

CASESTUDY

From Connectivity to Protection: How Drei Austria Turned Always-On Cybersecurity into Subscriber Value



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Executive Summary

Drei Austria, one of Austria's leading full-service telecom providers, secured customers at the network level through its Internetschutz plan.

But as customers increasingly bank, shop, and manage accounts on Wi-Fi, roaming, and third-party networks, beyond Drei's own network footprint, a protection gap opened.

In November 2025, Drei closed that gap with Internetschutz Pro, powered by the Bitdefender Subscriber Protection Platform. The layered model pairs Drei's existing network-level security with always-on endpoint protection across every major platform, defending customers against phishing, scams, malware and other threats.

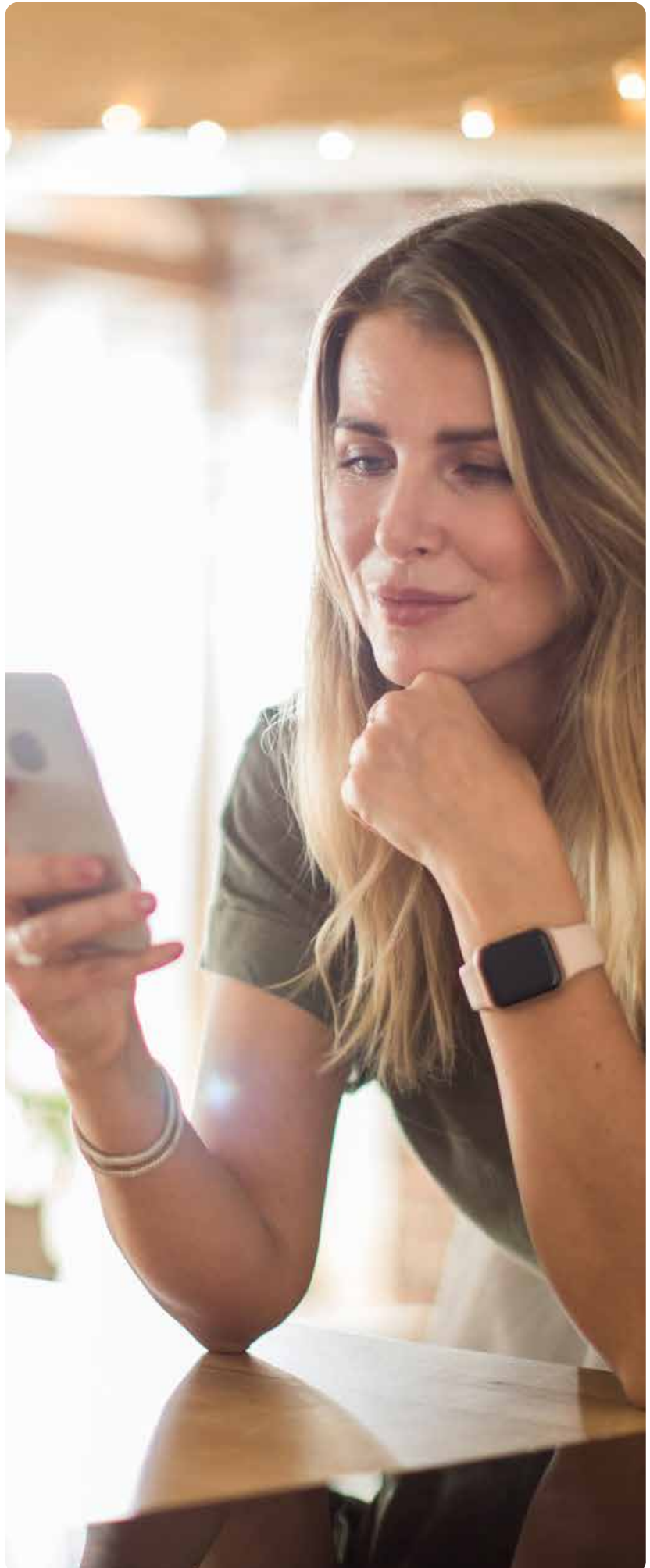
Early adoption reached new touch-points, deepening brand engagement, and differentiating Drei in a market where value-added services, not access alone, drive ARPU growth.

Overview

Drei Austria (Drei) is one of Austria's leading full-service telecom providers, serving millions of private and business customers nationwide.

