CASE STUDY

INDUSTRY:
WIRELESS TECHNOLOGY

PreEmptive Protection DashO Safeguards Inventa's Intellectual Property

WHO IS INVENTA

Inventa, an early stage wireless deep tech company, developed a platform that uses patented technology and proprietary algorithms to deliver precise and highly impactful Online-Offline (O2O) experiences for consumer apps and Internet of Things (IoT) devices.

More specifically with this platform, they are able to connect millions of consumers with personalized and real-time communication to thousands of businesses in India and SEA, for use-cases such as product and service discounts, loyalty program rewards, Offline-toOnline profiling, advanced appointment scheduling, and more recently contract tracing, management of community social distancing efforts, and virtual queuing during COVID-19.

REVERSE ENGINEERING PREVENTION

Inventa sought to protect their Android library from reverse engineering and other vulnerabilities. With DashO's application protection, they were able to protect the core of the library that's integrated into multiple mobile applications. It's now extremely difficult for hackers to attack and understand the code.
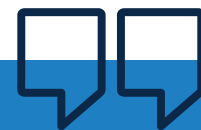
Before choosing DashO, Inventa vetted several other products from different vendors. These solutions did not meet their expectations on quality of support and cost efficiency. By choosing DashO, Inventa can now make successful commercial releases to their millions of Android users, while maintaining highest level of code and data protection.

FINDING SUCCESS

Since protecting Inventa's IP with PreEmptive's DashO obfuscation and runtime checks, the organization has had zero instances of reverse engineering. They appreciated DashO's flexibility where they were able to customize the protection settings to exactly fit their requirements.

Furthermore, their IP is kept solely inhouse; they never need to send their updated code outside of their build environment, which helps reduce the chance of any successful attacks. With DashO's strength of protection, excellent customer service, and cost effectiveness, it's a win-win for the Inventa development and customer facing team.

> *DashO offered the optimal combination of obfuscation performance, customer support, and cost optimization. Overall, it's a great money value for our needs.*
>
> **Reuben Pandian**
> **Co-Founder & COO of Inventa**