

In Focus: Nokia and Counterpoint Research

Nokia phones are the number 1 most trusted smartphone brand based on security, software, build and enterprise for the second year running.

Nokia phones have once again emerged as the leading smartphones for the second successive year in terms of receiving regular software and security updates across its portfolio. Additionally, it leads the trust rankings based on the four pillars of software, security, enterprise recommended, and build quality. Read on to learn what else Counterpoint said about Nokia phones.

Who is Counterpoint?

Counterpoint Technology Market Research is a global research firm, who are leading experts in the high-tech industry.

Their research looked at the top 10 Android Original Equipment Manufacturers (OEM), including Samsung, Huawei, and Oppo. Each OEM was evaluated on a scale of 1-100 to determine an overall Trust Ranking.

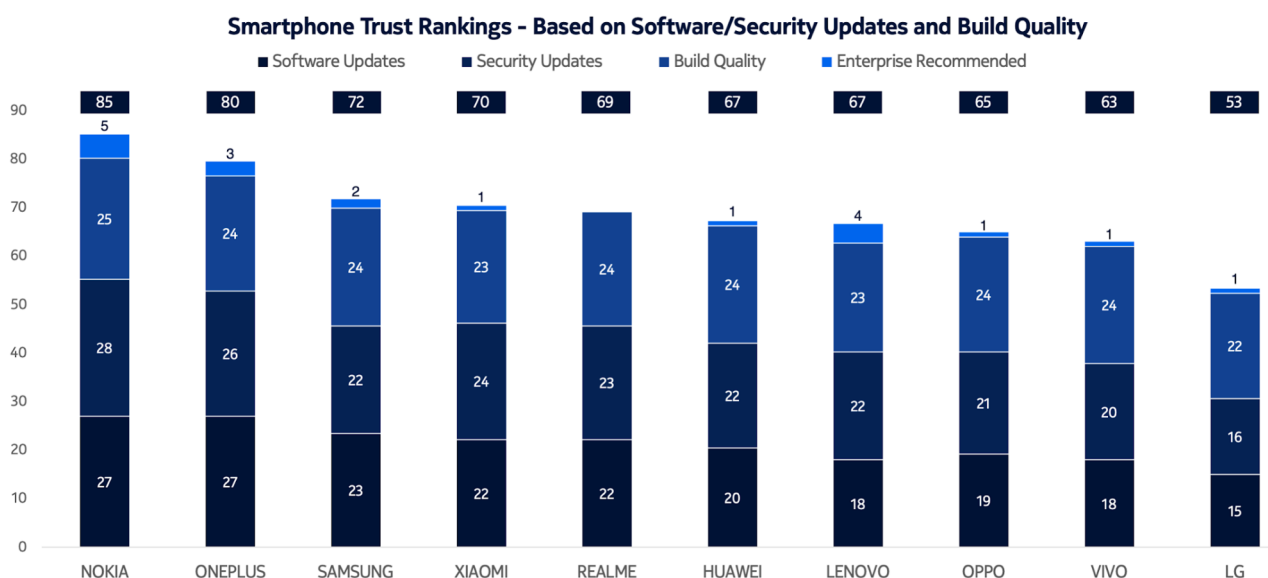
How is the Trust Ranking compiled?

There are four pillars that contribute to the overall Trust Rankings, with different weightings to reflect customer importance. They are:

1. Timely Software Updates - 30%
2. Timely Security Updates - 30%
3. Build Quality - 30%
4. Android Enterprise Recommended - 10%

What did Counterpoint conclude?

Nokia smartphones were the most trusted phone, as well as best in class for each of the four pillars. The graph below shows how Counterpoint scored the four pillars for each of the top 10 OEMs included in the study.¹ Nokia's overall score was 85 out of 100 (the highest score), while the average score from other OEMs was only 69.



