

MegaFon, Russia

“After years of successful partnership with ESET, we have been convinced by the effectiveness and reliability of ESET anti-malware solutions.”

MAXIM ZIMIN, MEDIA SERVICES AND NAVIGATION PRODUCTS MANAGER FOR MEGAFON



Industry: Telecommunications

Country: Russia

Website: www.megafon.ru

Product: ESET Mobile Security and
ESET Multi-Device Security Pack

THE CUSTOMER

From humble beginnings over 25 years ago, MegaFon is now one of the largest telecommunications operators, and the market leader of mobile data transmissions, in Russia. MegaFon was the first telco company to begin commercial operation of the 3G network in Russia and the first globally to introduce LTE-Advanced networks (4G).

In 2018 MegaFon won the Ookla award for fastest network and currently serves over 76 million subscribers. With such a large client base and over 30,000 employees, MegaFon demands the best possible protection against all current and future cyber threats.

THE CHALLENGE

A market-leading IT security solution would help MegaFon increase the number of useful services for clients and enhance the attractiveness of tariff plans. Crucially, it would provide its subscribers with reliable protection against cyber threats. *“The importance of cybersecurity is increasing year by year,”* says Maxim Zimin, Media Services and Navigation Products Manager for MegaFon.

“By offering our customers an anti-malware solutions subscription, we meet their needs for reliable protection against modern cyber threats, ensuring the safety of personal data and preventing any money loss by fraudsters.” After researching the marketplace, MegaFon chose ESET to provide its IT security needs.

THE SOLUTION

MegaFon employs ESET Mobile Security and ESET Multi-Device Security Pack to protect its clients and drive customer onboarding. ESET has customized its mobile antivirus for MegaFon. Other features include: payment on a daily subscription; free and extended versions of the service; one licence for all subscriber devices; an anti-theft feature, even on the free version, and activation and payment of services through the USSD team, and in the application.

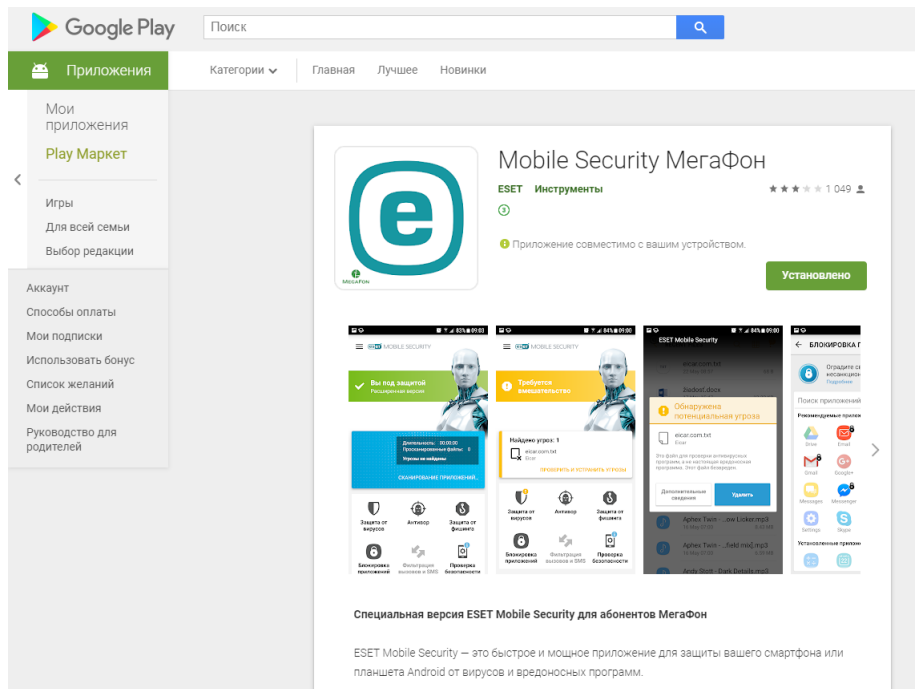
“After years of successful partnership with ESET, we have been convinced by the effectiveness and reliability of ESET anti-malware solutions,” says Maxim. *“The reliability, speed and convenience of ESET NOD32 solutions is being appreciated by MegaFon subscribers.”*

KEY BENEFITS FOR MEGAFON

- Partnership with an international vendor
- Maximum level of protection
- Exclusive product customisation
- Added value for clients
- Cost effective

SPECIAL PAGE IN GOOGLE PLAY

For easy downloading the app



CUSTOMER'S TARIFFS WEB PAGE

With ESET offering

<p>Все входящие звонки</p>	Бесплатно
<p>Кэшбэк</p> <p>Участуйте в программе и тратьте кэшбэк на сервисы и покупки в салонах и интернет-магазине МегаФона</p>	20 %
<p>МегаФон ТВ</p> <p>Безлимитный трафик и пакеты кино, сериалов и ТВ-каналов на любой вкус</p> <p>Подробнее</p>	Бесплатно
<p>Антивирус ESET NOD32</p> <p>С функцией «Антивор»</p> <p>Скрыть</p> <p>Для активации скачайте приложение для Android, запустите его и настройте функцию «Антивор», которая при краже или потере автоматически заблокирует смартфон и будет отслеживать его местоположение.</p>	Бесплатно
<p>ЛитРес</p> <p>1 книга в месяц</p> <p>Подробнее</p>	Бесплатно
<p>МегаФон Пресса</p> <p>1 журнал и 1 подкаст в месяц</p> <p>Подробнее</p>	Бесплатно

About ESET: ESET is a Slovakia-based IT security company founded in 1992 and headquartered in Bratislava. The company has a global presence, with regional distribution centers in San Diego, Buenos Aires and Singapore, and office worldwide.

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