

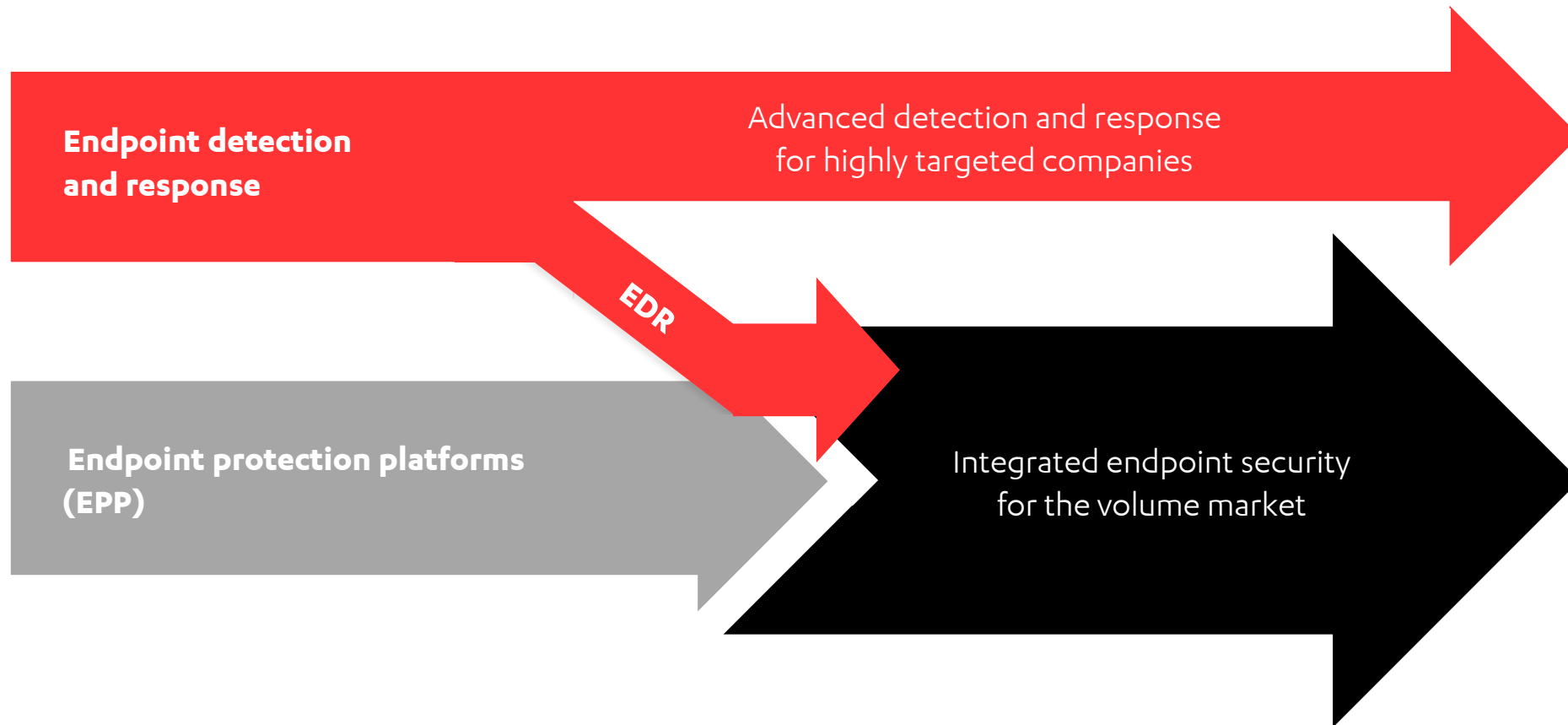
GO-TO-MARKET

MATCHING THE CYBER SECURITY NEEDS OF OUR CUSTOMERS

Juha Kivikoski, EVP, Enterprise & Channel Sales

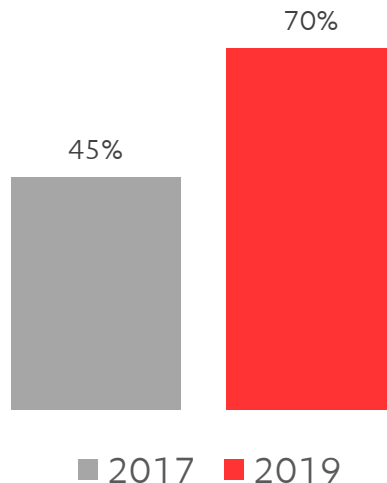


TWO SEPARATE MARKETS EMERGE



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

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)

Home
Incidents and detections
Sensors
Downloads
Reports
...

