

# Authentium ESP Security Suite Market Trends

56% of broadband ISP subscribers use online security protection provided by their ISP (Parks Assoc.). All major ISPs now offer some form of security, ranging from virus scanning of email to shrink-wrapped personal firewalls, to full-featured internet security suites. Major ISPs are trending towards suites encompassing antispymware and anti-phishing components, in addition to antivirus, antiphishing, firewall, pop-up filtering, and parental controls.

▼ TYPICAL REQUIREMENTS		▼ TYPICAL RESULTS	
<p><b>CUSTOMER SECURITY</b> Integrated firewall, virus and spyware protection, parental controls, pop-up and banner ad filtering, and antiphishing.</p> <p><b>CUSTOM BRANDING &amp; INTERFACE</b> Branded and customized user interface aligned with TV, web, radio, press campaigns for consumer/SMB verticals.</p> <p><b>CHOICE OF “BEST OF BREED” VENDORS</b> Choice of fully-integrated suite of leading technology vendors, flexibility to replace non-performing vendors.</p> <p><b>“PLUG AND PLAY” CUSTOMIZABLE ARCHITECTURE</b> Authentium Master Server license management database utilizes existing POP3, LDAP, Radius or XMPP authentication. Hosted model includes multi-vendor updates and customizable white list for antispymware, parental controls, pop-ups, firewall.</p>		<p><b>INCREASED SATISFACTION</b> Free, “best of breed” solution is enabling increased customer satisfaction, “sticky” services, longer customer lifespan</p> <p><b>RAPID RESPONSE CAPABILITY</b> Customizable UI capable of dynamic updating, able to reflect changes in branding, feature set, language, rules.</p> <p><b>BETTER UNDERSTANDING OF ENVIRONMENT</b> Built-in reporting has enabled better understanding of threat propagation, vulnerabilities, anomalies, device configurations.</p> <p><b>FAST ROI (RETURN ON INVESTMENT)</b> Authentium ESP utilizes existing user authentication systems (including POP3, LDAP, Radius or XMPP) to deploy, manage and update software - hosted model and utilization of expert support is resulting in successful, large-scale deployment.</p>	
▼ TYPICAL FEATURE SET			
Component	Feature/Benefit	Consumer	SMB
Antivirus	On-access and on-demand virus detection	•	•
	One-click setup; automatic updates	•	•
Antispymware	Built-in multi-engine, multi-database support	•	•
	On-access and on-demand spyware detection	•	•
	One-click setup; automatic updates	•	•
Pop-up Filter	Stops pop-ups and banner ads	•	•
Personal Firewall	Fast easy “one click” setup; multiple preset profile choices	•	•
	Advanced rule support plus event monitoring/logging	•	•
Web Controls	Choice of market-leading URL databases & heuristics	•	•
(Parental Controls)	Integrated “walled garden” and intuitive management interface	•	•
	Integrated application controls, time-limits, web history	•	•
Other	Global APWG database-backed antiphishing module	•	•
	Unified, automated, malware updates and module upgrades	•	•
	Customizable firewall, pop-up/banner ad, web content rules	•	•
	Customizable & brandable interface, web pages, knowledge base	•	•

**Case Study > Authentium’s customer is one of the leading US broadband ISPs.** Within 12 months, the Customer has increased the security and customer satisfaction levels of hundreds of thousands of high speed Internet customers, and increased revenue-generation possibilities by adding new on-demand end point security services to its Business Services division. They continue to roll new products “on demand” - including the new Authentium Anti-Phishing Module, customized at the direction of the Customer by Authentium.

In addition to “best of breed” end point services, Authentium provides contracted expert live phone support and threat remediation services to the Customer’s consumer and SMB customers, and is gearing up to provide expert training to individual call center reps, with the goal of ensuring a consistent and reliable customer experience.



# Authentium ESP Security Suite

## Market Trends

Providing auto-updating security software as a service to consumers network subscribers makes sound financial sense—both from an operations standpoint, and from a revenue-generating perspective.

### Call center cost-savings

*"Financial institutions often experience an enormous surge in call center traffic at the beginning of a phishing attack... such calls can be cumulatively devastating to the business when seventy to a hundred thousand more calls per hour arrive at call centers geared to twenty percent of that volume." - University of Waterloo*

*"Charter has started providing users with a low-cost anti-virus program they can download and install. The combination of inbound and outbound spam prevention, along with an anti-virus campaign has been effective. We're saving about \$3 million a year just in call center cost reduction. No other investment we have made has given us a better return." - Bob Bosco, Charter Communications*

### Reduced malicious traffic, bandwidth costs

*"Malicious traffic [can] account for 5% of all data. Dealing with worms that travel over their networks could cost North American ISPs as much as \$245 million a year. Costs include tactical-response teams, swamped customer support resources, higher transit costs, and probable customer churn due to a loss of positive brand image over time." - Sandvine*

### Increased control

*"The majority of antivirus [installations] and firewalls on their home computers... were not up-to-date or set up properly. Only 33% of anti-virus programs had been updated in the past week. Seventy-two percent of respondents did not have a properly configured firewall on their computer." - AOL/NCSA Online Safety Study*

### Happier customers

*"Banks that appear to have the most secure online component have a distinct advantage in winning customers. Researchers found that 43% of online banking consumers rate security as one of the top-three factors in choosing a bank" - Bruce Cundiff, Lead Analyst, Jupiter Research*

### Increased revenue

*"As broadband carriers seek to package a variety of value-added services, they should not forget that some of the most attractive features are those that address very basic needs. Broadband-deployed Internet security solutions include subscriptions for virus and spyware definitions, real-time monitoring and alerts from a trusted carrier, and established customer billing and support service mechanisms. At a time when growing revenue per subscriber has never been more important, these services could strengthen the carrier-customer relationship as well as the ISP's bottom line. Internet protection services - including anti-spyware, antivirus, anti-spam, pop-up blockers, and parental controls - may drive growth in value-added service revenues: Two-thirds of U.S. and Canadian households indicate a willingness to pay for antivirus, anti-spyware, anti-spam, pop-up blockers, and parental controls." - Parks Associates*

*"The broadband security market will reach \$3.7bn by 2007, as more home users begin to understand the added risks from broadband connectivity. Always-on Internet access, static IP addresses, and the higher usage of online applications make broadband technologies insecure for both consumers and businesses. Firewall, antivirus, and content security firms will all benefit from increased spending." - In-Stat/MDR*

Pipex, whose latest financial results show significant growth, provides security services bundled with its hosting products. "Security is a key driver," says Sean Stephenson, head of products at Pipex. But it is also a moving target. "Things that are seen today as value-add, such as denial of service protection, will one day become a commodity too," he adds.

Within the next 12 months, Pipex will be allowing its customers to choose the degree of embedded security they require, and will provide tools to manage and monitor unsolicited bulk email. "We see customers who are buying a single service looking closely at price. But when you provide a bundled solution people are looking more at overall value to the business," he explains.

And there is certainly a sizeable opportunity for ISPs to turn that value into revenue. IT industry advisor, Gartner, estimates the total worldwide market for IP services will reach \$63 billion in 2005. - InfoEconomy

