



Maximizing ISP Subscriber Uptake for the ESP Security Suite

The Authentium ESP Security Suite is a powerful tool for keeping the brand of the ISP in front of the subscriber in a positive way, protecting their computing experience from online threats. The job of the ISP Marketing group is to position the ISP Security Suite on as many desktops as possible. This document draws on real-life data on the effect of promotion on subscriber activation of the product.

DOCUMENT INFORMATION

Author : Product Marketing
Version : January 2006
Classification : Unrestricted

NOTICE

Copyright © 2006 Authentium, Inc. All rights reserved.

This document and the information contained herein is the subject of copyright and intellectual property rights under international convention. All rights reserved. . Information in this document is subject to change without notice. This document may be distributed freely only in whole, however no alterations are allowed without the expressed written consent of the author, Authentium, Inc.

Authentium, Inc. (Authentium) reserves the right to improve the product described in the companion manual at any time and without prior notice. This material contains the valuable properties and trade secrets of Authentium, a Delaware corporation, embodying substantial creative efforts and confidential information, ideas and expressions, no part of which may be reproduced or transmitted in any form or by any means, electronic, mechanical, or otherwise, including photocopying, and recording, or in connection with any information storage or retrieval system, without prior written permission from Authentium.

This document is for informational purposes only Authentium, INC. MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS DOCUMENT.

ESP and the Authentium logo are trademarks of Authentium, Inc. Microsoft, Windows, Windows NT, Windows 2000, Windows 2003, .NET, SQL Server and Windows XP are either registered trademarks or trademarks of Microsoft Corporation in the USA and other countries. All other product and corporate names may be trademarks or registered trademarks, and are used only for identification, without intent to infringe.

For more information about Authentium Consumer, Small Business and Enterprise Security, check us out on the Web at <http://www.authentium.com>.

*Authentium, Inc
7121 Fairway Drive Suite 102
Palm Beach Gardens FL 33418-3764*

*Call 1-800-423-9147
Fax 1-561-575-3026*

ESP DEPLOYMENT

Maximizing Subscriber Penetration

ISPs that offer the ESP Security Suite (ESP) to their subscriber base are providing a long list of benefits to the subscribers as well as to themselves.

Once an ISP has made the decision to offer the ESP security suite, the next question is how should it be promoted to achieve a controlled rollout to the maximum number of subscribers.

This guide is intended to help ISPs understand how deployment of the ESP and the depth of penetration of their subscriber base can be managed and influenced through a planned marketing and promotion campaign.

Information in this guide is compiled from actual ISP deployments of ESP. Since specific ISP subscriber activation data is proprietary, actual data has been normalized to a percentage of the subscriber base, to provide a useful guide for any ISP planning an ESP rollout.

NOTE: Actual ESP subscriber penetration will vary by ISP based on a number of factors. Authentium is ready to consult with ISP customers to plan their specific ESP deployment strategy.

Benefits of Aggressive Promotion

ISP Brand Awareness

Subscribers with the ISP-branded console on their desktop are reminded daily that their ISP is actively protecting them from online threats.

Healthier Subscriber Base

ISP 'network abuse teams' who deal with problems such as Trojan-induced spam attacks, find that there is a lower incidence on 'problem PCs' when there is a high penetration of ESP in their network.

Reduced Churn

An ISP's 'account save' team promotes ESP as another reason not to cancel an ISP subscription. The more a subscriber uses ESP, the less likely they are to leave. If they do, ESP can be set to deactivate automatically.

and... ***It's One More Great Reason to Subscribe***

PROMOTION = PENETRATION

This document will focus on low-cost promotions available to all ISPs... web-page announcements, e-mail blasts, and support staff recommendations.

