

## Telefónica's SMB Cybersecurity Service, Powered by Allot, Prevented 80,000+ Security Threats in First 2 Months

### About the Company

Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of customers with a comprehensive offering and quality of connectivity that is delivered over world class fixed, mobile and broadband networks. As a growing company it prides itself on providing a differential experience based both on its corporate values and a public position that defends customer interests. The company has a significant presence in 15 countries and over 352 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy. Telefónica is a 100% listed company and its shares are traded on the Spanish Stock Market and on those in New York and Lima.

### The Challenges

#### **Market need for an advanced security service for SMBs, which also includes protection for employee devices**

Small and Medium-sized Businesses are the preferred target for cybercriminals, due to their typically lower level of protection.

#### **Need for industrialized services, fully packaged and with simple management by the business customer**

The market was lacking simple security solutions made specifically for Small and Medium Businesses. SMB customers need a scalable solution of security services like those that are used by large enterprises and administrations.

#### **High level of cybercrime, with growing number of new threats being created**

The service that Telefónica Empresas offers to its business customers has been launched at a moment of high level of cybercrime, in which a new threat is created every 6 seconds, according to research carried out by Telefónica.



Vertical | Service Provider

Solution | Security

Industry | Converged

Region | EMEA

#### Challenge

- Businesses facing high levels of cybercrime, in which new threats are created every 6 seconds
- Need for advanced security services for SMBs on the fixed fiber network
- Demand for professional services, fully packaged for SMBs, with simple customer management

#### Solution

Conexión Segura Empresas, the cybersecurity solution developed by Telefónica and Allot, prevents threats derived from browsing the internet in the SMB environments and extends protection to fixed and mobile devices.

#### Benefits

- Innovative, scalable cybersecurity solution for SMBs
- Powered by latest tech from Allot and Telefonica
- High penetration rates and customer satisfaction
- €120 ARPU (€10/month per site)

## The Solution

Conexión Segura Empresas, the cybersecurity solution developed for SMBs by Telefónica and Allot, prevents threats derived from browsing the internet in the SMB environment and extends protection to fixed, fiber-connected devices, as well as mobile devices.

Thanks to the security technology of Allot, installed at the core of the Telefónica network, Conexión Segura Empresas acts as a platform that 'filters' all the data that enter the SMB network. It analyzes data patterns and discards content that is categorized as a virus or malicious software.

This solution also prevents SMB users from landing on websites categorized as risky or inappropriate, and avoids website impersonation, fraud, and private data theft derived from scams. It also protects fixed and mobile devices in cases of loss or theft.

The easy-to-use management portal provides data analytics for the company's web browsing behavior, allows management to set control policies, and facilitates the personalization of the security solution throughout virtually any type of SMB.

A promotional video of the Conexión Segura Empresas solution can be seen at <https://youtu.be/KCLKltNgpKU>.

The main commercialization method is through "Try & Buy" with a free 1st month.

## The Benefits

Within the first two months, the Spanish SMBs subscribed to Conexión Segura Empresas avoided more than 80,000 potential cybersecurity incidents. Of those, more than 89% of blocks occurred when users tried to access risky domains or websites, as a result of 'phishing'.

Since launch, the Conexión Segura Empresas service has gained thousands of subscribers and is experiencing, on average, 100 new and existing SMB customers subscribing per day. Annual revenue per user (ARPU) is €120 on plans structured at €10/month per site.

### Summary of Main Benefits

- Outstanding uptake
  - Impressive ramp-up of customer subscription in the first months
  - Crossing double-digit penetration after only 5 months
- One of the most successful services of its kind in the SMB market
- Satisfied customers with no complaints
- Increased ARPU of security user by more than 8%
- Great conversion to paid customers after "Try & Buy" trial!

Learn more about  
Allot's Solutions »