

SPA

SALES AND PROMOTIONS ACCELERATOR

A
VALUABLE
TOOL

F-SECURE®



BE SURE.

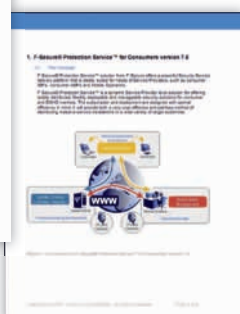


Sales and Promotions Accelerator (SPA)

F-Secure Sales and Promotions Accelerator (SPA) is a valuable online marketing toolkit that includes sales presentations, security-related FAQs, marketing messages, campaign suggestions, artwork, promotional materials and much, much more. This unique sales and marketing package puts our knowledge and experience at your disposal to help set up and develop your security offering. The site is divided into four sections: Learn, Promote, Sell and Care.

Learn

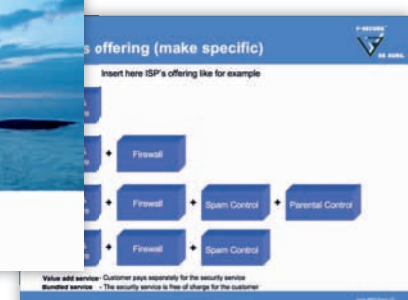
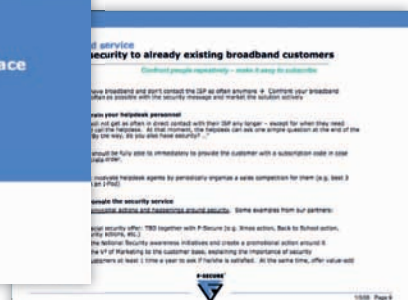
Learn about F-Secure and our security services through data sheets, best practices, demos, brochures, etc. Everything from solution feature info to educational PowerPoint presentations about increasing subscriber rate can be found here.



Feature Info



PowerPoint presentations



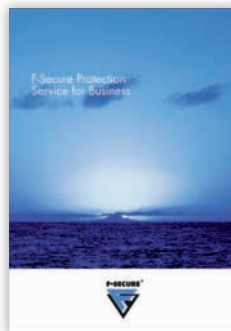
Promote

Make sure your subscribers (both current and future ones) are aware of your security offering. We have marketing messages and themes, security center material, images and logos, best practices, templates, and much more to help you create a buzz.

Mailer

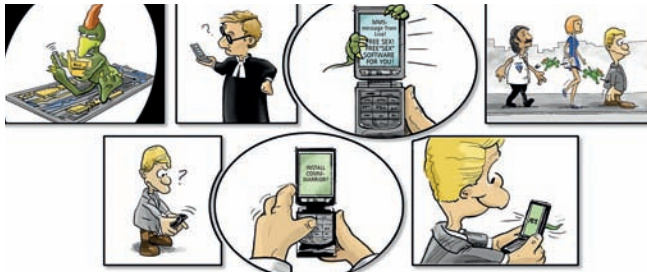


Speed of Response movie



Brochures

Commwarrior



Clipart



Sell

This section includes everything needed to make your subscription rates soar: Sales arguments, sales guides, and sales training materials for every purpose. Even the best salesmen can learn something new and useful here.

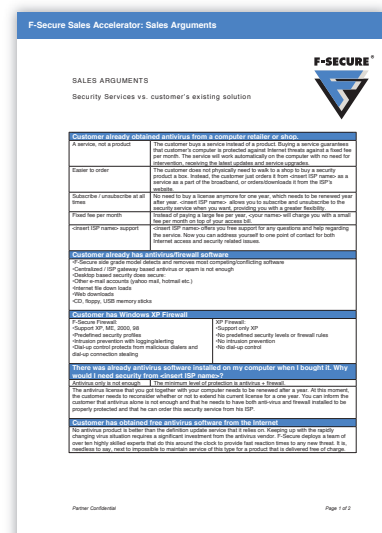
Start-up



Service Guide



Sales Arguments



Care

Take care of your customers with these online support tools, FAQs, tutorials and other helpful materials. Educate users with Mikko Hyppönen's videos or teach them the secrets of their new security solution with an online tutorial. It's all here, free for you to use.

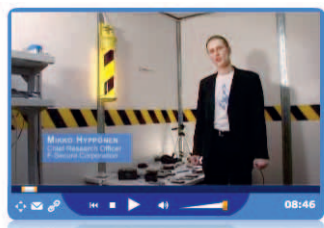
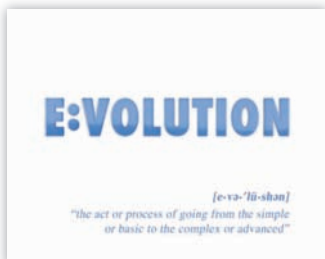


Training



FAQs

Movies



**F-Secure Data Security
Wrap-up 1/2008
26 June 2008
Length: 09:04**

Mikko Hyppönen, Chief Research Officer, F-Secure

Who can use Sales and Promotions Accelerator?

If your goal is to make security service a success for the service provider, Sales and Promotions Accelerator is the right tool for you. A typical position might be in sales and marketing: business developer, sales director/manager, marketing director/manager. Sales and marketing support is an important part of our security service business concept and we encourage all signed F-Secure Service Partners to use Sales and Promotions Accelerator.

How to access SPA

You can access Sales and Promotions Accelerator with your personal username and password. You can request passwords from your Account Manager – the username is always your own e-mail address. The number of users per partner company is not limited, so get passwords for everyone working with F-Secure!

You can request passwords from:

Your Account Manager at F-Secure or feedback-sa@f-secure.com

We are here to help you

F-Secure's service provider partners get numerous unique benefits, such as:

- Our annual SPECIES event (Service Partner Ecosystem Conference to Increase End-customer Sales)
- A dedicated Account Manager to help you design marketing programs to increase subscription to security services, resolve issues and offer any help necessary
- Access to the Sales and Promotions Accelerator website (<https://spa.f-secure.com>) and its wealth of information and marketing materials.

Get your personal user credentials from your account manager at F-Secure or send e-mail to feedback-sa@f-secure.com.

If you have any questions, ideas or suggestions, don't hesitate to contact us. Help is always at hand.



About F-Secure Corporation

F-Secure Corporation protects consumers and businesses against computer viruses and other threats from the Internet and mobile networks. F-Secure's award-winning solutions are available as a service subscription through more than 170 Internet service providers and mobile operator partners around the world, making F-Secure the global leader in this market. The solutions are also available as licensed products through thousands of resellers globally.

The company aspires to be the most reliable security provider, helping to make computer and smartphone users' connected lives safe and easy. This is substantiated by the company's independently proven ability to respond faster to new threats than its main competitors. Founded in 1988 and headquartered in Finland, F-Secure has been listed on the OMX Nordic Exchange Helsinki since 1999. The company has consistently been one of the fastest growing publicly listed companies in the industry. The latest news on real-time virus threat scenarios is available at the F-Secure Data Security Lab weblog at <http://www.f-secure.com/weblog/>.

