Selling Internet security as an ISP

Bezeq

INDUSTRY
ISP

WEBSITE
www.bezeq.co.il

COUNTRY
Israel

PRODUCT
ESET Internet Security
ESET Smart Security

ABOUT BEZEQ INTERNATIONAL

Based in Israel, Bezeq International Ltd., (BI), is part of the country's largest and leading telecom group. It is the leading provider of comprehensive communications solutions in Internet, Telephony, IT and Cloud Computing Services. In addition it provides Hosting, DataCommunications and Information Security Solutions.

THE BUSINESS NEED

Bezeq International was looking to partner up with a reliable security solutions vendor. The company wanted to offer a security solution to its customers, relying on their existing CRM database and new subscribers. The product was to be offered to Bezeq International clients as part of internet packages or as an additional value to their existing subscription.

BENEFITS FOR BEZEQ INTERNATIONAL CUSTOMERS

- Easy installation
- Convenient monthly billing
- Security of a top-performing Internet Security

BENEFITS FOR BEZEQ INTERNATIONAL AS AN ISP

- Steady stream of income
- Flexible license activation through webservice
- Effective system integration minimizing billing gaps
- Supporting sales and marketing incentives from ESET®

THE SOLUTION: ESET SMART SECURITY®

The product chosen was ESET Smart Security® – an Internet security that combines powerful Antivirus & Antispyware with Anti-Theft to help users protect and track their lost devices. The solution also features Parental Control and Social Media Scanner for Twitter and Facebook.

INTERNET USERS IN ISRAEL, PROTECTED BY ESET

Beginning January 2009, Bezeq International enhanced their product portfolio with ESET Smart Security®. Thanks to the collaborative efforts of both companies, the number of active licenses has skyrocketed. As of early 2014, ESET Smart Security® covers the security of tens of thousands of Internet users in Israel.