PANDA SUBSCRIPTION
BUSINESS MODEL

PERFECTSOLUTION VALUE-ADDEDSECURITYSERVICE
PRODUCTCUSTOMIZATION TECHNICALSUPPORT

PANDA | SECURITY

20th Anniversary
1990-2010

Panda Security consumer and corporate 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**.

Subscription sales are those where the customer pays **a monthly fee for software**, instead of a one time payment. Thus, our Monthly Subscription Business Model can be used by any company that offers its users services invoiced periodically.

The Monthly Subscription Business Model is applicable for:

- ISPs (Internet Service Providers)
- Telecommunication Companies
- MSPs (Managed Service Providers)
- MSSPs (Managed Security Service Providers)
- ISVs (Independent Software Vendors)

- Web hosting providers
- IT outsourcers
- Content service providers
- Banks
- Other Web or Internet service providers

How does the Monthly Subscription Business Model work?

- **Step 1**
  A user decides to buy a security subscription service from your Company

- **Step 2**
  Your Company registers the new user through Panda's Webservice and sends information regarding the product the user wishes to activate. The product is activated immediately and automatically

- **Step 3**
  The user receives a "welcome e-mail" with his/her registration information (client number, activation code) from Panda Security and may start using the service

- **Step 4**
  Panda Security will gather the number of active subscribers per billing period (monthly, quarterly, etc...) and will issue an invoice to the partner

  *****Note:** *If a subscriber decides to cancel the service anytime, this can be notified immediately through the Webservice.*

How can I integrate with Panda Security?

There are two integration options:

- **Through the Webservice**
  Panda provides a Webservice that your Company can use to integrate with our backend ordering system. This is recommended for companies that will generate a big volume of transactions every month

- **Through the Provisioning Portal**
  You can generate a plain text file with your orders and upload it to a Panda website. Your orders will be processed automatically. No integration is needed in this scenario, and it's designed for companies that will generate a low amount of monthly transactions

  * Panda will provide you full documentation regarding both scenarios as well as support during the integration process

  Through direct integration with Panda Security's backend systems, the product ordering process is simplified and automated, dramatically reducing the need for personal intervention

Available Products, include:

CONSUMER RANGE
- Panda Antivirus Pro 2011
- Panda Internet Security 2011
- Panda Global Protection 2011

CORPORATE RANGE
- Panda Cloud Protection (PCP):
  - Panda Cloud Office Protection (PCOP) ➡ Endpoint
  - Panda Cloud E-mail Protection (PCEP) ➡ E-mail traffic
  - Panda Cloud Internet Protection (PCIP) ➡ Web traffic

Key Benefits of the Panda Subscription Business Model:

FOR YOUR COMPANY
- Recurrent revenue vs. one-shot payment
- Sticky solutions
- Constant customer contact (once a month vs. once a year)
- Increased benefits for the user
- Increased customer satisfaction
- Differentiation from traditional "box mover" resellers
- Very easy to sell value added services on top of our corporate solutions
- Possbility of tangibilizing services with automatic branded reports (for our corporate products)

FOR THE USER
- Easy to subscribe
- No commitment
- Small monthly fees for the service (as part of their existing bill)
- Peace of mind
- No need for license renewals
- Scalable up and down
- For companies:
  - No investment upfront. Low ongoing OPEX
  - Fixed and predictable costs

Panda Cloud Protection is the perfect product to be sold through a Monthly Subscription Model, due to the benefits stated below:

Key Benefits of Panda Cloud Protection:

NO NEED TO INVEST IN NEW INFRASTRUCTURE
- Panda Security hosts and maintains the datacenter and SOC so you can take advantage of Panda Cloud Protection with little delay and minimal overhead
- With Panda Cloud Email Protection, partner can choose to host on own infrastructure

FLEXIBLE, REMOTE INSTALLATION AND MANAGEMENT OF ALL CLIENTS
- Centralized installation and management of all clients' protection through the Service Provider Web Console
- Webservice or Provisioning Portal
- Several protection deployment options: remotely through emails, through a distribution tool
- A wide range of uninstallers is also available

MANAGEMENT SERVICE OFFERED AS AN ADDED VALUE
- Service providers can offer management services as an added value
- Periodic executive reports can be scheduled and sent to end-customers by email to demonstrate value – these reports are customisable

COMPLETE SECURITY MONITORING WITH THE SERVICE PROVIDER CONSOLE
- Single-sign-on access to manage all customers and enables a well-organised n-tier level end-client structure
- End-clients too can consult their security status at any time if desired through the Client Console
- Telcos/ISPs can monitor clients' license status with no need to go on-site
- The Service Provider Console and the Client Console can both be customised with the Telcos/ISP's logo, further strengthening your brand
- License usage monitoring in real-time. Piracy control

FINANCIAL FLEXIBILITY
- Bulk licensing for higher margins or pay as you use for minimum financial risk
- Increase ARPU quickly with minimal investment
- No commitment and no monthly sales requirements
- Supported billing and systems integration

IMPROVED OPERATIONAL EFFICIENCY
- Scalability – quickly and easily add/remove licenses/customers
- Improved network efficiency (reduce spam, botnets etc)
- Reduce your customer support costs
- Increased Renewal Business = Customer Stickiness = Reduced Churn

DIFFERENTIATION FROM COMPETITION
- Better Customer Experience = Increased customer satisfaction and loyalty
- Strengthen and manage customer relationships
- Build your brand by leveraging the Panda Security brand

PANDA SECURITY PROVIDES ACCOUNT SUPPORT
- Local offices in 56 countries providing 24 x 7 Local Support for Partners
- Sales and marketing support (including product sales training for call centre agents)

PANDA SUBSCRIPTION BUSINESS MODEL
PERFECT SOLUTION / VALUE-ADDED SECURITY SERVICE
PRODUCT CUSTOMIZATION / TECHNICAL SUPPORT

Product Customization, Invoicing and Technical Support Overview

CUSTOMIZATION

Our solutions can be co-branded with your company brand at no additional cost.

▸ Benefits for your company:
  ▸ Grow your brand
  ▸ Increase customer loyalty

▸ Customizable elements:
  ▸ Product name & Images
  ▸ Interface & Icons
  ▸ Product URLs
  ▸ Welcome emails
  ▸ Manuals & Reports
  ▸ Service Provider console & Client console (corporate products)

INVOICING

Panda Security invoices after your company has 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

▸ Flexibility on payments after invoicing

TECHNICAL SUPPORT

Local offices in 56 countries, with technical expertises for the complete range of products. The services included in our solutions are:

▸ First level support via e-mail 24x7x365

▸ Second level support, always when you have any technical problem

▸ Knowledge base

▸ FAQs & templates

▸ Training / Webex for your IT Support Team

Our Partners

Panda Security has the expertise in offering subscription-based security solutions through ISPs and Telcos worldwide, with hundreds of thousands of customers in all regions of the world. Here is a sample of our current partners:

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/

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