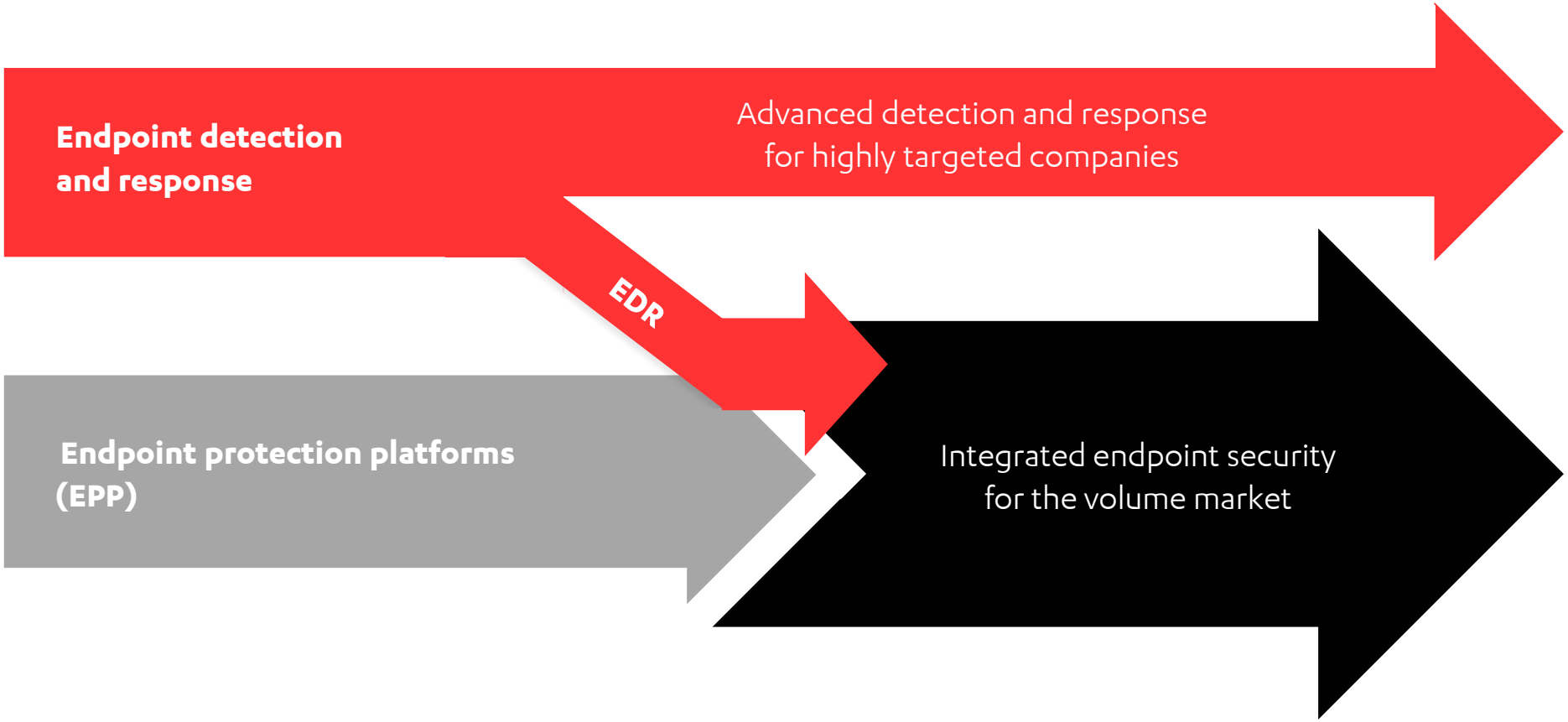
GO-TO-MARKET

MATCHING THE CYBER SECURITY NEEDS OF OUR CUSTOMERS

Juha Kivikoski, EVP, Enterprise & Channel Sales

F-Secure

TWO SEPARATE MARKETS EMERGE



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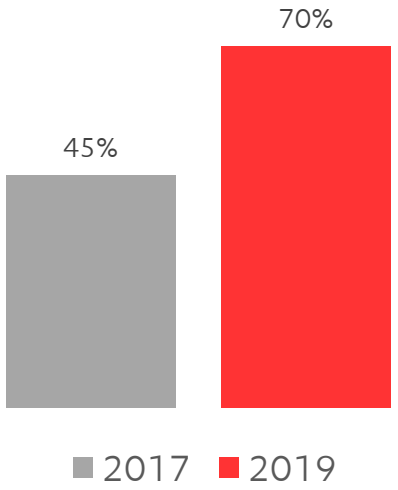
DEMAND FOR DETECTION AND RESPONSE SOLUTIONS IS INCREASING BOTH AS SOFTWARE AND AS SERVICE

Percentage of edr buyers buying it bundled with epp



Source: Market Insight: Increase Market Share With User-Aware and Bundled Endpoint Security, Gartner, Sept .2017

Detection and response drives the growth in managed service

"The MSS market is still attracting new buyers in both mature and emerging countries. These new buyers are organizations that are in their first cycle of building out threat detection and response capabilities and addressing the need for 24/7 coverage"

