

Why Choose Preventon Solutions?

The benefits ISPs can gain from offering Preventon solutions to their subscribers

Benefits to ISPs

How can ISPs generate more profit?

By providing a true subscription-based blended security service:

A true subscription-based service ensures a 'stickiness' between the ISP and customer. True subscription solutions not only cease to download updates (in the case of Anti-Virus software), but also completely stop working upon termination of a customer's contract with their ISP - if they change their ISP the software ceases to work.

Deploying Preventon Security Solutions helps ISPs tap into a significant new revenue stream and enhance Average Revenue Per User (ARPU). There is a clear demand in the market for blended security which will continue to grow rapidly in-line with mass market penetration of home PCs and broadband, and the increase in teleworkers/home office workers: Can you afford to lose market share?

Preventon Secure Internet Desktop

Preventon Secure Internet Desktop (PSID) suite has been designed for the mass market and is aimed at non-expert users. This helps ISPs ensure maximum take-up while minimizing support overheads.

PSID is the most comprehensive security solution on the market, integrating anti-virus, firewall, anti-spyware, content filtering technology and more, each managed from a central, user-friendly interface. It is without a doubt the most appropriate solution for the advanced Internet security issues affecting inexperienced, non-expert PC users.

PSID is **quick**, **easy** and **cost-effective** to deploy, enabling ISPs to start recognizing revenues as early as possible. The suite and its individual modules have a low Total Cost of Ownership as they require minimal up-front capital investment, and ongoing support costs are negligible – helping to protect margins and profit.

How can Preventon help ISPs reduce churn?

A true subscription-based service helps to reduce churn as it raises the barrier to switching ISP accounts. Unlike other solutions, control and ownership of the Preventon subscriber remains with the ISP. The interface can be re-branded and Preventon can be completely transparent to the end-user.

How can ISPs attract more subscribers?

Offering a subscription-based blended security service provides a key competitive differentiator to the ISP: No other solution offers such a comprehensive set of benefits - Preventon's completeness of product and vision help the ISP stand apart from its competitors.

Preventon Secure Internet Desktop

- Subscription-based PC security suite;
- Enhance your service offering;
- Promote brand strength;
- Increase Average Revenue Per User;
- Improve customer loyalty & retention;
- No need to divulge customer's details;
- Small 'footprint' - ideal for dial-up users;
- Only pay royalties on licences delivered;
- Gain an impressive ROI.

www.preventon.com