



zonelabs.com/serviceproviderpartner

Challenge

MTS needed to ensure subscriber PC security and solidify its advantage in a competitive marketplace.

Solution

In August 2005, MTS began offering its customers ZoneAlarm® Internet Security Suite as a free value-add software solution.

Benefits

By providing an easy-to-use security solution that protects customer PCs, MTS boosts customer satisfaction and long-term loyalty.

“We want to do whatever we can to help insulate our customers and keep their online experience safe. With ZoneAlarm®, we’re offering them the brick wall of security software.”

Cheryl Barker, MTS (Manitoba) President

Securing customer loyalty

Cheryl Barker, President, MTS (Manitoba)

Scott Durston, Senior Product Development Manager

For an Internet Service Provider (ISP), customer satisfaction and competitive advantage go hand in hand. As communication technologies converge, subscribers want an ISP that offers the best services and an effortless online experience. With the evolution of cybercrime like spyware, phishing, and viruses, security has become an important way for service providers to differentiate themselves from their competitors.

MTS is a leading national communications provider in Canada, with more than 6,600 employees. By seamlessly blending innovative solutions and world-class technology, MTS connects its business and residential customers to the world through wireline voice, data, wireless and TV services.

This commitment to superior technology and outstanding value for its customers is evident in the company’s search for the best security solution to offer Internet service subscribers. While MTS has a solid network security solution in place, it found that subscriber PCs could still be vulnerable. The company determined that the best way it could ensure optimal performance of subscriber PCs was to provide customers access to a market-leading security solution for their desktops. According to Scott Durston, Senior Product Development Manager, “To ensure our customers felt comfortable using the solution, I knew a name brand product was important. With its strong reviews in PC Magazine and other publications, I saw ZoneAlarm® as the perfect choice.” Partnering with a technology leader like Zone Labs offered immediate credibility and competitive advantage for the MTS team. As MTS (Manitoba) President Cheryl Barker noted, “We want to do whatever we can to help insulate our customers and keep their online experience safe. With ZoneAlarm, we’re offering them the brick wall of security software.”



“In the first month after we launched the service, we had 15% of our customer base sign on.”

Scott Durston, Senior Product Development Manager



Security has become an important way for service providers to differentiate themselves from their competitors.

In August 2005, MTS started offering its Digital Subscriber Line (DSL) and dial-up customers Zone Alarm® Internet Security Suite for up to three computers at no additional charge. Customers can also purchase more licenses at a discounted price. Now, as part of their monthly package, MTS customers have access to the most advanced internet threat protection available, including antivirus, anti-spyware, privacy protection, instant messaging security, content filtering, mail safe, and pop-up blocker.

For MTS, setting up the program was easy. “From the time we decided to move forward, we were up and running within six weeks,” said Durston. For MTS customers, it’s a seamless process. They link to an MTS branded page hosted by Zone Labs where they download the product and receive their license using the Zone Labs back-end system. All customer data resides with MTS to ensure customer privacy.

Almost immediately, MTS customers found ZoneAlarm a strong added value. “In the first month after we launched the service, we had 15% of our customer base sign on,” says Durston. For ZoneAlarm Internet Security Suite customers, MTS anticipates improved PC operation and greater satisfaction with their Internet service overall. And from a business perspective, MTS sees its partnership with Zone Labs as an important way to maintain an ongoing competitive advantage.



A Check Point
COMPANY

mts.mb.ca

zonelabs.com/serviceproviderpartner

©2005 Zone Labs, L.L.C., A Check Point Software Technologies Company, 475 Brannan Street - Suite 300, San Francisco, CA 94107 USA. All rights reserved. All trademarks of Zone Labs used herein (including but not limited to TrueVector, ZoneAlarm, Zone Labs, the Zone Labs logo, AlertAdvisor, Cooperative Enforcement, Policy Lifecycle Management, Zone Labs Integrity and Smarter Security) are trademarks or registered trademarks of Zone Labs, L.L.C. and/or Checkpoint Software Technologies in the United States and other countries. All other trademarks are the property of their respective owners.