

Building a trusted security brand



NordNet, the dominant service provider in the northern part of France and a subsidiary of the France Telecom Group, offers its customers F-Secure® Anti-Virus™ and Firewall protection under its own strong security brand “Securitoo.com”. Through NordNet, Securitoo.com also became the leading security service of France Telecom.

Recent research* has shown that 68 percent of online households say that their trust in their service provider to provide security features would increase if they partnered with a well-known security company. Household trust increases with such partnerships regardless of how much the household already trusts their service provider.

More and more, service providers are deemed responsible for offering a trouble-free Internet experience to their customers. As service providers open the Internet with all its possibilities and risks to their customers, they are also the logical candidates for providing them with security as a service.

A solution that fulfils needs

Already as early as 2001, NordNet understood that online users saw security as a natural extension of their Internet subscription but that they did not want to cope with the complexity that a security product brings with it. As an Internet provider, NordNet decided to also offer Internet security but in order to take this complexity away from for the user, NordNet offered security as a service as opposed to offering it as a product. This enabled their online users to protect themselves and leave the complexity issues with their service provider and F-Secure. As a result, end-users are assured that security software is running safely on their computer without the need for further intervention whether that be security updates or software upgrades.

Through its subsidiary NordNet, France Telecom decided to co-operate with F-Secure to launch such a security offering to its customers. By selecting F-Secure as a security partner, the French telecommunication giant was assured that their customers would receive the best Internet protection services available including the consistently fastest automatic updates in the security industry. In this way, France Telecom could make use of a true ISP tailor-made solution to deliver the software to their customer base and manage the subscriptions with ease.



Facts-at-a-glance

Service Provider Partner:	NordNet
Brand:	Securitoo.com
Project:	Desktop-based combination of Anti-Virus and Firewall
Service:	Service Provider Solutions



*Gartner: Lydia Leong, 25 March 2004.

Securitoo.com; a strong brand

NordNet decided to create one strong, independent brand for their security offering which would be accessible to all French online users. Securitoo.com needed to become an online security service with a brand that people could trust. The intention was to directly associate Securitoo.com's brand with that of the firmly established NordNet and France Telecom. End-users put their trust in strong consumer brands which they are familiar with and which they perceive as providing them with local support. As a result, NordNet wanted to deploy a security solution that was designed and presented according to the Securitoo.com branding guidelines. F-Secure provided NordNet with the customization and branding support, which is part of its standard service offering. In the user interface, the F-Secure logo is shown to indicate the strong partnership between NordNet and a reputed Internet security company. Customers can order the service from two main channels. The service is generally available through the Securitoo.com portal. Additionally, it can be ordered via France Telecom's Internet subsidiary Wanadoo where it is offered as a value-added service on top of the Internet access under the brand "Securitoo AntiVirus Firewall".

Advantages for the Securitoo.com customer

Buying security from the service provider is a logical choice for consumers. The advantages for the end-user are clear since no one is instantly protected against Internet threats after buying Internet access unless a security solution is installed. The F-Secure solution allows NordNet to customise their security service under the Securitoo.com brand, adapting the Securitoo.com look and feel. As a result, the end-users now see one brand when using Internet access and Internet security; Securitoo.com, which is strongly linked to the NordNet and France Telecom brand. Ordering security from one and the same company also means that end-users only need one common access point for support. This translates into a value increase, a higher ARPU and better customer satisfaction perception.

France Telecom distributes the security software via multiple channels; end-users can go the France Telecom shop to buy a Securitoo.com branded box containing a CD or they can order the software directly from the Securitoo.com and the Wanadoo website at their own convenience. Instead of buying Internet security from a retail shop in the normal way paying a one-year licence fee, the Securitoo.com customer pays a small fee per month for the security service as part of their monthly broadband bill. This removes the need for licence renewal. The end-consumer pays as long as he wishes to keep the service. He is also given the flexibility to subscribe / unsubscribe from the service at any time.

Advantages for Securitoo.com

Using and implementing the F-Secure solution has also brought along clear benefits for NordNet. By partnering with F-Secure, NordNet is assured that they are offering a top notch Internet security solution to their customers. There is no need for them to worry about the maintenance or level of quality of their security service. F-Secure designs, manages, implements, operates and guarantees the quality of the overall solution while NordNet uses their already existing channels and processes to take care of marketing and sales under the Securitoo.com brand. As NordNet keeps the ownership of their security customers, the F-Secure solution provides access to an easy-to-use tool to manage their subscribers independently.

Conclusion

NordNet's involvement with F-Secure's Service Provider Solutions has not only resulted in an increase of their subscribers surfing safely, the service also generates an important additional source of income for the company. As NordNet has shown, the Internet service provider is the most logical alternative for delivering security to end-users' desktops – successfully providing their customers with a positive threat-free Internet experience.

F-Secure Corporation protects individuals and businesses against computer viruses and other threats coming through the Internet or mobile networks. Our award-winning solutions include antivirus, desktop firewall with intrusion prevention and network encryption. Our key strength is the speed of response to new threats. For businesses our solutions feature centralized management. Founded in 1988, F-Secure has been listed on the Helsinki Exchanges since 1999. We have our headquarters in Helsinki, Finland, and offices in USA, France, Germany, Italy, Sweden, the United Kingdom and Japan. F-Secure is supported by a global ecosystem of value added resellers and distributors in over 50 countries. F-Secure protection is also available through major Internet Service Providers, such as Deutsche Telekom, France Telecom and Charter Communications.

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