IMPROVED SECURITY
FOR THE MID-MARKET
SYNERGIES ACROSS SEGMENTS

MID-MARKET

SHARED SECURITY TECHNOLOGY

CONSUMERS

Privacy

Family

Connected home

SMALL BUSINESS

LARGE ENTERPRISES
CYBER SECURITY IS A TOPIC FOR ALL ORGANIZATION LEVELS

STRATEGIC
Risk management

TACTICAL
Security management

EXECUTION
Technology management

Improve security from top to bottom
REAL-LIFE EXAMPLE

F-Secure’s red teaming

Customer acknowledges they need better detection capabilities

Customer acquires Rapid Detection Service
LEARNINGS FROM REAL CUSTOMER CASES 
ALSO FEED INTO PRODUCT DEVELOPMENT

Incident Response, Forensics

Vulnerability management as a managed service

Hardware security assessments

RDS development

RADAR development

SENSE development
HOW DO CYBER SECURITY SERVICES BENEFIT F-SECURE?

Cyber security services

Product development

Product sales

Threat research

Company brand
SYNERGIES ACROSS SEGMENTS

MID-MARKET

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F-Secure Capital Markets Day 2017
WHY F-SECURE FOCUSES ON MID-MARKET COMPANIES?

TOP-3 SECURITY PRIORITIES

1. Preventing data breaches and loss of customer or company data /IP
2. Ensuring protection against malware and ransomware
3. Detecting attacks that might have bypassed other security measures

GOOD FIT FOR F-SECURE

73% are either considering or going to change vendors in next 12 months — to get a better solution, price is not the primary driver

74% say that the reseller relationship is a key or strategic partnership

1.5M a shortfall of 1.5M IT security specialists predicted in 2020 (Frost & Sullivan)

MID-MARKET
F-SECURE ENDPOINT PROTECTION IS MUCH MORE THAN ANTI-VIRUS

- Detect and block suspicious activity and ransomware
- Track malware behavior globally
- Block new threats with generic rules
- Control and manage web usage
- Automate patch management
- Protect critical online services
- Block selected web content
- Optimize performance for virtual environments
- Stop control of compromised assets
DETECTION OF MALICIOUS ACTIVITY IS EVOLVING

From single-shot, point detections and binary (ON/OFF) responses

To event flow and context based detections, and multi-faceted, automated, risk based responses
ALARM SYSTEMS PROVIDE AUTOMATED OR MANAGED RESPONSE

1. Threat intelligence
   - Endpoint and network sensors
   - Cloud sensors
   - User behavior
   - Honeypots

2. Analytics platform
3. Monitoring platform
   - Report suspicious behavior
4. Endpoint detection & response
   New solution out in 2018
5. Managed service
   F-Secure Rapid Detection Service
TWO DIFFERENT OPPORTUNITIES WITH DETECTION CAPABILITIES

Detection capabilities supplement the existing endpoint protection market

Managed services is an additional opportunity

Endpoint detection & response
New solution out in 2018

Managed service
F-Secure Rapid Detection Service

Endpoint detection & response (EDR)

Managed services
OUR HOLISTIC CYBER SECURITY OFFERING
REAL EXAMPLE OF CROSS-SELLING

Endpoint protection solution
F-Secure Radar
Cyber security services
ADDRESSING MID-MARKET NEEDS THROUGH VALUE ADDING PARTNERS

- SMBs (25–200)
- MID-MARKET (200–5000)
- ENTERPRISES (+5000)

PRODUCTS:
- ECOM
- END-POINT PROTECTION
- END-POINT DETECTION & RESPONSE
- VULNERABILITY MANAGEMENT
- MANAGED DETECTION & RESPONSE

PARTNERS:
- SMB RESELLER
- VAR
- MSP
- SYSTEM INTEGRATOR
BROADER OFFERING PROVIDES ADDITIONAL OPPORTUNITIES FOR PARTNERS

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<tr>
<th>SERVICES</th>
<th>TECHNOLOGY</th>
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<td>Malware response</td>
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# A UNIQUE MIX OF ASSETS

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[“Traditional” vendors]

[“Next-gen” players]
FOCUS AREAS IN CORPORATE SECURITY

- Accelerate growth in Managed Detection & Response (F-Secure Rapid Detection Service)
- Successful Endpoint Detection & Response Market entry
- Strengthen channel to mid-market
- Increase cross-sell and upsell by creating a more integrated offering for mid-market