F-SECURE RAPID DETECTION SERVICE
F-Secure, Corporate UX Team


10

PREVENT



Protection Service for Business





PREDICT







F-Secure Radar

Incidents

Solutions

-  Protection Service for Business
✓ Subscribed
-  Rapid Detection & Response
✓ Subscribed
-  Rapid Detection & Response Service
Advanced Threat Protection
-  Radar
Vulnerability Management

Support

-  Partner Portal
Create new orders or renew, update, expand existing ones
-  Support Site
Online troubleshooting and support for clients
-  Community Page
Articles, FAQ and Forum to help solve any issue
-  F-Secure Website
Our home page with all info about us and our solutions

ID	Name	Sensor type	Severity	Detected	Reported	State
RDC -11335	Detected portscan hitting company internal	Honeypot	Medium	20 days ago	a month ago	Confirmed
RDC -11336	Detected portscan hitting company internal	Honeypot	Medium	20 days ago	a month ago	Resolved
RDC -11337	Detected portscan hitting company internal	Honeypot	Medium	20 days ago	a month ago	Closed

ADVANCED DETECTION AND RESPONSE FOR HIGHLY TARGETED COMPANIES

COUNTERCEPT



Managed Detection and Response (MDR)



Managed Threat Hunting (MDR)



Cyber security consulting



WE FOCUS ON **SELECTED PARTNERS**

MANAGED SERVICE PROVIDERS



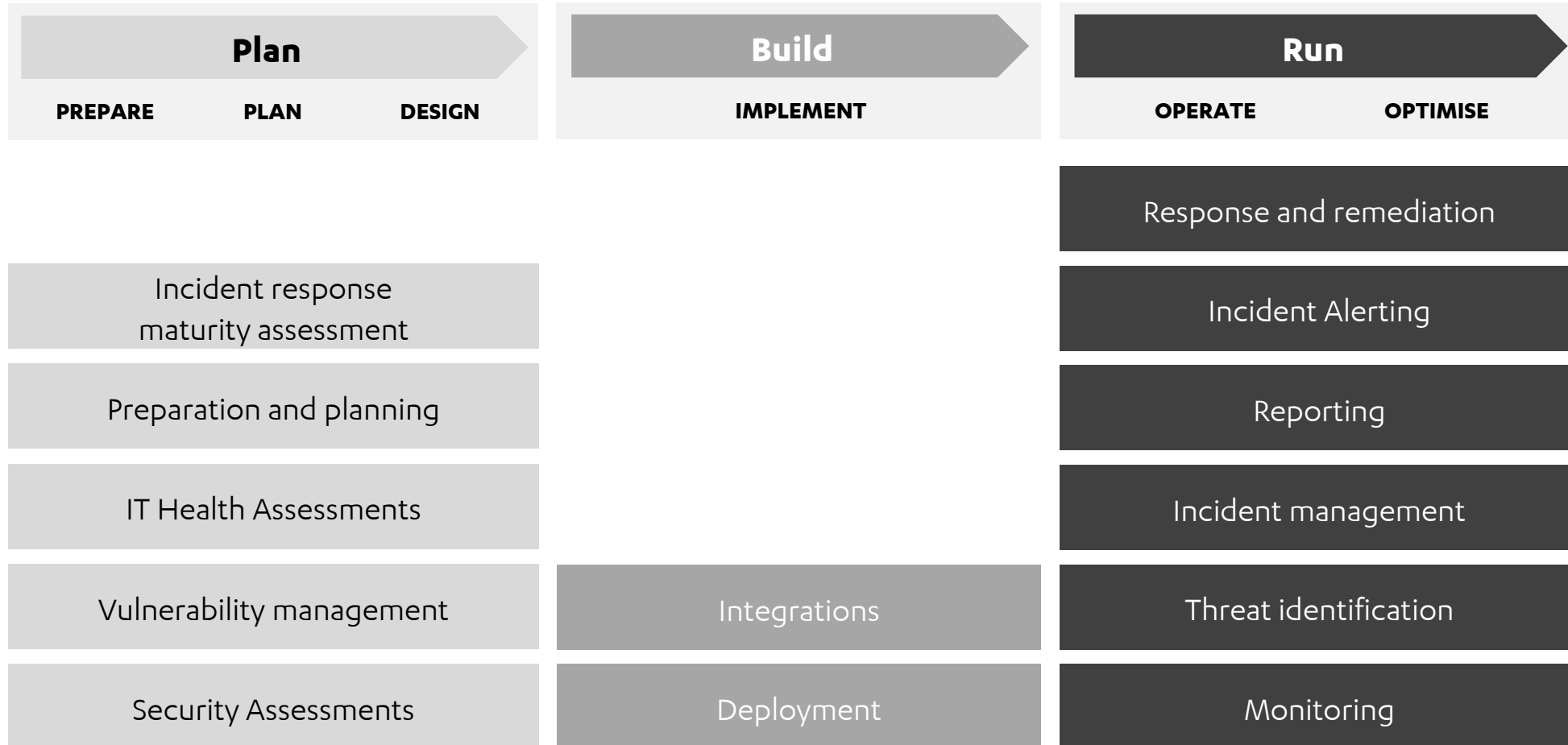
Detection & response focus

SOLUTION PROVIDERS



Portfolio adoption

DETECTION AND RESPONSE BRINGS HUGE SERVICE OPPORTUNITY TO PARTNERS



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**

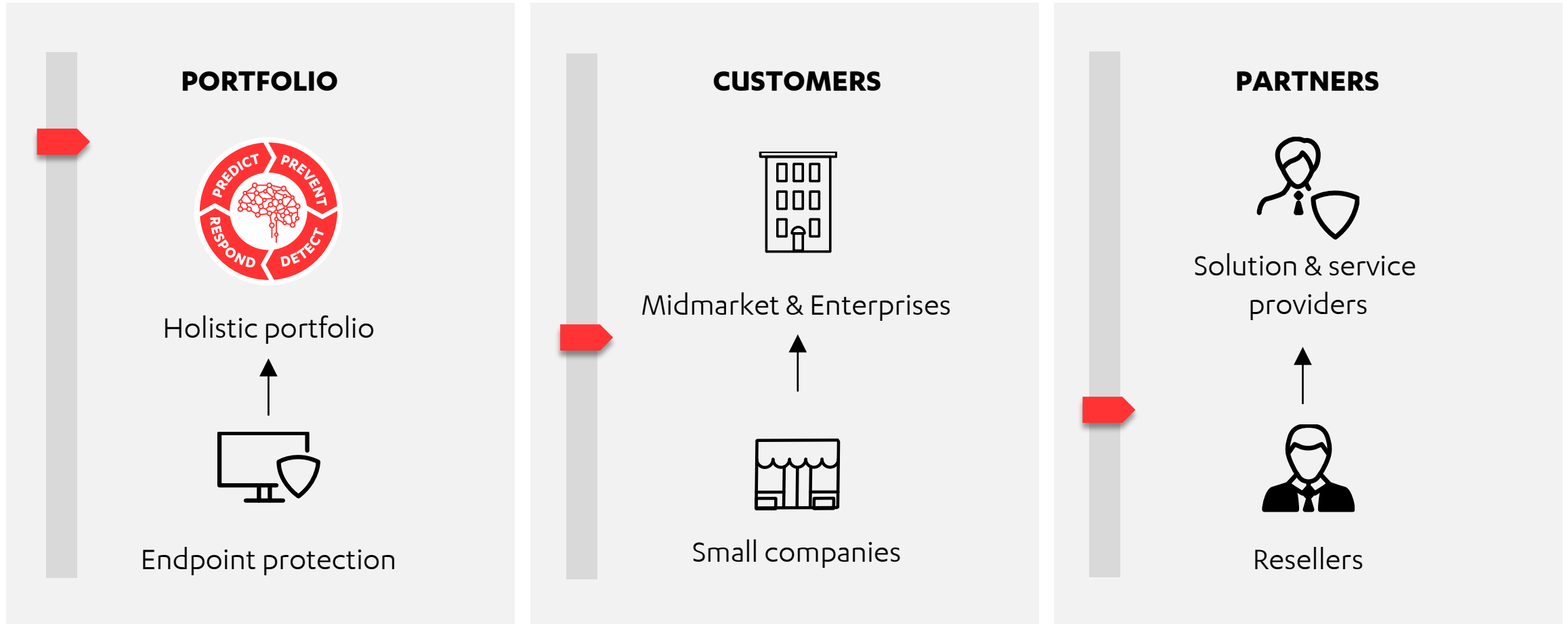
MARKETING SUPPORT

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

WE ARE GOING THROUGH A GO-TO-MARKET TRANSFORMATION



MEET TOMI PITKÄNEN
HEAD OF IT SECURITY, NESTE