

15+ years of success with Orange Slovakia



INDUSTRY

Telecommunications

WEBSITE

www.orange.sk

COUNTRY

Slovakia

PRODUCT

ESET Mobile Security
ESET Parental Control
ESET Internet Security
ESET Family Security Pack



Driving revenue, value and differentiation for Orange Slovakia: An 15+ years success story

No two telcos are the same. But over recent years, many have been forced to confront the same challenges: stabilizing and driving revenue in the face of regulatory pressure, rising spend on 5G and IoT networks, and a highly competitive marketplace. Europe's telcos want to differentiate today by offering their customers more. And cybersecurity is the perfect value add.

Staying safe online has never been more important for consumers. As mobile handsets become more powerful and ubiquitous, so the risk of threats has grown, exposing users to identity theft, data loss and financial damage. Device infections are said to have reached an all-time-high since 2017.

ESET understands the mobile security challenges facing consumers. We offer a full range of multi-layered mobile security products blending industry leading threat detection capabilities with highly intuitive design. But most importantly, we also understand the business drivers and technical challenges facing our telco partners. That's why we're flexible enough to adapt to any preferred business model and program according to their specific requirements.

Founded back in the early days of the web in 1992, EU-headquartered ESET now protects over 600 million users in 200 countries, with 1,600 staff operating globally. At ESET, we know there's no such thing as a typical telco or ISP. But we've accumulated years of experience working with some of the world's biggest companies to help protect their customers. It's this experience you gain when partnering with us.

Here's how we've added value over the past 15+ years working with Orange.



LOOKING TO GROW

Orange Slovensko a.s. is the largest mobile network operator in Slovakia and a member of the global Orange Group, one of the largest mobile network operators and broadband internet providers in Europe.

Back in 2007, the firm was faced with several inter-related challenges focused around improving profitability, ARPU and EBITDA and gaining competitive advantage by offering security services as a value-add for customers.

Specifically, its business needs were:

- **Adding value:**
by offering mobile security as an option to customers.
- **Driving competitive advantage:**
by differentiating its product offering.
- **Protecting the online generation:**
by putting the right tools in the hands of parents.

Boosting profitability and revenue: Orange wanted to mitigate any risk of falling ARPU and drive profits and EBITDA. This became especially important to the firm following the significant pressure on profits in 2017 that came from EU-wide regulations banning telcos from imposing roaming charges on customers.

A COMMITTED PARTNERSHIP OVER THE YEARS

Back in 2007, the threat and telco landscape was very different. Over the 15+ years of its partnership with Orange, ESET has been able to adapt to the evolving needs of the telco and its customers. The smartphone craze of recent years really began with the launch of the first iPhone in 2007. But even by 2011, penetration in Europe had barely reached a quarter of the population, versus the 67% figure of today.

As smartphones became more popular and mobile internet speeds increased, so did threat levels. Today mobile users are at risk of everything from banking trojans to ransomware, crypto-mining malware, premium-rate diallers, adware and spyware. Malware could be hidden in legitimate looking applications, but could also be delivered by more traditional vectors like drive-by-downloads, phishing emails and texts (SMiShing), or on social media. The increasing popularity of free Wi-Fi hotspots has also created the risk of hackers hijacking unprotected devices and accounts when users log-in.

According to ESET figures, 322 Android vulnerabilities were published in the first half of 2018 alone, nearly a quarter of them critical (23%). EU security agency ENISA has reported a rise in the sophistication of mobile malware exploiting such flaws.

In the face of rising threat levels over the past 15+ years, Orange has been able to offer its customers — and the growing number of their children that are using mobile devices — industry leading protection:

ESET Internet Security. Comprehensive protection for users.

ESET Mobile Security with Orange branding. Helping Orange to add value for customers as smartphones started to grow in popularity.

Family Security Pack (Multi-Device Security). Offering flexibility with security options across multiple devices.

Parental Control with Orange branding. Empowering parents to protect their kids as smartphones become popular in the playground.

MARKETING SUCCESS WITH ESET

It has been a partnership based on mutual trust and co-operation throughout. One great example is in creating the right partner incentive program. After coming together with Orange to understand why sales were not as expected, we deduced that one particular store was outperforming all the others. On closer investigation it was found that Orange had been using a negative and positive motivation system for sales staff. That meant a full variable part of the salary for staff achieving their sales goals but less for those failing to hit their targets. Staff were also awarded a one-time bonus for activation of each new ESET service. The same strategy was subsequently rolled out to all 136 stores with great success.

Orange was also able to drive sales through telesales, Orange Web, and email/marketing channels.

