PANDA MONTHLY
SUBSCRIPTION MODEL FOR TELCOS AND ISPs

PEACE OF MIND FOR YOUR CUSTOMERS
& EASY PROFITS FOR YOU!

PANDA
SECURITY

PANDA MONTHLY SUBSCRIPTION MODEL FOR TELCOS AND ISPS
PEACE OF MIND FOR YOUR CUSTOMERS & EASY-MADE PROFIT FOR YOU!

1

PANDA SECURITY has a complete range of security software products: antivirus, antispyware, firewall, anti-spam, Web content filtering, anti-phishing, anti-dialers, anti-hoaxes… to protect your clients and ensure their peace of mind when using the Internet.

PANDA SECURITY consumer range of security solutions can be delivered through a specific **Monthly Subscription Business Model,** a perfect solution if you want to provide a value-added security service to your customers and **obtain recurrent revenue.**

[Panda Security has a complete range of security software products]

HOW IT WORKS?

Subscription sales are those where the customer pays a monthly fee for software, instead of one time payment. Thus, our Monthly Subscription Business offer can be perfectly used by Telcos and ISPs.

The offer is hassle-free for customers, as there is no need for annual renewals and they will always have the very latest Panda retail product available. What's more, there's no obligation to subscribe for a specific period of time.

Users decide to contract the subscription product and after registering on the ISP's website, they can download the software.

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OUR PRODUCTS' OFFERING

We offer you our 2011 latest retail products with its new features:

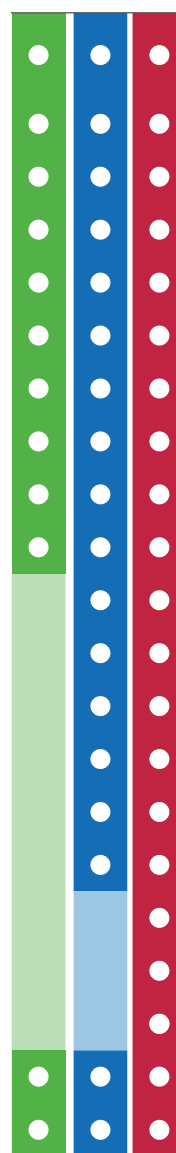|		ANTIVIRUS PRO	INTERNET SECURITY	GLOBAL PROTECTION
IMPROVED!	**Protection against all kinds of malware.** Protects you in real-time against all kinds of known and unknown malware thanks to the knowledge gathered from the Panda Community	●	●	●
IMPROVED!	Antivirus and Antimalware Protection	●	●	●
IMPROVED!	Behavior analysis	●	●	●
	Collective Intelligence. Harnessing the power of the cloud	●	●	●
	Personal Firewall. Block intruders and hackers, even on your wireless network	●	●	●
	Panda USB Vaccine. Protect your PC and USB drives from infections	●	●	●
NEW!	**Virtual Keyboard.** Secure creation and use of passwords without your keyboard	●	●	●
PLUS!	**Safe Brower (Sandboxing)** Safe access to any website	●	●	●
NEW!	**Multimedia/Gaming Mode.** Enjoy the speed of multimedia and play without interruptions	●	●	●
NEW!	**Home Network Manager.** Check the security status of your home computers	●	●	●
	Anti-Spam protection. Keep your inbox free from spam		●	●
IMPROVED!	**Parental Control.** Keep your kids safe from inappropriate Web content		●	●
	Identity Protect. Secure your personal and confidential information		●	●
	Backup & Restore. Safeguard your most important files and avoid accidental data loss		●	●
IMPROVED!	**Online Backup.** Access your data from anywhere, with 2GB online storage		●	●
NEW!	**Remote PC Access.** Easy access from anywhere to your home or office computer		●	●
	Optimization. Improve PC performance, optimizing system speed			●
NEW!	**File Encryption.** Protect your files from prying eyes			●
NEW!	**File Shredding.** Delete your files forever ensuring no one can get access to your data			●
	Mail/Web Tech Support. 24h/365d technical support by email and Web	●	●	●
	Technical Support Forum. Our community of experts will help you find the answers you need	●	●	●

* Not installed by default.

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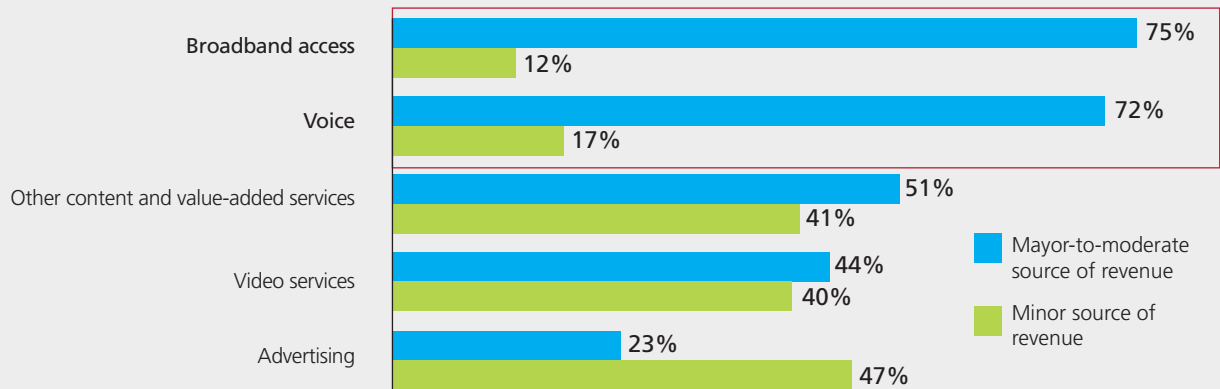
3

IT'S ON DEMAND

Value-added services are and –will continue to be– an important source of revenue for Telcos and ISPs

FIGURE 4
Global Telecom Services Revenue Contribution: 2007-2012.

