Windstream is a leading provider of advanced network communications and technology solutions. The company has two distinct business units, Windstream Enterprise and Kinetic Consumer/SMB. Windstream offers fiber, high speed broadband via fixed and wireless offerings, voice, cloud applications, and a variety of entertainment products and value-added services. The company brings in over $5 billion in annual revenue, employs over 11,000 people and its fiber optic network spans over 150,000 miles.
Windstream had been offering its customers value-added endpoint protection, but saw a need for a more holistic approach, a safe and protected whole-home internet experience. With homes featuring more IoT-enabled devices than ever, and with cyber attacks on these devices gaining media attention in recent years, Windstream knew their customers would need protection that covers not just laptops, computers, phones and tablets, but any connected device in the home.

The need for whole-home protection has only increased as the COVID-19 crisis has encouraged people to stay home. Consumers are working and schooling remotely, attending doctor visits and social engagements online, and streaming entertainment content throughout the day. These changes only elevate the importance of securing the home router, which has become more crucial to everyday life than ever.

Kinetic’s previous endpoint-only security solution had an attach rate of at least 30% on all new broadband orders. If a new solution could achieve the same attach rate with a more feature-dense product and at a premium cost, Windstream would be able to offer enhanced protection while realizing meaningful increases in ARPU.

“We considered various vendor solutions, and found that F-Secure has the offering that meets our needs. F-Secure SENSE SDK and SAFE work together to cover the full spectrum of connected devices, both at home or on the go. Security is an integral piece of our vision to provide our customers a holistic online experience, whether in voice, entertainment or in emerging areas like smart home management. With F-Secure, we’re providing world-class security seamlessly.”

Joe Johnson, VP Product Management, Windstream
In partnership with F-Secure, Windstream began to move forward with plans for implementing a new Kinetic security solution to protect all a household’s connected devices, both at home and on the go.

After considering using a standalone solution, Windstream instead opted to integrate the solution into their own app so customers could manage their account and their Wi-Fi in one place. While full integration would add to development time, the company wanted to provide their Kinetic customers a common, holistic experience. Windstream also wanted to give users consistent “command and control” capabilities throughout the mobile app and portal. This meant involving Actiontec, Kinetic’s router provider, so F-Secure’s security software could be installed directly on the router.

For easier customer onboarding, Windstream deployed Actiontec’s managed Wi-Fi. They also built a microservices framework to handle the back-and-forth systems communications between Windstream, F-Secure, and Actiontec, and they began enabling the new product’s capabilities on Windstream’s back office systems.
Ten months after initial project approval, Windstream was ready to launch its new security solution, Kinetic Secure. Due to the need to access the back office for provisioning, billing and third-party integrations, Windstream broke the launch into two phases to enable faster go-to-market. Phase 1, in December 2019, was aimed at new customers, and Phase 2 in January 2020 concentrated on existing customers.

The launch of Kinetic Secure included a full marketing push of online advertising, base marketing, direct mail, and email. The marketing effort positioned Kinetic Secure alongside Kinetic’s internet products.

Kinetic Secure has revolutionized the customer experience, providing a single app from which customers can manage the security of all their connected devices. Using the mobile app, customers can see connected devices and device network activity. They can manage their profiles, view and change network names and Wi-Fi passwords, and turn key security features on and off. Most importantly, they can see what the product is doing for them. Customers are notified about threats Kinetic Secure has blocked, a function that boosts customer engagement and provides a clear demonstration of the product’s value.
THE RESULTS

By June of 2020, Windstream surpassed their annual forecasted goals – meaning, that by June 2020, they’ve already met all of their Kinetic Secure sales goals. Through aggressive training and sales promotions, Windstream has also observed a strategic shift in the bundle mix of Kinetic Secure versus the legacy endpoint security solution: 61% of Kinetic Secure bundle add-ons are packages priced at $11.99 and above, while 80% of the legacy security product bundle were packages priced $8.99 and below. Not only that, attach rates are holding steady in aggregate across all sales channels.

With Kinetic Secure, Windstream has completely transformed the customer engagement experience and created an industry-leading solution. Kinetic Secure protects customers while enhancing their home internet command and control capabilities. Windstream plans to continue to iterate the product, with an added VPN function in the works.

Kinetic Internet and Kinetic Secure are at the core of the Kinetic product offerings around which all other Kinetic products will be built around. Customers will be assured that Kinetic by Windstream’s products are secure and protected, driving higher ARPU along with a reduction in churn.

INDUSTRY AWARDS
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.

f-secure.com/operators