*Lenovo Includes Motorola

*Analysis include top 10 Android OEMs providing software and security updates

Source: Counterpoint Research Software and Security Updates Research Sept 2020

¹ Models older than three years not considered. Android Go variants not part of the study. Lenovo includes Motorola. Analysis includes top 10 Android OEMs providing software and security updates

What did Counterpoint find in each of the 4 key pillars?²

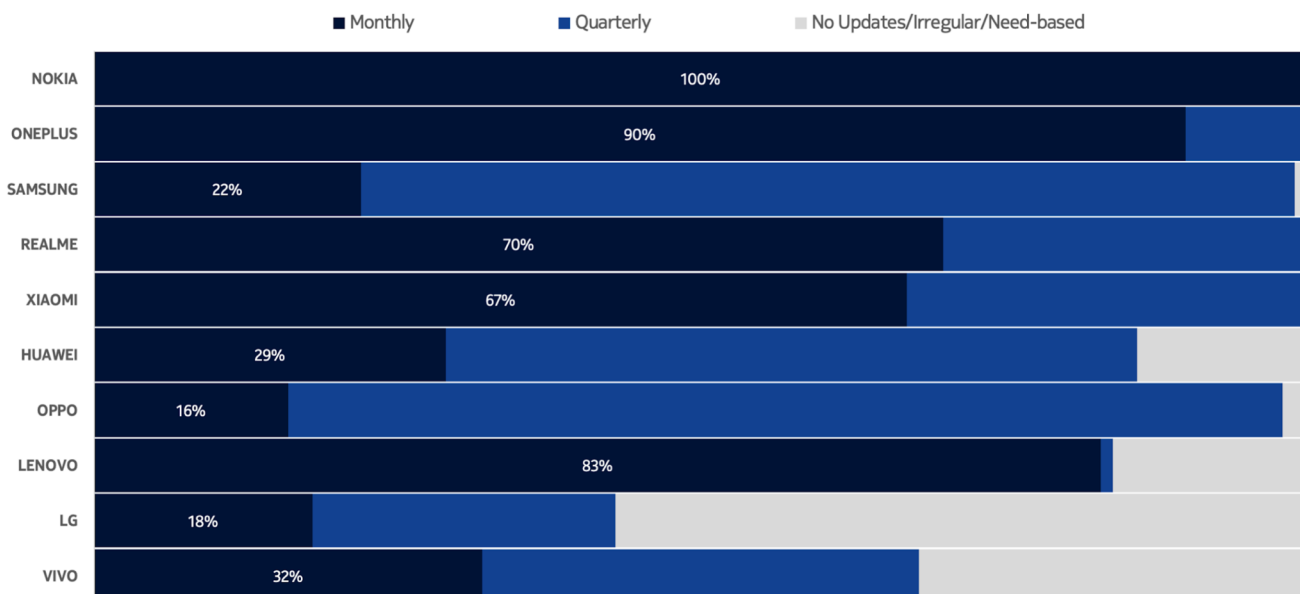
Software Updates	Security Updates	Build Quality	Android Enterprise Recommended
<p>100% of Nokia devices in the study had the latest version of Android. Counterpoint noted that it was commendable that Nokia phones updated such a broad portfolio, from entry level to flagship smartphones. It means Nokia customers can be confident about receiving the latest technology innovations, quickly.</p>	<p>Nokia phones are leading the pack by receiving regular monthly security patches across the entire portfolio, irrespective of whether the smartphone is an entry-level model or a flagship device. Nokia was the only brand in the study which provided monthly updates to all phones, keeping customers data safe and secure.</p>	<p>Using several criteria including product robustness, drop and liquid tests, the research found Nokia phones go through tougher tests than the industry average. Typically, Android phone users replace their phone every 30 months. Nokia phones are built to last for more than 3 years, due to tougher testing and higher quality.</p>	<p>Out of the top 10 brands globally, only a handful of smartphone makers have devices approved for Android Enterprise Recommended smartphones. Nokia phones have the highest share of business-ready phones, available across the entire price portfolio and more than any other brand.</p>

Security updates

The Nokia promise of three years of automatic, monthly security updates means for the second year running, 100% of Nokia phones had the latest security patch to fix vulnerabilities and security loopholes.

Counterpoint found that several OEMs didn't have any clear strategy to inform customers if their devices are eligible for security and software updates. The table below shows how other OEMs offer security patches at varying frequency, which potentially expose customers to hackers who can exploit these security loopholes.

Security Patch Frequency Share for Top Manufacturers (Cumulative Sales Q3 2019 - Q2 2020)



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² These findings are a part of Counterpoint Research's latest whitepaper titled "Nokia Phones Lead the Trust Rankings based on Software, Security Updates and Build Quality" 2020.