us unique: *machine* intelligence, *meta* intelligence, and *mobile* intelligence. Those are the three "Mi"s, if you will.

CEOCFO: ***What do you understand on a fundamental level about security that perhaps others do not?***
Mr. Mullenex: From our perspective, the key element is to get beyond encrypted connections. Encryption may prevent snooping, but it doesn't deal with reputation. If I don't know who you are, and I have no information about you, I could still get ripped off, and you could still send me stuff that I did not request. The fundamental difference that we bring to the table is insight into the *reputation* of the individual, or the company, behind an app, or the reputation of the individual behind a connection, so that we can assess the potential risks – in context. It's all about context.

CEOCFO: ***Are you surprised that people in general do not pay enough attention to security in the mobile area?***
Mr. Mullenex: I think there's a general lack of understanding about what apps are doing and what users are giving up. Folks basically trust their apps, but you can't. You have to look at the permissions, and understand that you can't see everything. If you dig down deep, you'd find a lot of hidden permissions that let the application act without your knowledge. What an app does can be very egregious, in terms of accessing your contacts, emails, storage and pretty much anything on your platform. People think they're getting something for free, but the reality is not a fair exchange. Often, you're giving away the keys to the kingdom. A lot of apps leverage that information extensively, and you have no control over that.

CEOCFO: ***Who is using your services and how do they find you?***
Mr. Mullenex: We are a B2B firm, focused exclusively on the enterprise. We're not a consumer company. We already have some large customers, including a Fortune 100 financial services company, a major, US healthcare provider, and a Nation State Government, and we're adding more customers as we speak. Our sales teams drive most of our business, but we also do business through our technology partners. As for finding out about us, our website gets good traffic, and we also get attention through our professional,

social media presences, like LinkedIn, and security-related tradeshows and conferences, like BlackHat and RSA.

CEOCFO: ***Is it project by project?***
Mr. Mullenex: It is subscription based. Customers subscribe to our service on an annual contract. Pricing is based on the number of apps analyzed or the number of devices that they have in the environment.

CEOCFO: ***Do you work with the government much?***
Mr. Mullenex: Our current strategy is to work with partners who are already approved vendors or government service providers, and to work through them. As we become more successful at penetrating government accounts, we expect to work with the government directly.

CEOCFO: ***When you are talking with people that are coming to look at Mi3, do they understand the depth of what you offer?***
Mr. Mullenex: It depends. About 50% of the people you talk to have already done some research on you or your competition before they engage. So there's some awareness, but not the depth of knowledge. For example, when we analyze an app, we generate 10 megs of analysis data for every meg of application data. That's a huge resource, but you really can't experience that unless you see a demo. When they see what we can do, most companies like what they see. That's why we've launched a Free Mobile App Risk Assessment option on our website that anyone can try. All you have to do is type the name of the app, and we give you an instant report.

"What we add is the intelligence that lets enterprises deploy security selectively – so it's targeted, effective and efficient."- Kevin Mullenex

CEOCFO: ***Why pay attention to Mi3 Security?***
Mr. Mullenex: I have two daughters, 14 and 11 and a mother that is 85. They are living in a post-PC, mobile world. And I want them to be safe. That's what drives me. I want to make sure that when they – or, really, anyone – picks up a smart device and uses an application that they're not going to lose their privacy or endanger their company. That's why we built Mi3 on the kind of scalable, analytical intelligence that grows and gets smarter over time. We want everyone's apps – whether they're on a smartphone or even IoT – to be safe. We think that's a powerful and valuable proposition and that we have the technology to make it happen. That's why I think people should pay attention to Mi3. Thanks.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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