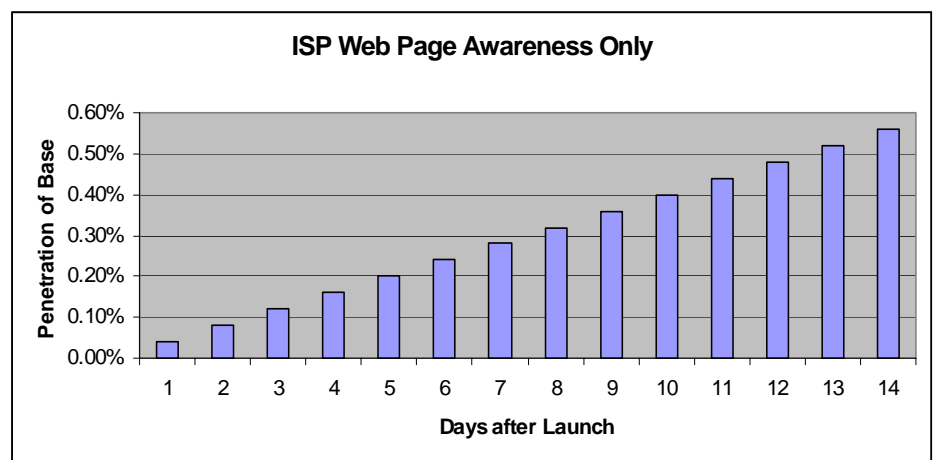
ISPs will have different promotional vehicles available to them, such as television promotion for a Cable ISP or bill-stuffers for Telco ISPs, which should be added to the marketing mix to leverage the unique position of each ISP.

Web Page Promotion

Allowing subscribers to procure and download ESP via announcements on the ISP Home Web Page provides very smooth, predictable deployment, though it is passive. If used alone, Web Page promotion provides a relatively low penetration rate.

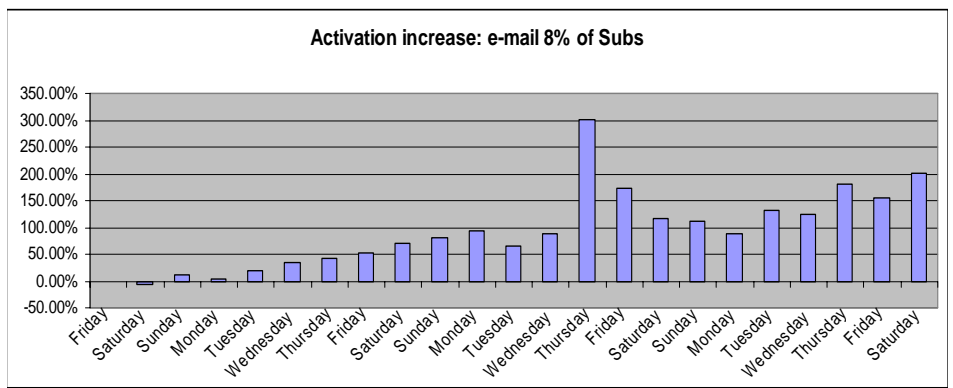
The steady activation rate accompanying Web page promotion is a very useful tool in the initial deployment, especially since the promotion may be easily modified to increase its visibility, or lower its profile, depending on the response.

The number of users that use the ISP's web page as their own home page will impact uptake to some extent. The average number of subscribers who use their ISP web page as their personal home page in the Authentium customer data is approximately 40%. The chart below shows that with no promotion other than a *low-profile* ISP website offer, approximately 0.5% of subscribers downloaded and activated the ESP software within two weeks.



E-mail Campaigns

E-mailing the subscriber base is an extremely cost effective way to promote ESP. It is important to spread out the mailings into manageable groups of subscribers, over the course of days or weeks. ESP e-mail promotions are generally sent in controlled distributions with a few days between blasts, since there is generally a substantial ESP uptake within the first 48 hours after an e-mail promotional blast. The following chart illustrates the impact of a one-time e-mail promotion to 8% of the subscriber base. Most of the e-mails were sent on the Thursday morning before the shown 300% increase in ESP activations,



Note that there is a several day "shark-fin" after-effect in activations after an e-mail blast which will vary in shape and size, often depending on the day of the week. As seen in the graph, during a sustained e-mail campaign an activation rate of 200% to 300% over web-promotion-only should be expected.

The long-term steady-state of daily activations after a substantial e-mail blast is as much as 100% higher than prior to the first e-mail awareness campaign, due to increased awareness.

