

# Protecting the irreplaceable

More protection, more value



# F-Secure value-added services and delivery platform are proven revenue drivers

Innovation, reliability and speed of response – these are the qualities that have made F-Secure one of the world’s leading IT security providers since the company was founded in 1988. With more than 200 service provider and mobile operator partners worldwide using F-Secure value added services, we have an impressive amount of practical experience on how to drive operator VAS revenue.

We offer a growing portfolio of value added services. Our latest addition is a full line of online backup, sharing and storage services. Solutions are also available for smartphone platforms. Our solutions are designed for operator use from the start, offering smooth integration and quick time to volume in a three-screen world.

The F-Secure Service Platform provides a springboard for selling, provisioning and cross-selling F-Secure and 3rd party solutions to your subscribers. New services can be added quickly and cost-efficiently, enabling users to subscribe to the services via a dedicated portal. For the customers this means a unified user experience for several services, keyless installation and seamless access to data.

In addition to providing the actual service solutions, F-Secure is providing an unparalleled level of support in helping our partners be as successful as possible in marketing the services to their end-users. The cumulative experience of our large partner base over almost a decade of providing Security as a Service makes us uniquely qualified to help you add value with profitable services.

## KEY QUESTIONS

- How can you introduce the best performing VAS?
- How can you be sure that your customers will be safe enough ?
- How can you ensure that your own company profile and reputation is safe?
- How can you start building / enhancing your overall service platform & offering?
- How can we help you to increase your ARPU ?
- How should you further educate your customers how they can protect the irreplaceable?
- How can you make sure your customers are not losing anything valuable ?

**CONTACT US TODAY TO LEARN MORE!**

## WIDER REACH TO NEW CUSTOMERS AND SERVICES WITH THE F-SECURE SERVICE PLATFORM

By Jari Heinonen, VP Asia Pacific Region, F-Secure Corporation

The F-Secure Service Platform makes selling, provisioning and delivering of F-Secure and 3rd party applications and services even more flexible.

By providing fast time-to-market for new services and a smooth user experience with straightforward service installation, F-Secure Service Platform helps partners increase service take-up rates and ARPU.

It supports individual services with service-based pricing as well as service bundles. With the F-Secure Service Platform the operator can add new services cost efficiently and fast, enabling the end-users to subscribe to the services from the “My Services Dashboard” portal.

The service platform provides business intelligence to help understanding the subscriber behavior. The operators have access to reports from the subscription base and can follow and track service installation processes. The platform acts also as a communications channel from the service provider to the end-users, keeping up-to-date about service offering and other news.

F-Secure Service Platform creates a unified user experience for the end-user with integrated services through the portal, with seamless access to data, anytime - anywhere. The end-user will no longer have to use any product level keycodes as the installation process is totally keyless and multiple services can be installed at once. Come see what we have learned about your customers’ Value Added buying behavior.

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