Source: Forecast Analysis: Information Security, Worldwide, 1Q18 Update, Gartner, June 2018

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OUR OFFERING MATCHES THE DIFFERENT NEEDS OF CUSTOMERS

Vulnerability management	Anti-phishing behavioral management	Endpoint protection	Endpoint detection and response	Managed Detection & Response	Managed Threat Hunting

Integrated cyber security suite for the midmarket and local enterprises via partners

Outsourced advanced detection and response for most targeted organizations

INTEGRATED ENDPOINT SECURITY SUITE

DETECT & RESPOND

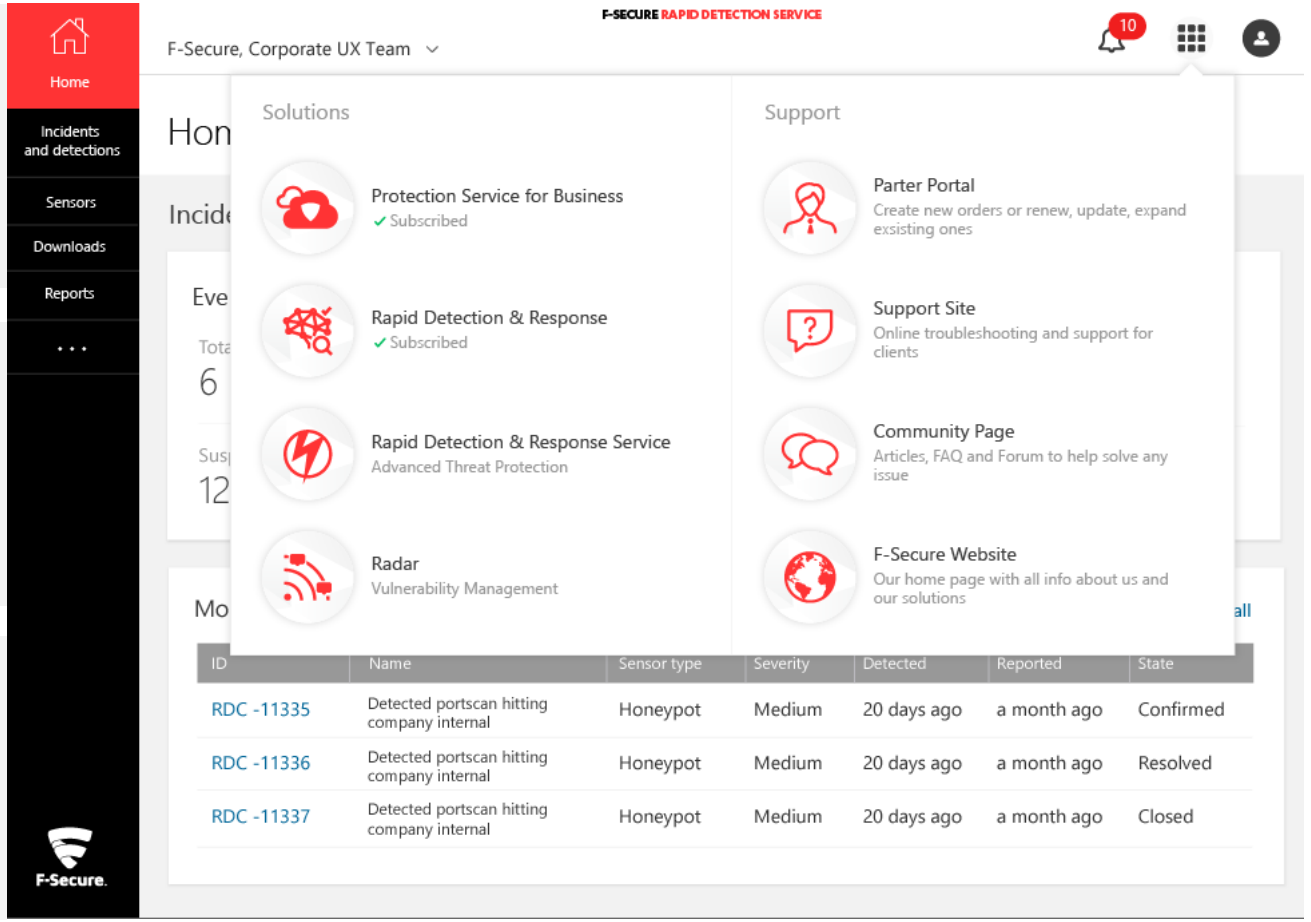
F-Secure Rapid Detection & Response (EDR)

