



NIFTY STRENGTHENS IMAGE AS SAFE INTERNET PROVIDER WITH EXPANDED SECURITY PORTFOLIO

Company name:
NIFTY Corporation

Industry:
Internet service provider

Country:
Japan

Solutions from F-Secure:
F-Secure SENSE,
F-Secure SAFE, F-Secure IDP



Serving over 1.2 million customers, NIFTY is a leading Japanese internet service provider. In addition to internet service, NIFTY provides optional value-added services and web and application services. NIFTY offers its services online and via over 240 stores owned by its parent company, Nojima.

THE NEED

“NIFTY allows you to use the internet at ease, safely and enjoyably.” This NIFTY’s value proposition to its customers, and part of achieving it is ensuring customers have a safe, secure online experience.

“Our goal is that when selecting an internet provider, people will choose NIFTY because they connect us with security,” says Shinji Sugihara, who leads NIFTY’s new services and product development division.

NIFTY had a small portfolio of value-added security services, but they wanted to expand and update it to provide customers optimal solutions to meet today’s security needs. They also wanted to ensure more cooperation between services, which would enable future horizontal development.

THE SOLUTIONS

The company discovered F-Secure’s value-added security solutions in 2018. Since then, NIFTY has worked with F-Secure on three different solutions that have enhanced and upgraded the NIFTY value-added security portfolio.

Protecting the IoT. The company had been considering adding a new service to protect customers’ IoT devices. They discovered F-Secure SENSE, and the router-based solution perfectly fit their needs. The company rebranded the solution as NIFTY Smart Security and launched it in April 2018.

NIFTY Smart Security was well-received by customers and its launch was such a positive experience for the company that NIFTY became interested in other solutions F-Secure had to offer.

Defending against ID theft. NIFTY listens to customer voices, and through their support center they had received requests for password management and breach detection services. F-Secure was preparing to launch F-Secure ID Protection in 2020, so NIFTY worked with F-Secure on rebranding the app for NIFTY customers.

NIFTY Password Manager was launched in February 2020. The app was immediately popular with customers, quickly gaining over 2000 subscribers.

Enhancing endpoint security. Since 2006 the company had been offering another vendor’s endpoint security service, which NIFTY dubbed Always Safe Security 24. With over 150,000 users, it was a core value-added service. Over the years, however, the solution had become outdated and acquisition of new users was stagnant. The application had limited OS support and only allowed protection for three devices per license.

To upgrade the offering, NIFTY decided to switch from their previous endpoint security vendor to F-Secure. A renewed, F-Secure SAFE-based “Always Safe Security 24” was launched in February 2020 with significant enhancements: The service now offers seven devices per license instead of three; it offers support for all major operating systems; and it includes enhanced parental controls.

The launch of all three F-Secure solutions, says Sugihara, has been smooth and expeditious. “We had great support from F-Secure, and thanks to that, we were able to launch each solution only three months after our decision to proceed.”

THE PROMOTION



NIFTY promoted the renewal of “Always Safe Security 24” by advertising its advanced new features in Nojima stores. They also offered staff sales incentives.

NIFTY continues to encourage customers using its old endpoint software to shift to the F-Secure-based app so users can realize the benefits of F-Secure SAFE. They encourage migration via email, paper advertising, and SMS, and customers who migrate are rewarded with free limited-time use of NIFTY Password Manager.

THE RESULTS

NIFTY’s renewed endpoint solution and promotional campaign paid off. After years of stagnation, the numbers of new users shifted to an upward trend.

“Customers who have adopted the new app say it’s lighter, simpler and easier to use,” says Sugihara. “Even better, once they begin using our F-Secure endpoint solution, it’s easier to deploy other F-Secure services to them, creating additional revenue streams.”

NIFTY’s updated portfolio ensures customers have access to world-class solutions that truly address their security needs on any connected device they use, even extending to protection for their online accounts. Looking to the future, NIFTY plans to generate greater synergy by combining all three F-Secure services into one package.

“We look forward to further cooperation with F-Secure so that together, we can continue increasing the



numbers of acquisitions,” says Sugihara. “Our partnership with F-Secure is important to our customers seeing us as the ISP that will provide them an easy, secure online experience.”

ABOUT F-SECURE

Nobody has better visibility into real-life cyber attacks than F-Secure. We're closing the gap between detection and response, utilizing the unmatched threat intelligence of hundreds of our industry's best technical consultants, millions of devices running our award-winning software, and ceaseless innovations in artificial intelligence. F-Secure shields enterprises and consumers against everything from advanced cyber attacks and data breaches to widespread ransomware infections.

F-Secure's consumer solutions combine router security and endpoint protection into one easy, intuitive experience for your customers. The unique combination of award-winning products, our world-class Consulting Services - supporting the entire customer lifecycle - and our deployments built for operators, is what makes F-Secure an excellent fit for the Service Provider channel.

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