

# Top tier 1 ISP in North America teams up with Bitdefender to offer customers a new cybersecurity service

Telecom giant strengthens customer engagement and enhances customer satisfaction with cybersecurity VAS powered by Bitdefender



Our client is one of the largest Internet Service Providers in North America. They offer their customers connectivity, technology and entertainment, and were looking to introduce a new service into their consumer portfolio. Bitdefender's B2B2C division offered both the technical solution and the go-to-market expertise to launch a successful new cybersecurity service for smart homes.

## OVERVIEW

Our client, a leader in global telecommunications, was looking to diversify its consumer portfolio with a new cybersecurity service for smart homes & connected devices. Similar offerings were beginning to appear in an increasingly crowded market, but our client was looking to capitalize on their position as market leaders to win the race. For this, they needed to team up with the right technology provider that would not only deliver on technical expertise, but also offer flexibility in implementation, deadlines and feature set.

## CHALLENGE & GOALS

One of our client's competitors took the first-mover advantage by launching a home cybersecurity service before any other major player in the market. Therefore, our partner sought to launch relatively quickly to keep up with market conditions. Their challenge was to find a vendor who could not only deliver on time, but also guide them through the process and work alongside their development and marketing team.

Their business goals revolved around maintaining their position as market leaders by expanding their portfolio of residential services. They needed a high customer adoption rate for the new service, an above-average Net Promoter Score (NPS), and a statistically significant reduction in customer churn for their connectivity services among users with an active cybersecurity solution. They also wanted to minimize the number of calls to their care centers about the new service.

Our client also rigorously complies with data protection and privacy regulations and needed a solution that would allow them to continue this type and level of support. Exposing customers to the risk of security or privacy breaches or non-compliance would be unacceptable.

### Industry

Telecommunications

### Main Campus

North America

### Employees

15,000+

## KEY DECISION FACTORS

As a large tier 1 service provider in North America, our client needed to team up with a reputable vendor that could not only meet their business requirements, but also respond quickly to market conditions and offer the assurance that comes with experience in the cybersecurity space.

A key factor in choosing Bitdefender was the flexibility of our solution. Due to the modular architecture of our agent, the ISP's product team was able to choose from the complete list of product features as they saw fit. A seamless user experience was also important for their marketing team, as they needed to integrate the new product flow into their existing app ecosystem with minimal friction.

Bitdefender's reputation as a global leader in the security space also contributed to the decision, as the partner needed to offer subscribers peace of mind regarding the technical capabilities of the solution.

## THE SOLUTION

Existing Wi-Fi Gateways received a firmware update that allowed for home network security at no extra cost for subscribers. Because our client was looking to deliver more value to their user base, they decided to include this service with no additional fee for every Internet plan with download speeds of 100Mbps or more. Through a smart home management app for Android & iOS, users could now manage not only their devices, but their cybersecurity as well.

The router agent from Bitdefender bundled the most advanced technologies to protect IoTs and smart devices, including web protection, vulnerability assessment, anomaly detection, exploit and sensitive data protection, and DDoS protection. Through the feature set & delivery options the ISP chose, they built a compelling, must-try offer for home users.

## THE RESULTS

In the six months since launching the service, our client has seen a 58% activation rate among existing customers with access to the new service, even in the absence of marketing. This translates to 582,000 users enjoying secure connections for a total of more than 11 million devices (as of July 2021). They benchmark success at around a 70% activation rate with marketing, so they were pleasantly surprised with the high base adoption rate for the new cybersecurity service. What's more, call volume rates have not increased because of the new service, placing no extra load on the customer care team.

The partnership with Bitdefender allowed our client to expand their offering for smart home & connected devices and strengthen their competitive position. The company, which offers connectivity services for millions of subscribers, also appreciates the reliability and flexibility of Bitdefender's technologies. Thanks to our reputation for award-winning, best-in-class cybersecurity solutions, the end customers rest assured that their Internet connections are safe from harm and they can enjoy their online experiences and digital freedom.

### Bitdefender Footprint

- Bitdefender IoT Security
- Bitdefender Router Agent

### IT Environment

- Expanded smart home & connected devices service portfolio
- 582,000 users in 6 months
- Protection for over 11 million consumer devices

Bitdefender is a cybersecurity leader delivering best-in-class threat prevention, detection, and response solutions worldwide. Guardian over millions of consumer, business, and government environments, Bitdefender is the industry's trusted expert\* for eliminating threats, protecting privacy and data, and enabling cyber resiliency. With deep investments in research and development, Bitdefender Labs discovers 400 new threats each minute and validates 30 billion threat queries daily. The company has pioneered breakthrough innovations in anti-malware, IoT security, behavioral analytics, and artificial intelligence and its technology is licensed by more than 150 of the world's most recognized technology brands. Founded in 2001, Bitdefender has customers in 170 countries with offices around the world. For more information, visit <https://www.bitdefender.com/>

\*Bitdefender has ranked #1 in 54% of all tests by AV-Comparatives 2018-2021 for real-world protection, performance, malware protection & advanced threat protection.

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