As part of its incentive program ESET:

- Rewards top telco sales staff
- Provides free licenses to sales staff
- Trains sales force
- Shares learnings and success stories to drive growth

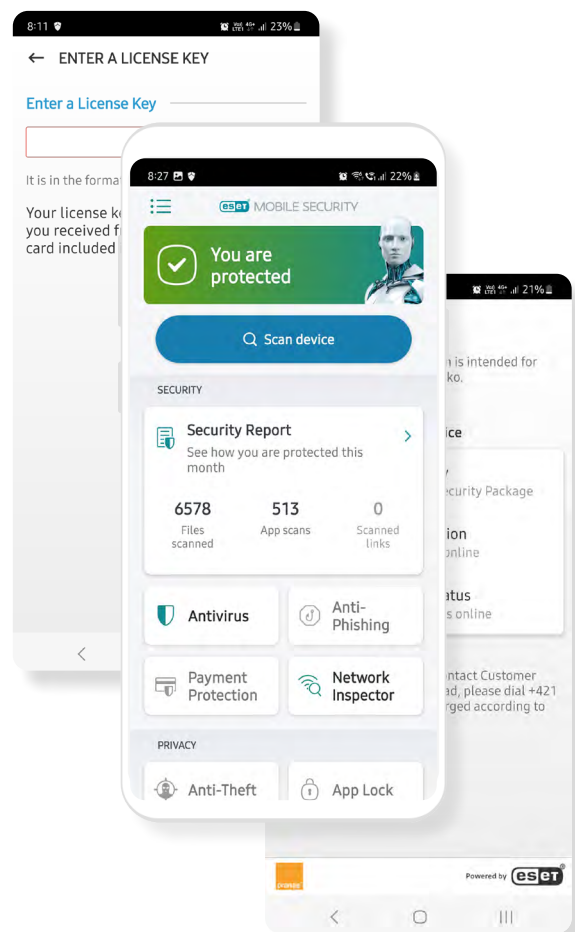
“ESET doesn't just deliver a simple product. We also work closely with our partners to customize that solution according to their branding preferences...”

ORANGE PRIMA KIDS

With ESET, telcos also get the flexibility and support to drive value with new offerings. The latest extension of our long-running partnership with Orange has resulted in Prima Kids / Prima Teen. It's a prepaid card which allows parents and children to call each other, even if the kids do not have a credit. Children can make free calls to two selected Orange phone numbers. The card includes ESET Parental Control in the bundle as an extra, optional subscription service. It can be installed by parents on an unlimited number of Android mobile devices. The Prima Teen package offers more minutes and data. This is a great example of how ESET and telco partners can drive success together.

DRIVING VALUE THROUGH EXCELLENCE

With the market leader on board, Orange has had the perfect set of products to outcompete its rivals: the most trusted and effective security solutions on the market. With ESET's agility and channel expertise it could also develop and execute on a vision to drive success and growth. Unlike other security vendors, ESET doesn't just deliver a simple product. We also work closely with our partners to customize that solution according to their branding preferences, and leverage our years of experience in the telecoms industry, to consult on how to promote and sell it. This helped Orange to exceed its expectations in driving new revenue and competitive differentiation.



BENEFITS FOR ORANGE

- Additional revenue stream
- Secured devices and satisfied customers
- Easy implementation & management
- Customization options: Orange branding throughout ESET applications
- Competitive differentiation improves brand image
- Close co-operation to drive commercial success
- Short enquiry-to-delivery time: ESET demonstrated it had the experience and expertise to develop and execute new projects fast
- Simple license management
- Adjustable activation options, using license keys or API

KEEPING THE CUSTOMER SECURE

As the cybersecurity market leader in the country, ESET was the natural choice for Orange Slovakia, offering technical advantages and top brand awareness for customers.

From a technical perspective, ESET products offer:

- A smaller footprint and better performance vs competitors
- Better protection: detection rates
- Better quality of service and customer care
- Improved usability versus competition
- Lower support needs and costs
- Multi-platform support
- Multi-language support

THE BEST IN THE BUSINESS

ESET lives and breathes cybersecurity. In fact, co-founders Peter Paško and Miroslav Trnka were responsible for discovering one of the world's first computer viruses. This threat-hunting zeal is imbued into everything we do. Here's a run-down of some of the offerings which have helped Orange to drive differentiation, revenue and success.

ESET MOBILE SECURITY

- AV, anti-phishing
- Remote wipe/lock
- Real-time scanning
- SMS/call filter
- Proactive anti-theft
- Protects Android tablets and smartphones
- Top rated on Google Play ESET Multi-Device Security
- Protects multiple devices for less, compared to individual licenses
- Protects Windows PCs, Mac desktops & laptops, Android smartphones & tablets
- Transferring protection to new devices is quick and easy
- Simplifies security management — no need to keep track of individual licenses
- Free upgrades for the duration of the license — always have the latest protection

ESET FAMILY SECURITY PACK

- Protects multiple devices for less, compared to individual licenses
- Protects Windows PCs, Mac desktops & laptops, Android smartphones & tablets
- Transferring protection to new devices is quick and easy
- Simplifies security management — no need to keep track of individual licenses
- Free upgrades for the duration of the the license — always have the latest protection

ESET PARENTAL CONTROL

- Application Guard employs age-based filters
- Child Locator helps parents check the device location
- Web Guard blocks age-inappropriate websites
- Fun & Games allows parents to set time limits, and allow exceptions
- Parental Message allows parents to send children messages

For Orange customers the benefits are clear: industry leading threat protection for browsing and app downloads; proactive anti-theft for devices; predictable, monthly invoicing; and simple, one-click activation.



Conclusion

ESET listens and learns. We have the right value propositions; products and bundles; flexible business models; and tailor-made integrations to match the business needs of any telco or ISP. As our 15+ years success story with Orange demonstrates, with ESET you get not only industry-leading cybersecurity capabilities, but a partner prepared to collaborate closely and customize to drive success for telcos and their customers.

If you'd like to replicate the success of Orange or want to know more about how ESET can help your business differentiate and grow, get in touch today.