PREVENT

Protection Service for Business

PREDICT

F-Secure Radar



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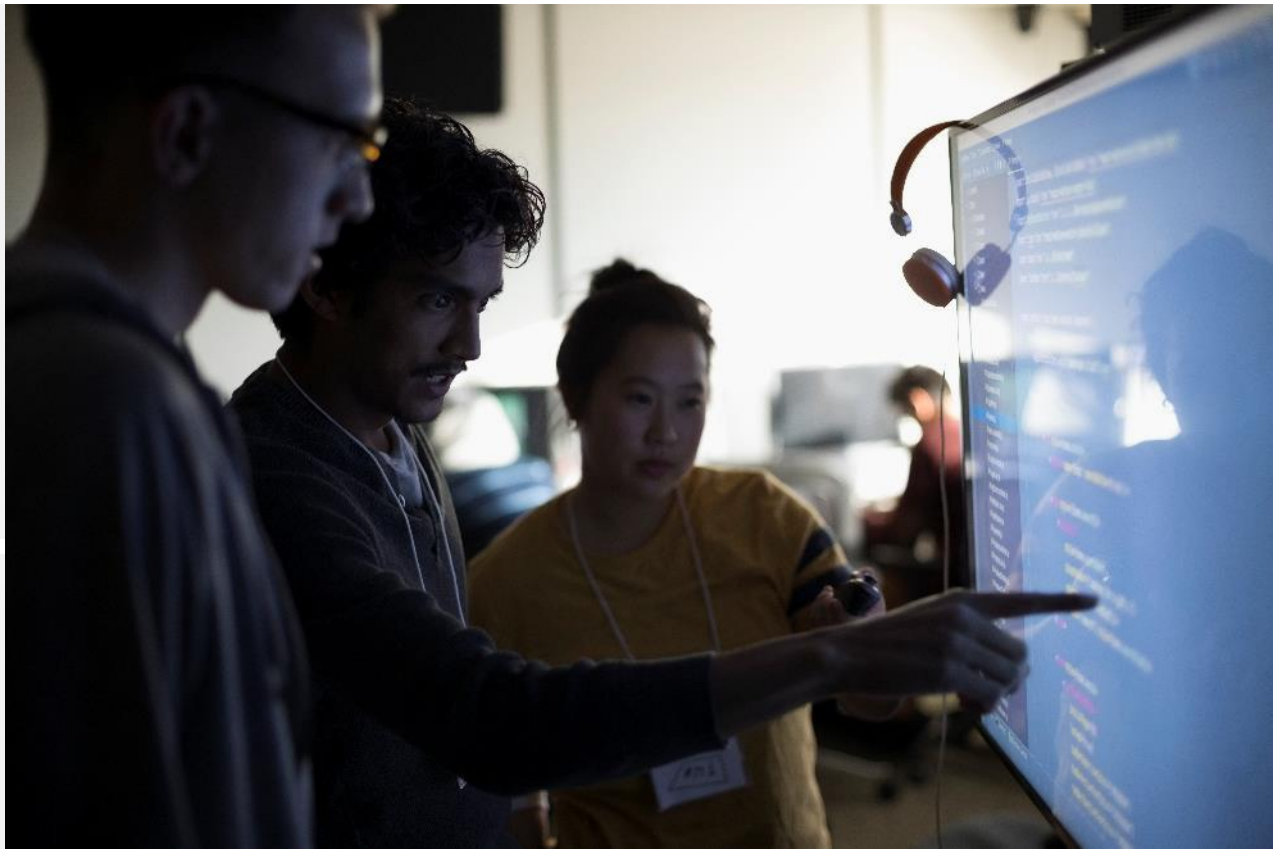
ADVANCED DETECTION AND RESPONSE FOR HIGHLY TARGETED COMPANIES

