

Mobile Security and Beyond

Mobile network customer base: 54.8 million

according to figures provided in November 2019



Industry: Telco
Country: Russia
Product: ESET Mobile Security,
ESET Parental Control

www.beeline.ru

THE CUSTOMER

Beeline has been the leading telecom brand in Russia since 1992. Provision of services of the highest quality and making the customers' life better are the main mission of the company. A wide range of services is offered to subscribers from mobile and landline communication services and internet access to digital services and mobile apps.

THE BUSINESS NEED

- A variety of services for the subscribers
- Customers protection from virus threats and fraud
- Family values are a priority
- Subscribers base growth

THE SOLUTION

- ESET Mobile Security
- ESET Parental Control

SELECTED FEATURES

- Customized version of the mobile antivirus and Parental Control service
- Charge per day
- Activated via phone call to a short phone number or via app
- Convenient and user-friendly interface

REFERENCE

"In the modern world, children risk becoming addicted to gadgets. Parents could control their children's internet activity and the use of apps with the help of the Parental Control app which is also capable of doing such important tasks as setting the whitelists of "allowed internet" and "good apps", and limiting the use of a smartphone should this be necessary", says Digital Solutions and Content Products Director Dennis Silin.

KEY BENEFITS FOR CUSTOMERS

- Easy service activation
- Free version is available
- Easy navigation
- Payment for services from the mobile phone account
- Concern for the safety of relatives

BENEFITS FOR BEELINE

- Demanded and useful service
- Product from an international company
- Subscribers protection from virus threats and fraud
- The special exclusive version of the product for the carrier