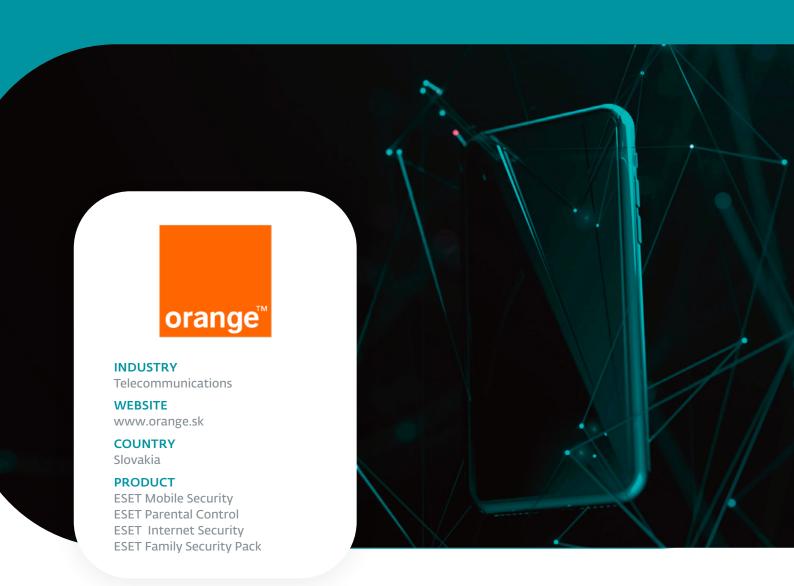
# Mobile Security and beyond

Mobile network customer base: 2,85 million



# ESET Case Study | Telcos & ISPs

### THE CUSTOMER

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



### THE BUSINESS NEED

- Provide Internet security as value-added service option to customers.
- Broaden the scope of the security service off ering depending on various options of customer's devices.
- Gain competitive advantage by differentiating their product offering in a competitive market.
- Protect families with children using the internet.
- Maintain and increase ARPU through ESET value-added products and reduce the continuous annual ARPU drop.
- · Keep up and boost profitability / EBITDA through
- ESET's value-added services to mitigate the profit ability downturn after EU-wide roaming regulation in 2017.

"Customers will achieve peace of mind thanks to multilayer security solution with well designed, intuitive user interface and award-winning technology from a trusted global provider. ESET offers best balance of speed, detection and usability. We boosted our revenues quickly and easily with ESET. We acquired a competitive advantage and stronger brand image by offering ESET products. Thanks to ESET we positioned ourselves against other players as a provider of a trusted and technology leading solution."



### **SOLUTION**

- Customized ESET Mobile Security application.
- ESET Multi-Device Security pack EMDS (Family Security Pack).
- ESET Internet Security.
- ESET Parental Control (part of PRIMA KIDS product).



### **SELECTED FEATURES**

- Customized packs with Orange logo and texts.
- For Mobile Security product license bounded to GP account / limited to Orange customers.
- Activation using license keys or API (integrated in their CRM).
- For Mobile Security only full license (first 30 days are not charged to customer).
- · Subscription, monthly billing and licensing.
- · From one to multiple-seat license options.

# **KEY BENEFITS FOR CUSTOMER**

- o Easy one-click activation.
- Monthly invoicing (as part of regular payments).
- o Proactive Anti-theft.
- Safer browsing and downloading of applications.
- o Higher customer satisfaction.

## **BENEFITS FOR ORANGE**

- o Additional revenue stream.
- Secured devices and satisfied customers.
- o Easy implementation & management.
- Customization options.
- Competitive diff erentiation improves brand image.



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### PARTNER BRANDING AND CUSTOMIZATION OPTIONS

**ESET MOBILE SECURITY CUSTOMIZED FOR ORANGE** 

