

Mobile Security Isn't Optional Anymore

# How SMBs **Can Stay Safe** in an Always-Connected World

**Building Smarter  
Mobile Security**

Quick SMB Guide



# THE THREAT Landscape

## Mobile Devices = Open Doors for Attackers

### Common threats in 2025

- Phishing via SMS or social apps
- Zero-day exploits on Android & iOS
- Data leaks from risky apps
- Malware disguised as productivity tools
- Unsecured networks & rogue Wi-Fi

**SMBs are especially vulnerable,  
often lacking dedicated security.**

# WHAT **SECURE MOBILITY** Really Means

## **End-to-End Protection Goes Beyond Antivirus**

### **True mobile security includes**

- Threat detection (MTD)
- Device management (MDM/UEM)
- Secure access (Zero Trust)
- App-level protection
- Policy enforcement and remote control

### **SMBs risk without mobile security**

- Compliance violations
- Business disruption
- Customer trust loss



# TWO PATHS FOR SMBs SECURING MOBILE DEVICES

## Choose the Right Strategy for Your Resources

### **Do-It-Yourself (In-House Approach)**

Build your own mobile protection stack using enterprise-grade tools for device management, threat detection, and secure access.

→ *Offers full control and customization, but requires internal IT/security expertise.*

### **Fully Managed (Outsourced Approach)**

Partner with a managed service provider that delivers mobile security, device lifecycle support, and policy enforcement as a turnkey service.

→ *Ideal for lean teams, distributed workforces, or businesses without dedicated IT.*

The key is aligning your security model with your internal capacity, risk exposure, and business priorities.



## DIY setup or a managed solution ?

- Do we have in-house IT/security capacity?
- How many devices do we manage?
- Do employees use personal devices (BYOD)?
- Are we in a regulated industry (HIPAA, GDPR, etc.)?
- Can we detect and respond to mobile threats in real time?

# HOW TO DECIDE

## Key Questions to Guide Your Strategy



# Mobile Security Is Business Security

- Mobile devices power your business — but they're also a top security risk.
- Protection isn't optional. It's essential for trust, compliance, and continuity.

**Build your own stack — or opt for fully managed, secure mobility with full support.**

AB Advisory Dynamics helps SMBs secure mobility—fast and without the hassle.

Let's get started →  
[abadvisorydynamics.com](https://abadvisorydynamics.com)