One deficiency of e-mail promotion is that it may miss subscribers users who may use 3rd party webmail or other e-mail services as their primary account. These subscribers may need to be reached by alternate methods, such as TV, radio or bill stuffers. It is expected that television ads or "bill-stuffer" mail ads will follow a similar response curve as e-mail.

Promotion by Technical Support Staff

Subscribers who call Customer Support, and are actively marketed to by the support staff, have a much higher likelihood of downloading ESP, since they are generally looking for advice. This form of promotion has the double benefit of not only addressing the subscriber's technical issues but reducing the likelihood of future support calls.



Due to blended approaches taken by ISPs distributing ESP, Authentium does not have specific data for "support-desk-only" promotion of ESP, however, it is expected that the uptake should exceed 10%-15% of the number of calls to the support center. This assumes that each caller hears a clear statement of benefits and instructions from the Technical Support Representative.

On a daily basis, the number of subscribers calling the Support Center is generally far fewer than the number of subscribers who view the ISP's home web page. This means that even with the higher activation rate for those who call support, there will still be a lower activation rate for Support-promotion alone, than promoting ESP on the home page.

While the absolute numbers of activations due to support center promotion may be relatively small, subscribers who are "saved" from a near technical disaster by the support team and who have activated ESP as a result of the near disaster, will likely be strong word-of-mouth promoters of the ISP security suite.

Support Considerations

A percentage of ESP activations will generate support calls to the ISP Support Center. The number of calls varies greatly with the ISPs approach to support. For example, subscriber self-help can be encouraged through the availability and promotion of an easy-to-use knowledgebase, and video or Flash™ tutorials.

Authentium provides to ISPs deploying ESP, an extensive searchable knowledgebase for subscriber self-help. The Authentium ESP support site may be used "as-is" by the ISP and their subscribers, or it may be customized or rebranded so as to appear as an integral part of the ISP support website.

The screenshot shows the Authentium support website. At the top, there is a navigation bar with the Authentium logo on the left and links for "Europe | Contact Us | Login/Renew" on the right. Below the logo is a search bar with a "Search" button. A secondary navigation bar contains links for "Company | Products | Solutions | Technology | Partners | Support | How to Buy". The main content area is divided into several sections:

- Search Command Antivirus Enterprise Answers**: Click here to view specific articles on Command Antivirus for Enterprise.
- Search Command Antivirus Home/Small Business Answers**: Click here to view specific articles on Command Antivirus for Home/Small Business.
- Search ESP Enterprise Answers**: Click here to view specific articles on ESP for Enterprise.
- Search ESP Home/Small Business Answers**: Click here to view specific articles on ESP for Home/Small Business.
- Threat Analysis Portal**: Click here to view the latest on virus threats.
- Find Answers**: We store all resolved problems in our solution database. Search by product, category, keywords, or phrases.
- My Stuff**: Login to check the status of your questions, modify your answer update notifications, update your personal profile, or access restricted information and features.

On the left side, there is a "Announcements" section with a list of updates:

- How Do I use this Support Site to find answers or submit questions?
- "BSoD" when logging into Windows 2003 SBS Server.
- Authentium's ESP Enterprise Manager has replaced Galileo as the default enterprise management console for all new Enterprise Security deployments from Authentium.
- Authentium's Threat Matrix is the industry's largest database of viruses, worms, bots and Trojans - more than 203,000 signatures!

At the bottom left of the announcements, there is a "Powered by" logo for "FIGHT" and "NOR" with a small "100" next to it.

The ISP may promote or discourage phone calls, depending on their support philosophy. In Authentium's experience, when there is no encouragement to use self-help, over 50% of the calls to Tier 1 may be classified as "user education."

Some ISPs use the subscriber call-in rate as an opportunity to talk with the customer, to educate and upsell the caller to other ISP products. Other ISPs may "downplay" the ESP support phone number, which encourages the subscriber to use self-help or e-mail based support.

The Authentium Support team is ready to work with ISPs to tailor an approach to ESP support that best fits their philosophy and budget.