COUNTERCEPT

Managed Detection and Response (MDR)

Managed Threat Hunting (MDR)

Cyber security consulting



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WE FOCUS ON SELECTED PARTNERS

MANAGED SERVICE PROVIDERS

Detection & response focus

SOLUTION PROVIDERS

Portfolio adoption

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DETECTION AND RESPONSE BRINGS HUGE SERVICE OPPORTUNITY TO PARTNERS

Plan			Build	Run	
PREPARE	PLAN	DESIGN	IMPLEMENT	OPERATE	OPTIMISE
				Response and remediation	
Incident response maturity assessment				Incident Alerting	
Preparation and planning				Reporting	
IT Health Assessments				Incident management	
Vulnerability management			Integrations	Threat identification	
Security Assessments			Deployment	Monitoring	

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ENABLING PARTNER BUSINESS

SOLUTIONS PORTFOLIO
Built with clear partner role definition – our solutions enable partners to build scalable and profitable services. Product integrations.

PRICING AND LICENSING
Volume, usage based pricing and flexible billing options to fit partners' models. API integrations for efficient ordering, billing and procurement.

SERVICE PROVIDER PARTNER

MARKETING SUPPORT
Ready-to-use marketing assets – "marketing in a box". Co-branding tools. Customer insights and market trends. Marketing trainings and enablement.

OUR EXPERTISE. AT YOUR SERVICE
Product in-built functionalities, such as Elevate to F-Secure to contact our cyber security unit directly. Assigned Technical Service Manager to ensure smooth and immediate support experience. 24/7 support for MS(S)P

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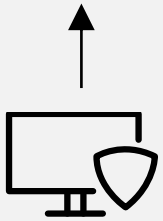
WE ARE GOING THROUGH A GO-TO-MARKET TRANSFORMATION

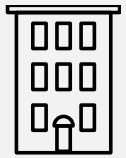
PORTFOLIO

Holistic portfolio

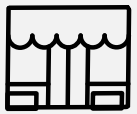


Endpoint protection

CUSTOMERS



Midmarket & Enterprises



Small companies

PARTNERS

Solution & service providers

Resellers

F-Secure

MEET TOMI PITKÄNEN

HEAD OF IT SECURITY, NESTE

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