

# 10 Reasons to Secure Your iOS Apps with PPIOS

PreEmptive Protection for iOS (PPIOS) hardens iOS apps against reverse engineering, securing Intellectual Property and reducing app piracy, and counterfeiting. Why incorporate PPIOS into your development process? Here are 10 reasons that PreEmptive's clients have shared:

## A Risk-Based Approach

Through a combination of technology, processes and effective controls, PPIOS offers development organizations a means to consistently and effectively reduce material risks including:

1. **IP Protection:** Securing your intellectual property and your knowhow protects you, your business and your clients.
2. **Trade Secret Protection:** Generating evidence to ensure protection under trade secret regulations, both inside the US and internationally, is a critical first step to ensuring protection under the law.
3. **Anti-Piracy:** Mitigating the loss of revenue by significantly increasing the level of effort saves money, and perhaps, your business.
4. **Social Engineering:** When people know your software, they can also pretend to be you – fooling your clients into revealing private information.
5. **Data Loss Prevention:** Attackers who know your code will be that much closer to knowing how to exploit it – don't make it so easy!
6. **Regulatory Compliance:** Reverse engineering is a common, well-understood practice and the risks are well-known. If you do not take any steps to mitigate these risks, you may well be seen as an enabler (and liable) versus a victim – the legal term here is “contributory negligence”

## Application Security

Application security – like any brand of security – cannot be assigned to a widget or a tool; it must reduce risk and that means deterring opportunistic developers from stepping through your hard work, impeding malicious actors intent on exploiting vulnerabilities, and facilitating the successful prosecution of criminals. PreEmptive hardens iOS applications through the following patterns and transformations:

7. **Symbol Renaming:** Changing symbol names to confuse human is the most common and widely used obfuscation transform. In fact, it is considered to be so fundamental to application development that a free renaming obfuscator is distributed by Microsoft for .NET, Sourceforge for Java and Android, and GitHub for iOS. If renaming for iOS is available as an open source project in GitHub, why go through PreEmptive?
  - **The GitHub project is led by PreEmptive:** PPIOS-Rename is led by PreEmptive development. No one has a deeper understanding of its internals, and we are committed to keeping it current. In fact, PreEmptive develops two of the three free obfuscation solutions (.NET with Dotfuscator CE and PPIOS-Rename).
  - **Full customer support:** PPIOS support includes Rename with a PPIOS license.
  - **Powerful Debugging Support:** PPIOS Rename includes tools to translate an obfuscated crash dump back to unobfuscated names and a means to generate unobfuscated dSYM files for upload to analytics tools including New Relic and HockeyApp for automatic stack trace mapping.

## Development Process Integration

Building an app with PreEmptive Protection for iOS is just like building an app through Xcode or the command line - you just build and run it, and everything works the way it always has. PPIOS is integrated with the installed compiler toolchain and automatically protects the compiled binary code as it is being created.

### 8. Fully Integrated into Xcode

### 9. Bitcode Support

### 10. Command Line Integration & GUI

**11. Xamarin for iOS:** Considering using Xamarin to develop your iOS apps? Complete obfuscation support is available too!

## Customer Service & Support

Application obfuscation is no trivial task and integrating this step into a production workflow requires an agility and an attention to detail that begins with the obfuscation product's design principles and must persist through each production deployment of our clients' own apps. This is why, in addition to our engineering investments, we invest in providing live, dedicated technical support.

**12. Dedicated Customer Support Staff:** Our dedicated, professional team knows how to program, they know our technology and their entire job is to make you successful.

**13. Live Support:** Our dedicated team will actually chat or speak with you live on the phone.

**14. Enterprise-Ready SLA Capacity:** We have the ability to commit to organization-specific SLA's allowing you to transfer risk from your organization.

## The PreEmptive Difference

Over the past 20 years, our team has focused on protecting, monitoring and measuring application value. With over 5,000 clients and software on millions of developer desktops, there can be no question that organizations that are serious about building and securing the best software possible trust PreEmptive. Here are a few final reasons why.

**15. Category Creators:** We don't just lead in the obfuscation, application risk management and obfuscation and application risk management markets - we literally created them.

**16. Proven Quality and Service:** The largest manufacturers, life science companies, aerospace corporations, financial institutions, and (of course) software development organizations all trust PreEmptive to secure and measure their work without compromising the quality and functionality of their code.

**17. Cross Platform:** From PPIOS to Android to .NET to the next "big thing" - we invest ahead of the technology to ensure that we provide the support for these frameworks, platforms and surfaces when and how you need them.

**18. Exceed Expectations:** Just as we delivered 18 reasons to work with PPIOS when we only committed to 10 - we will exceed your expectations for quality, responsiveness and capability.