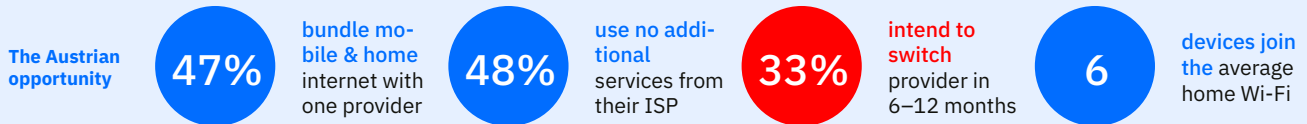
With a strong focus on high-performance mobile networks and digital innovation, Drei plays a central role in enabling safe and reliable connectivity for everyday digital life.

As cyber risks increasingly extend beyond the mobile network perimeter, Drei continuously evolves its security offerings to meet rising customer expectations for comprehensive digital protection, anytime, anywhere, and on any device.



Context & Challenges

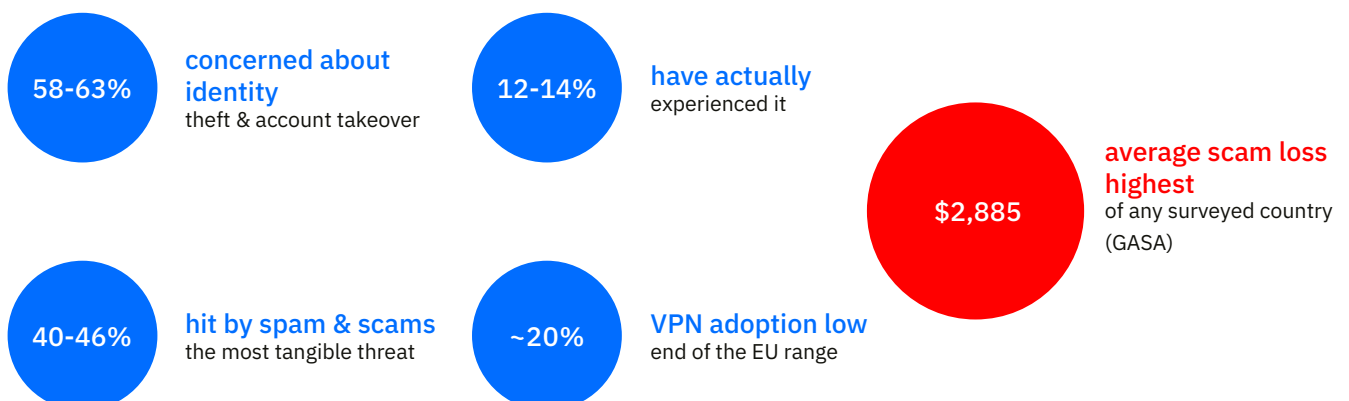
Austria is a mature, high-penetration connectivity market where growth is driven by ARPU rather than subscriber numbers, and the commercial whitespace sits in value-added services rather than core access alone. The telco landscape remains relatively fragmented, indicating significant opportunity for structured upsell. Churn pressure is present but manageable, and switching is still driven primarily by price and performance rather than security.



The Austrian cybersecurity market reflects a cautious yet aware consumer base. Adoption of core tools is strong. antivirus usage is aligned with the European average and password-manager usage is significant, but more advanced layers remain underpenetrated. VPN adoption sits in the lower European range, identity monitoring is limited, and router-level security trails more advanced markets. Reliance on free solutions is high, while reliance on ISP-provided security is low compared with Germany. The market understands the fundamentals of protection but has not yet fully transitioned to a paid, multi-layer security architecture.

Threat perception is clearly anchored in financial and identity risks. Austrians strongly associate cybersecurity with bank security, online fraud, and unauthorized account access, and security literacy is relatively high, around three-quarters correctly identify phishing and protective measures such as strong passwords and two-factor authentication.

A financially risk-aware, but cautious market



Key Decision Factors

In 2018, Drei introduced network-level security through its Internetschutz plan, protecting customers at home via Drei routers and on the go for mobile devices connected to the Drei mobile network. This infrastructure-based layer blocks malicious traffic, phishing attempts, and other online threats directly at the network level.

However, customer behavior has evolved rapidly:

How customer behavior shifted

- ↳ Users frequently move between mobile networks, Wi-Fi, and roaming environments.
- ↳ Sensitive activities, like banking, shopping, account management, increasingly happen outside the operator's own network connection.
- ↳ Threats such as phishing, scams, malicious links, and compromised apps increasingly target the user's digital persona.

