

Service Provider Gains New Revenue Stream and Protects Subscribers with Trend Micro™ Online Security Services

Dogan Telekom began offering long-distance call services in 2004, and just two years later introduced ADSL services under its smile adsl brand. Today the company is the second-largest managed services provider in Turkey, and sets itself apart from the competition with innovative security solutions for its subscribers.

PROTECTING SERVICE SUBSCRIBERS

“We found that Trend Micro was the best choice for our smile adsl Security Package—we gained a great product, a flexible licensing scheme, and a partner with a worldwide presence. They helped us launch a very successful value-added security service for our smile adsl subscribers.”

— **Sezen Küçükkazes Ergün,**
Corporate Communications
Specialist
Dogan Telekom

From its first days as a service provider, Dogan Telekom recognized the need to protect its subscribers from threats, both the visible and invisible. The company's residential and small business subscribers that rely on its smile adsl services are especially vulnerable since many of them do not install any security solutions on their personal computers. “Every year, hundreds of thousands of viruses and personal information theft attacks cause users to experience material loss and mental anguish,” said Cağatay Arslan, Sales and Marketing Director of Dogan Telekom. “The numbers and types of threats pose serious concerns for Internet users. Yet there are security measures that can be taken to avoid exposure to such threats. At smile adsl, we have taken it upon ourselves to inform our customers in this area and provide them with security in the virtual world.”



Dogan Telekom, in fact, introduced a milestone security solution in its market. Starting in mid-2008, the provider's ADSL subscribers were given access to the smile adsl Security Package. A free trial version lets them see firsthand how easy it is to install the security solution, and they can subscribe on a monthly basis with the convenience of the licensing fee rolled into a single bill with their other smile adsl services.

CHOOSING THE RIGHT PARTNER

Dogan Telekom carefully researched security solutions, reviewing proposals from the top-ranked vendors. Several top-priority criteria determined their ultimate selection of Trend Micro™ Online Security Services.

KEY BENEFITS

- **Increased security.** End users gain protection for their systems and sensitive information.
- **New revenues.** Service providers can introduce a new security service while decreasing support costs.
- **Fast, easy start up.** Trend Micro hosted servers provide a proven foundation with easy provisioning and automated entitlement checking.
- **Simple administration.** Web interface for queries and reports simplifies management and Trend Micro keeps security software up to date.

“We have almost 200,000 adsl subscribers, so we needed a solution that would fit into our services business model,” said Sezen Küçükkazes Ergün, Corporate Communications Specialist at Dogan Telekom. “Pricing was very important, but we also considered the company profiles for the vendors and the solution functionality that would be extended to our users. We found that Trend Micro was the best choice for our smile adsl Security Package—we gained a great product, a flexible licensing scheme, and a partner with a worldwide presence. The support from Trend Micro has been great. They helped us launch a very successful value-added security service for our smile adsl subscribers.”

SETTING UP A SIMPLE SYSTEM

Trend Micro Online Security Services gives Dogan Telekom an easy, cost-effective foundation for its security subscription service. Trend Micro hosted servers manage entitlement checking and downloading of the latest scan engines and pattern files to smile adsl customers. The service provider licenses pass-through activation keys, and Dogan Telekom gives subscribers convenient online ordering that minimizes operating costs. A web interface gives Dogan Telekom administrators intuitive query and report generation capabilities to further simplify day-to-day management. With the help of Trend Micro, Dogan Telekom was able to introduce the security package in a matter of days.

The users gain antivirus security for emails, Internet downloads, disk storage, and removable media. A personal firewall is included, as well as spyware protection, image spam detection and blocking, and fraud defense (protection from online phishing). The service also prevents unauthorized input of personal information on web sites for protection from identity theft. Enhanced parental controls and customizable security warnings allow subscribers to set up the solution to meet their family or small business needs.

EDUCATING AND ENCOURAGING USERS TO BE SECURE

Dogan Telekom launched its smile adsl Security Package in mid-2008 and saw many subscribers immediately take advantage of the free one-month trial. Since then, 15% of its subscriber base has signed up for the ongoing security service.

“We now have a very affordable security solution that makes it easy for subscribers to gain protection and makes it easy for us to pass through licenses and keep their security software up to date,” said Ergün. “Not all of the users in Turkey are aware of the need for security. With this solution, and our continuing efforts to educate the users, we can help keep them safe as they enter the world of the Internet. Just like locking the doors to their homes, Trend Micro Online Security Services is a sensible precaution that should be adopted by any ADSL subscriber.”

CORPORATE PROFILE

Dogan Telekom
Istanbul, Turkey

Dogan Telekom began providing long-distance call services in 2004. With its carrier preselect (CPS) license and its robust infrastructure, Dogan Telekom has expanded into personal ADSL services under its smile adsl brand. Dogan Telekom's goals include facilitating the lives of individuals and companies, enabling economical and high-quality services over a common distribution network, and becoming a leading company in its field.

- **Industry/Vertical** Telecommunications
- **Subscribers** Almost 200,000 ADSL customers
- www.smileadsl.com
- www.dogantelekom.com

TREND MICRO PRODUCTS

- **Trend Micro Online Security Services**
<http://us.trendmicro.com/us/partners/x-Service-Providers/>



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