

# PANDA MONTHLY SUBSCRIPTION MODEL FOR TELCOS, ISPs AND PARTNERS

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





**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**.



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products



### HOW IT WORKS?

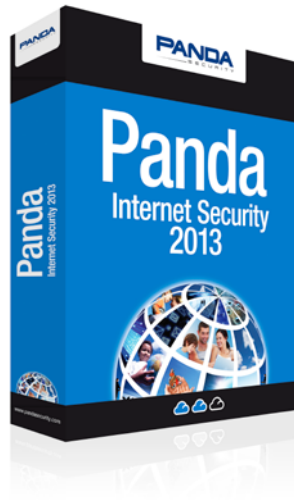
Subscription sales are those where the customer pays a monthly fee for software, instead of one time payment. Thus, our Monthly Subscription Business offer can be perfectly used by Telcos and ISPs.

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.

## OUR PRODUCTS' OFFERING

We offer you our 2013 latest retail products with its new features:



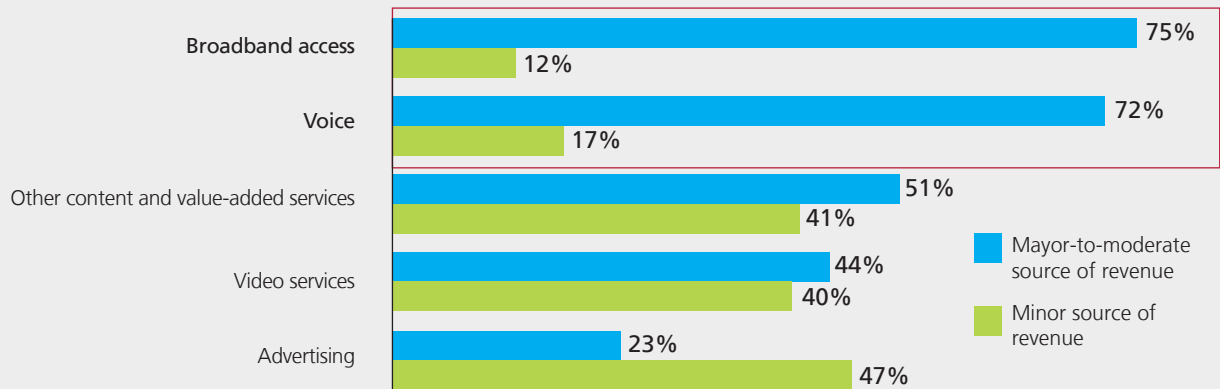
### Panda protects your online world

		Antivirus Pro 	Internet Security 	Global Protection 
<b>YOUR PC</b>	Advanced protection against viruses and other threats			
<b>YOUR NETWORK</b>	Firewall. WIFI protection. Home network manager			
<b>YOUR WEB BROWSING</b>	Safe browser. Virtual keyboard			
<b>YOUR SPARE TIME</b>	Multimedia/gaming mode			
<b>YOUR IDENTITY</b>	Credit card and personal data protection			
<b>YOUR EMAIL</b>	Email and anti-spam protection			
<b>YOUR FAMILY</b>	Parental control			
<b>YOUR FILES</b>	Local and online backup			
<b>YOUR PERSONAL DATA</b>	File encryption. Password manager			
<b>YOUR PC PERFORMANCE</b>	PC optimization			
<b>YOUR QUESTIONS</b>	Email, web and forum technical support			

## 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.



Source: The 2007 IBM Institute for Business 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 month 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.



## 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.

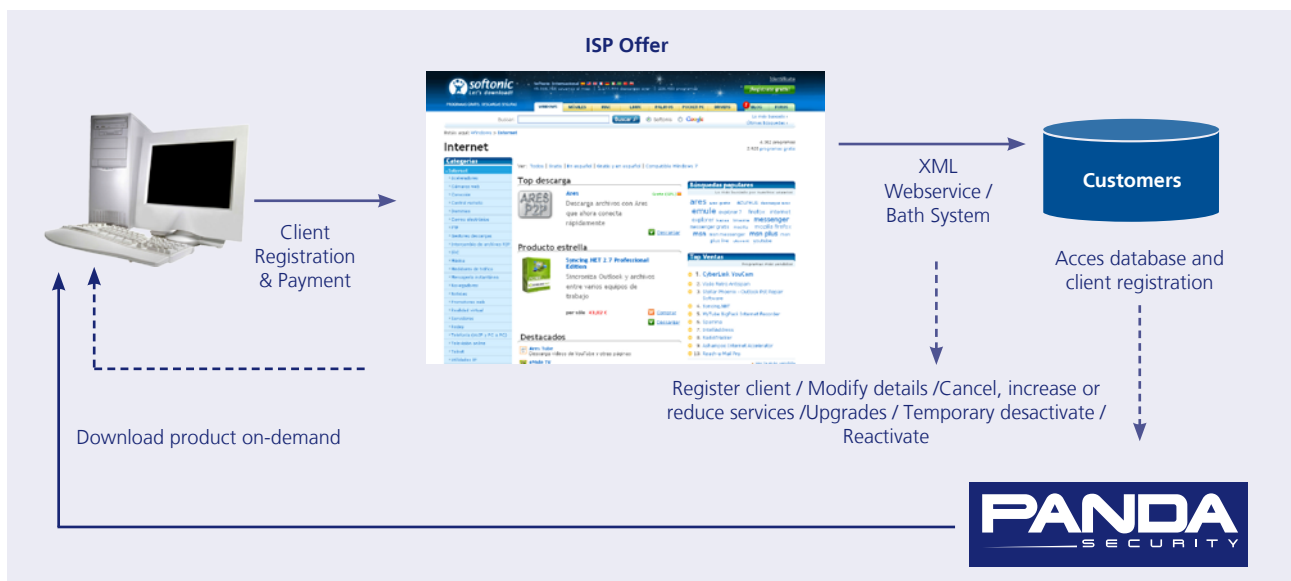


## IT'S EASY!

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:**

- First level support vía e-mail.
- Second level support, always when you have any technical problem.
- Knowledge base.
- FAQs and templates.
- Training / Webex for your IT Support Team.

We're always willing to help you!

## IT WORKS!

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 are some of the partners we proudly work with:



## How do I start?

If you are interested in our Subscription Business Model, please feel free to contact us at:

[alliances@pandasecurity.com](mailto:alliances@pandasecurity.com);

or get in touch with the Panda Security Representative in your country:

<http://www.pandasecurity.com/homeusers/media/globalsites/>