This created a protection gap: while network security was effective inside the Drei network, customers remained exposed outside it, across multiple operating systems and devices.

Goals & Objectives

To deliver on its promise of trusted digital connectivity, Drei sought a solution that could:

- ↳ Extend protection beyond the network perimeter.
- ↳ Cover all major platforms.
- ↳ Complement existing network security for complete in- and out-of-network protection.
- ↳ Be easy to deploy, manage, and adopt by end users.
- ↳ Address the needs of both families and small businesses through reliable, scalable protection across multiple users and devices.

After careful consideration, Drei selected the Bitdefender Subscriber Protection Platform with its Endpoint Security component as the strategic complement to its existing network security. The solution met every technical and functional requirement with its broad multi-platform coverage, proven scalability, and a frictionless experience for both consumer and small-business segments.

Voices from the Partnership



“Consumers rely on their devices daily to shop, bank, and stay connected, which unfortunately makes them prime targets for cybercriminals. Our partnership with Bitdefender empowers us to deliver trusted, advanced protection that strengthens the digital safety of our customers. We are pleased to partner with Bitdefender to bring industry-leading cybersecurity solutions to Austrian consumers and help them protect what matters most.”

Günter Lischka

CCO, Drei Austria



“Following successful launches in Italy and the UK, the Drei Austria rollout marks a new chapter — bringing Bitdefender’s protection to desktop PCs for the first time within this partnership. With this launch, we are proud to complete another milestone through our European rollout, demonstrating our commitment to protecting our customers across all platforms and empowering them to navigate the digital world with confidence and peace of mind.”

Francesco Zampini

Director of Devices and Digital Products & Services, CKH IOD

The Solution

To meet these objectives, Drei introduced **Internetschutz Pro** in November 2025, powered by Bitdefender and delivered through the Bitdefender Subscriber Protection Platform.

The solution adopts a layered security model, combining network-level and endpoint protection to ensure always-on security directly on the device, whether users are at home, on public Wi-Fi, roaming, or using third-party networks. By operating at the endpoint level, it enables real-time threat detection, proactive prevention, and clear user visibility into security and privacy status.

Internetschutz Pro



Network-level protection on the Drei mobile network



Computer Protection - Windows, macOS



Mobile Protection – Android, iOS

protects against the most prevalent digital threats, including malware, phishing attacks, online scams, data breaches, and identity-related risks



Internetschutz Pro protects against the most prevalent digital threats like malware, phishing attacks, on-line scams, data breaches, and identity-related risks thus extending Drei's trusted connectivity promise to wherever the customer goes.

Solution Implementation

The rollout was executed through close collaboration between Drei, Bitdefender, and the Drei Group's **CKH Innovations Opportunities Development (CKH IOD)**, aligning local market requirements with group-level strategy. Bitdefender integrated its Subscriber Protection Platform into Drei's existing systems using a telecom-optimized provisioning and subscription model which enables scalable deployment, streamlined activation, and efficient lifecycle management.

- ↳ Go-to-market support adapted to CKH strategy through the Partner Success Management team.
- ↳ Tailored marketing and communication assets.
- ↳ Training and enablement for sales and customer-care teams.

A five-digit number of customers already use Internetschutz Pro which translates into strong early adoption that adds value to customers' daily digital lives while creating new touchpoints along the journey,

- ↳ **Map the customer journey.**
Structured analysis identified the touchpoints where Internetschutz Pro is perceived as genuine added value.
- ↳ **Train everyone who sells and supports it.**
Intensive enablement for point-of-sale and tele-customer-service staff, backed by Bitdefender-provided materials.
- ↳ **Incentivize focused learning.**
Additional sales initiatives and temporary higher commissions encouraged employees to learn the product in detail.

Bitdefender is a Global Leader in Cybersecurity

We have been using AI in our security solutions long before it became a buzzword. For us, it has been a practical tool to detect threats earlier, understand behavior more clearly, and build protection that works reliably at scale.

Bitdefender Scam Protection continues to evolve as scams evolve. In 2026, we are expanding our capabilities to address voice-based scams, strengthen fake-shop detection, and defend against deepfake-enabled attacks, building on technologies we are already testing in real-world environments.

For more information visit our website

www.bitdefender.com