RECOMMENDATION

Blended Promotion Strategy

An ISP promotion strategy for the ESP Security Suite is essential to achieve the desired subscriber penetration. It is recommended that a "step-by-step" approach be taken so that the ISP Operations and Support teams may gain confidence in promoting and supporting the product.

Step 1: Service subscribers who come seeking help

It is recommended that an ISP begin promotion to customers who are contacting support seeking help and advice. A number of successful installations resulting in satisfied subscribers will demonstrate the value of ESP both to the support team as well as the subscribers.

Step 2: Put a sign in the window

The next step is to promote ESP to subscribers (and potential subscribers) who look to the ISP website to find out what services are offered and available. A starting point is a home page or support page link to "Security Software." To get a larger response, make the "sign" more prominent, such as a home page banner on the benefits of security from the ISP.

Step 3: Reach out and tell the subscribers

A series of e-mail blasts to the entire subscriber base will get the word out to the most-interested audience. E-mailing to 5-10% of the subscriber base at a time, will help ensure that any pressure on the Support team is moderated.

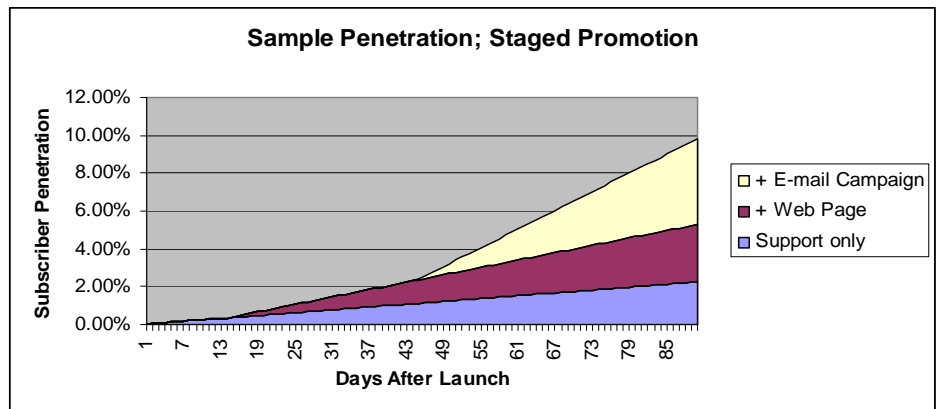
Step 4: Reach out to those who *should be* subscribers

The protection provided by ESP is yet another important reason why people should subscribe to the ISP's service. It is a competitive advantage which should be a prominent part of any ISP's general direct mail, radio, TV and Internet advertising tactics.

Expected Results: 10% Penetration in 90 Days

The chart below provides an estimate, based on aggregated actual data, of how "staggering and stacking" promotional campaigns can result in as much as 10% penetration of the subscriber base with an ESP deployment within 90 days of introduction. Support, Web and e-mail promotions are started weeks apart and all of them continue to contribute to subscriber base penetration.

The projections in the table below assume that the ISP promotes ESP first through Tech Support only. After two weeks, ESP is announced on the ISP web page. One month later, a sustained e-mail campaign begins, eventually reaching all subscribers.



Within 90 days, it is reasonable to expect that an ISP will be able to:

- Build confidence with ESP on the ISP support team
- Integrate ESP as part of the customer support and "account-save" strategy
- Activate ESP on 10% of the subscriber base

At any time, the promotions may be accelerated or slowed down to match operational and Support realities. As discussed earlier, additional promotions including television, radio and direct mail should also be stacked in the promotional mix to motivate the maximum number of subscribers to download and install ESP.

Finally... The ESP promotional mix may be different from these recommendations, but a well considered aggressive marketing approach has been the key to a successful security deployment for several Authentium customers.

Authentium stands ready...

Authentium's Product Team stands ready to help plan and track ESP deployments, to help ensure a successful ESP launch.

To speak with an Authentium ISP professional, contact us at:

U.S.: www.authentium.com +1 (561) 575-3200

Europe: www.authentium.co.uk +44 20 7813 7333

In the Asia-Pacific region, a local authorized Authentium Partner can be found by contacting the Authentium US Headquarters.