



Partner case study

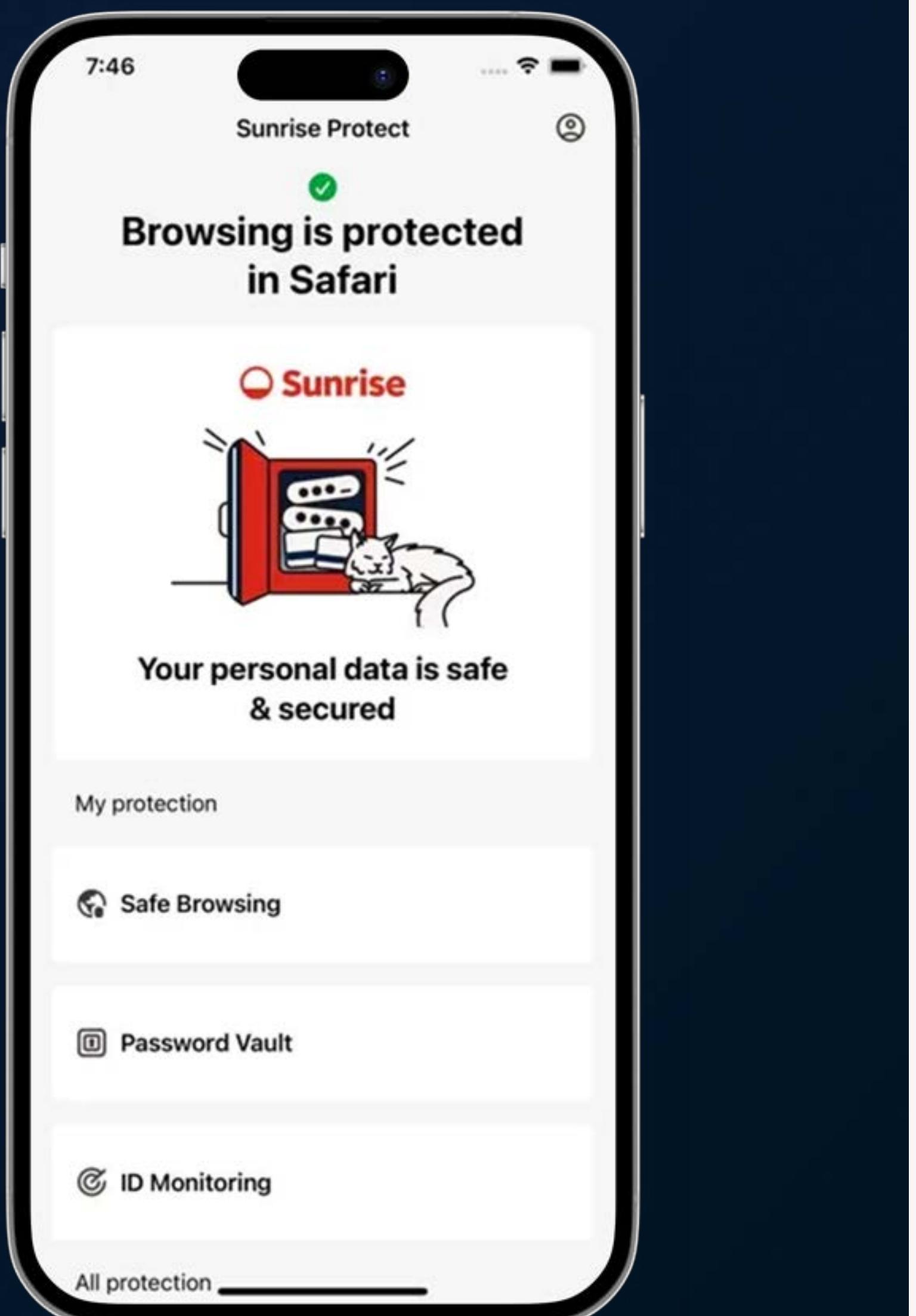
How Sunrise unified its cyber
security offering and grew sales
significantly with F-Secure



Challenge

Before 2024, Sunrise offered several separate cyber security services under different legacy setups. While each service delivered value on its own, the overall portfolio was harder to communicate consistently — resulting in reduced visibility, lower customer awareness, and limited adoption.

Sunrise identified a clear opportunity: unify security into a single, easy-to-understand proposition that customers could recognize, trust, and activate quickly.



About Sunrise

Sunrise is Switzerland's second-largest telecom provider, serving millions of customers nationwide. As a challenger brand with a strong focus on innovation, Sunrise aims to deliver not only connectivity but also trusted digital experiences that keep customers safe online.

Solution

In April 2024, Sunrise launched Sunrise Protect, a comprehensive digital security portfolio built together with F-Secure.

The new proposition focused on two core services, designed to be simple to communicate and easy for customers to adopt:

- **Device & Identity Protect** — a single app offering trusted device security and identity protection in one place.

- **Surf Protect DNS Security** — network-level protection powered by F-Secure, blocking harmful websites before they can do damage.

To drive strong market traction, Sunrise and F-Secure collaborated closely on four areas:

- **Sales enablement:** training across all channels, supported by toolkits and sales assets.

- **Customer information:** simplified and contextual messaging, amplified through seasonal campaigns.

- **Internal activation:** Sunrise employees empowered as cybersecurity ambassadors, including a dedicated “Cyber Security Day.”

- **Creative marketing:** eye-catching retail activities, such as the “Sunrise Protect Suncream” campaign.

Outcome

Sunrise Protect achieved rapid commercial impact, with a significant increase in average monthly sales in the first year after launch.

Additional results include:

- Unified value proposition: customers now understand the offer better and receive protection from one consistent product.
- Stronger engagement: sales channels feel confident selling a clearer, simplified portfolio.
- Sustained momentum: continued growth into 2025, confirming the long-term potential of the strategy.

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“With Sunrise Protect, we have transformed our security services into a clearer and more compelling offering that customers understand and value, by creating a unified portfolio together with F-Secure.”

Alessandro Santoro
Vice President Marketing at Sunrise

About F-Secure

F-Secure makes every digital moment more secure, for everyone. We deliver brilliantly simple, frictionless security experiences that make life easier for the tens of millions of people we protect and our 200+ partners.

For more than 35 years, we've led the cyber security industry, inspired by a pioneering spirit born out of a shared commitment to do better by working together.

For the latest news and updates visit f-secure.com/partners or follow us on our social channels.

