

Madrid 19–21 May

SPECIES25

The 2025 Post-Event Report



What is SPECIES?

SPECIES is the number one conference for service providers, where industry leaders from around the world converge to share experiences, discuss best practices, and ignite new ideas.

The aim of the event is to create an ecosystem for our partners to connect across geographies and markets. The agenda is built on real-world partner cases and discussion sessions, facilitating a unique opportunity to exchange learnings between peers.

SPECIES25 marked our 19th year together. Year after year, we hear from attendees how inspiring and valuable the event is — how it helps them succeed in selling cyber security in their markets. There's truly nothing else like it!

SPECIES25 Highlights

SPECIES25 brought together industry leaders from around the world in the vibrant city of Madrid. The event featured compelling keynotes from F-Secure that shaped conversations about the cyber security landscape.

Ten partners took to the stage to present inspiring case studies, while the fireside chat with Frontier and keynote by Orange offered unique insights into the future of collaboration and partnership in cyber security.

All the cases and discussions from around the world facilitated a unique opportunity for the exchange of best practices between peers.



SPECIES25 in numbers



10 Partner Cases
on Stage



1 Frontier
Fireside Chat



118 Partner Attendees

43 Companies

36 1TO1 Meetings



6 Keynote Speakers



4 Expos
(Sense, Total, Embedded, Services)

Inspiring keynotes



Timo Laaksonen

President and CEO
F-Secure

Keynote:

**Re-imagining the
consumer and
partner experience**



Mikko Hyppönen

Principal Research
Advisor for
F-Secure

Keynote:

**The New World
Order**



Laura Kankaala

Head of Threat
Intelligence
F-Secure

Keynote:

**money, money,
money**



Laura James

VP Research
F-Secure

Keynote:

F-Secure Illuminate



Idris Boual

International New
Business Development
Director
Orange

Keynote:

**Orange
Cybersecure
- Community
intelligence to fight
against scams**



Thimon de Jong

Business Strategist,
Future Human Behavior
Expert & Founder of
Whetson

Keynote:

**Future Human
Behaviour**

Partner Cases on stage



From Garden to Guardian - Cultivating a Cybersecurity Product from Seed to Sale

Gil Gomes

Senior Proposition Manager

Michael Keller

Senior Product Manager



Scaling Security Solutions. Our Partnership with F-Secure

Toko Ibii

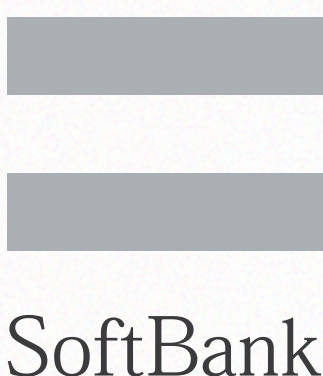
Service Planning



Hack the Fear, Spark Curiosity: Turn Cybersecurity into an Inspiring Story

Heidi Havastila

Head of VAS



The Unified App, “Security One”

Co-Created with Customers and Partners on an SDK-Driven Platform

Kenji Wakahara

General Manager



Customer centric product launch

Jonne van Hoek

Product Manager Connectivity

Jennifer van Zeil

Sr. Product Manager
Digital Services

Watch the presentation recordings and other event materials in the F-Secure Sales & Marketing portal. If you don't have access to the portal, please send us an email: sp-marketing@f-secure.com.

Partner Cases on stage



Unlocking online sales potential: The power of AI in customer acquisition

Melanie Schachinger

Product Owner -
Digital Life Solutions

Stefan Holzer

Product Manager - Residential
Cyber Security Portfolio



From blind spots to clear shots

Markus Wiborn

Product Manager VAS | SE B2C –
Product Management



F-Secure and Powers 10 years corporation journey

Per Øyvind Sørsveen

Nordic Director Commercial
Services & Aftersales



How We Rebuilt Our Cybersecurity Business Model and Drove Record Growth

Katarzyna Zycka

Head of Non-Telco VAS
Department

Karolina Malagocka

Senior Partner Success
Manager, F-Secure



Strategic role security plays for Windstream and how that affects growth and attach rate

Kevin Boudreau

Product Management –
Sr. Consultant

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SPECIES Excellence Awards

This year, we featured 10 outstanding partner presentations on stage, each in the running for our SPECIES Excellence Awards. The best practices and future-forward ideas shared provided valuable insights and takeaways for all attendees.