	Mayor-to-moderate source of revenue	Minor source of revenue
Broadband access	75%	12%
Voice	72%	17%
Other content and value-added services	51%	41%
Video services	44%	40%
Advertising	23%	47%

Source: The 2007 IBM Institute for Bussiness Value and Economist Intelligence Telecom Industry Executive

ISPs and Telcos' clients worldwide admit that they are willing and keen to rely on their Internet providers for a wider variety of services, with network security topping the list.

Security can be the perfect VAS for ISPs and Telcos, since it's easier and time-saving for a customer to buy security services from its Internet provider.

IT´S BENEFICIAL!

Main Benefits for your COMPANY:

- Increased benefits for the user (ARPU).
- Recurrent revenue vs. one-shot payment.
- Constant customer contact (once a moth vs. once a year).
- Increased customer satisfaction.
- One-stop-shop & client loyalty.
- Value-added offer.

Main Benefits for USERS:

- Easy to subscribe.
- No commitment.
- Small monthly fees for the service (as part of their existing bill).
- Peace of mind.
- No need for licence renewals.

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IT'S RISK-FREE!

There's no financial risk: Panda invoices after the Telco/ISP already invoiced the customer. **There's no advance payment and no investment needed!**

At the beginning of each month, Panda Security invoices the partner for the total number of active subscribers in the previous month. Payments are to be done 30 days after invoicing.

IT CAN BE CUSTOMIZED!

Few vendors are able to offer a customizable product like Panda Retail products. What's more, Panda Security can be co-branded with your company brand **at no additional cost.**

We offer you customization of:

- Product name and images.
- Interface and icons.
- Product URLs.
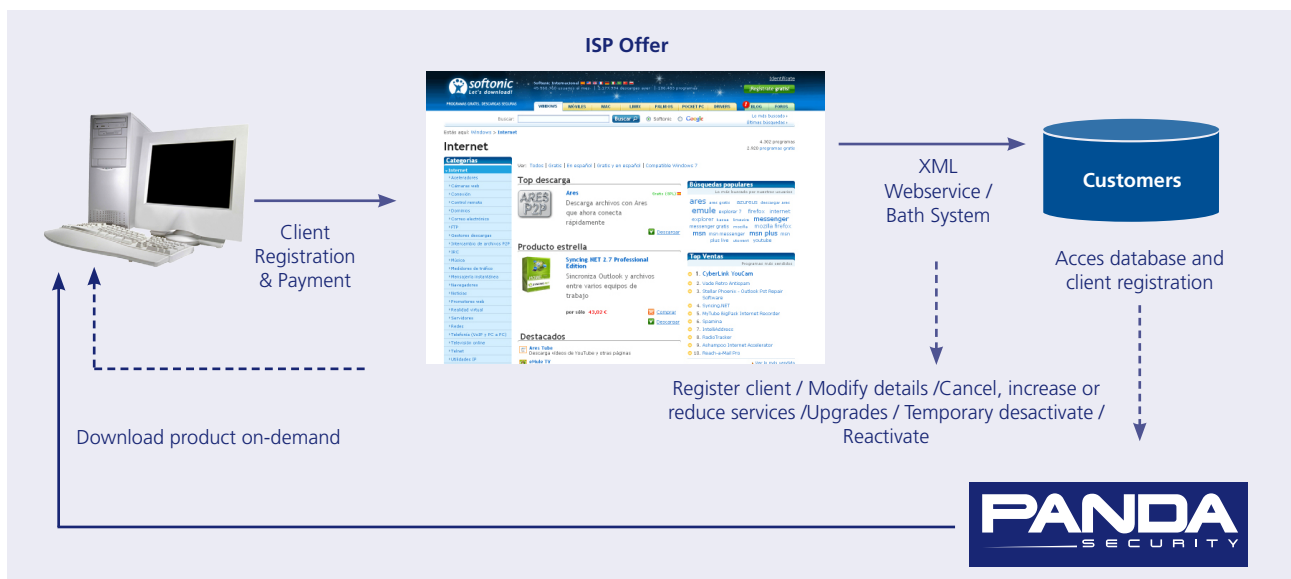- Welcome emails.
- Manuals and reports.

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IT'S EASY!

Your company can register the new user:

a) Through the **Provisioning Portal:** to register a new user you can generate a plain-text file including the data of the user and upload it to a Panda website. No integration is needed in this scenario and it is designed for ISPs that will generate a low amount of monthly transactions.

b) Through the **Webservice:** Panda provides a Webservice that your company can use to integrate with our backend ordering system. The user is registered in Panda database. The user receives a welcome email with his/her ID, a username and a password to activate the services. This is recommended for companies that will generate a big volume of transactions every month.

WE GO LOCAL

PANDA SECURITY with its local offices in 56 countries has the technical expertise for its products to be offered to your end users.

We go local by offering your customers support (phone & e-mail) at a **local level** in the **local languages. Comfortable** for your clients and **no worries for you.**

The services included in our solutions are:

- Fist level support vía e-mail 24 hours a day 365 days a year.
- Second level support, always when you have any technical problem.
- Knowledge base.
- FAQs and templates.
- Trainig/Webex for your IT Support Team.

We're always willing to help you!

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IT WORKS!

Panda Security has the expertise in offering subscription-based security solutions through ISPs and Telcos world-wide, with hundreds of thousands of customers in all regions of the world.

How do I start?

If you are interested in our Subscription Business Model, please feel free to contact us at:
alliances@pandasecurity.com;
or get in touch with the Panda Security Representative in your country:
http://www.pandasecurity.com/homeusers/media/globalsites/