

# Mobile Security and beyond

Mobile network customer base: 2,85 million



**INDUSTRY**

Telecommunications

**WEBSITE**

[www.orange.sk](http://www.orange.sk)

**COUNTRY**

Slovakia

**PRODUCT**

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

### 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 offering 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 profitability downturn after EU-wide roaming regulation in 2017.



### 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.

*"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."*

### KEY BENEFITS FOR CUSTOMER

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

### BENEFITS FOR ORANGE

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

## PARTNER BRANDING AND CUSTOMIZATION OPTIONS ESET MOBILE SECURITY CUSTOMIZED FOR ORANGE

