Written by Marco Attard
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Following the BlackBerry 10 launch the company formerly known as RIM teams up with Trend Micro to provide customers with security against malware and privacy issues relating to 3rd party apps.



Therefore as part of a "multi-level and phased approach for addressing privacy implications and security concerns" BlackBerry now uses Trend Micro's Mobile Application Reputation service to scan both current and future apps submitted to the BlackBerry World storefront.

The Mobile Application Reputation service is a cloud-based tool for mobile platforms designed to analyse app code and behavior in order to identify threats and data risks, as well as detect battery, memory and data resource abuse.

Mobile malware is on the rise-- even if the vast majority of said malware targets the vast, wild Android landscape rather than the BlackBerry platform. Then again the partnership does help raise both vendors' profile as they push further into the enterprise mobility segment.

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