Three awards were presented this year:
A1 won the **People's Choice Award**,
DNA won the **Best New Launch Award**, and
Telia won the **Best Business Impact Activity Award**.



Expo highlights

We had four great F-Secure EXPO stands during SPECIES25: Total, Embedded, Services, and Experience.

Each stand featured live product and integration demos, along with insights on how to drive business value through our service offering.



Reimagining the Consumer and Partner Experience

On day two, Eero Kukko, Director of Innovation and New Products, and Lars Nordqvist, Director of Experience and Design, introduced Halo, F-Secure's new human-centered vision for protecting people online, reimagining the consumer security experience.

Marco Leal, F-Secure's VP of Security Suite, introduced Horizon, our AI-powered platform vision designed to transform how partners deliver and scale business growth with security services.



Networking at its best

1 TO 1 Meetings

SPECIES is all about fostering meaningful connections between our partners from around the world, enabling high-quality meetings between partners. This year, there was a high amount of meetings, creating valuable opportunities to exchange insights behind closed doors with peers around the world and our executives

Unique networking possibilities

Networking is the cornerstone of the event. Our partners connected with colleagues from different markets in a relaxed, informal atmosphere, accompanied by great food and entertainment.

Throughout the event, there were plenty of opportunities to meet and engage: at Monday evening's networking dinner, in casual conversations around the venue, and at Tuesday night's gala dinner.

People met, shook hands, shared laughs, and inspired one another.



Gala dinner and SPECIES Excellence Awards

The Gala Dinner and SPECIES Excellence Awards Ceremony took place at the beautiful Finca el Chaparral, just outside Madrid. Award winners were announced during the ceremony, hosted by F-Secure's CRO, Bruno Rodriguez, and CMO, Richard Larcombe.

Congratulations once again to this year's winners!

People's Choice Award: A1

Best New Launch Award: DNA

Best New Business Impact Award: Telia



Thank you to our partners

A1 Hrvatska

A1 Srbija d.o.o.

A1 Telekom Austria

AIG

Allianz Partners

BBSS Corp./ SoftBank Corp.

Canal+

Cyfrowy Polsat

DNA Oyj

EIP Limited

Elisa

FNAC

Frontier

Greco Specialty

KPN

Liberty Global

Lyse Tele AS

Maas Lloyd

MasOrange

Netia

NextGenTel

Nifty Corporation

Nordnet

Notebooksbilliger.de

Nuuday/YouSee

NTT DOCOMO, INC.

OP Financial Group

Orange

P4 Sp z o.o. (PLAY)

Polkomtel

Power International

SPB Seguros

Sunrise

SupraNet Communications

Swisscom

Telia Company

Tele2

Telefonica

Telenet

Tokai Communications

Toco Channel Shizuoka

Vectra

VIG Platform Partners

VodafoneZiggo

Weecover

Windstream

What they said

“The perfect combination of experience sharing, knowledge transfer, and future insights. Thank you for the valuable time at SPECIES25.”

Mathias Grompe, Sales Director, Allianz Partners

“SPECIES was again a great event, from a business perspective but also from personal experience and growth. Again, a big thanks to the F-Secure team for giving us this opportunity.”

Anonymous quote from our SPECIES Partner Survey

“A unique event focused on partners and helping one another to increase business and keep our customers safe online”

Lindsay Vander Goten, Category Manager Services & Digital Products, FNAC-Vanden Borre

“A truly valuable event with unparalleled access to relevant market practices and insights in a friendly and beautiful setting. Thank you!”

Thomas Rettenwander, CCO, VIG platform partners

“It was amazingly refreshing with a totally different approach to the daily challenges we are all facing in modern times. Success stories were the highlight of the event. The organization was perfect, and the networking opportunities were great. Looking forward to the next SPECIES.”

Anonymous quote from our SPECIES Partner Survey

Let's Meet Again in Copenhagen!

SPECIES26

Stay tuned!

www.f-secure.com/species



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.

