



Partner case study

Benefits from an all-in-one
security offering

The DNA logo, consisting of the letters 'DNA' in white, bold, sans-serif font, centered within a bright pink square.

DNA

About DNA

DNA is a Finnish communication service provider (CSP), which was founded in 2000. A part of Telenor Group, DNA provides data, voice and TV services. And with over 1,600 employees, and around 3,6 million network subscriptions, DNA is one of the leading telecommunications companies in Finland.

DNA's 5G network boasts over 90 % of the Finnish population.

At a glance

Industry:

Communication service provider

Company size:

3,6 million network subscriptions

Location:

Finland

Services used:

F-Secure Total



The feedback from our sales agents from moving to all-in-one F-Secure Total has been very positive.

Heidi Havastila
DNA

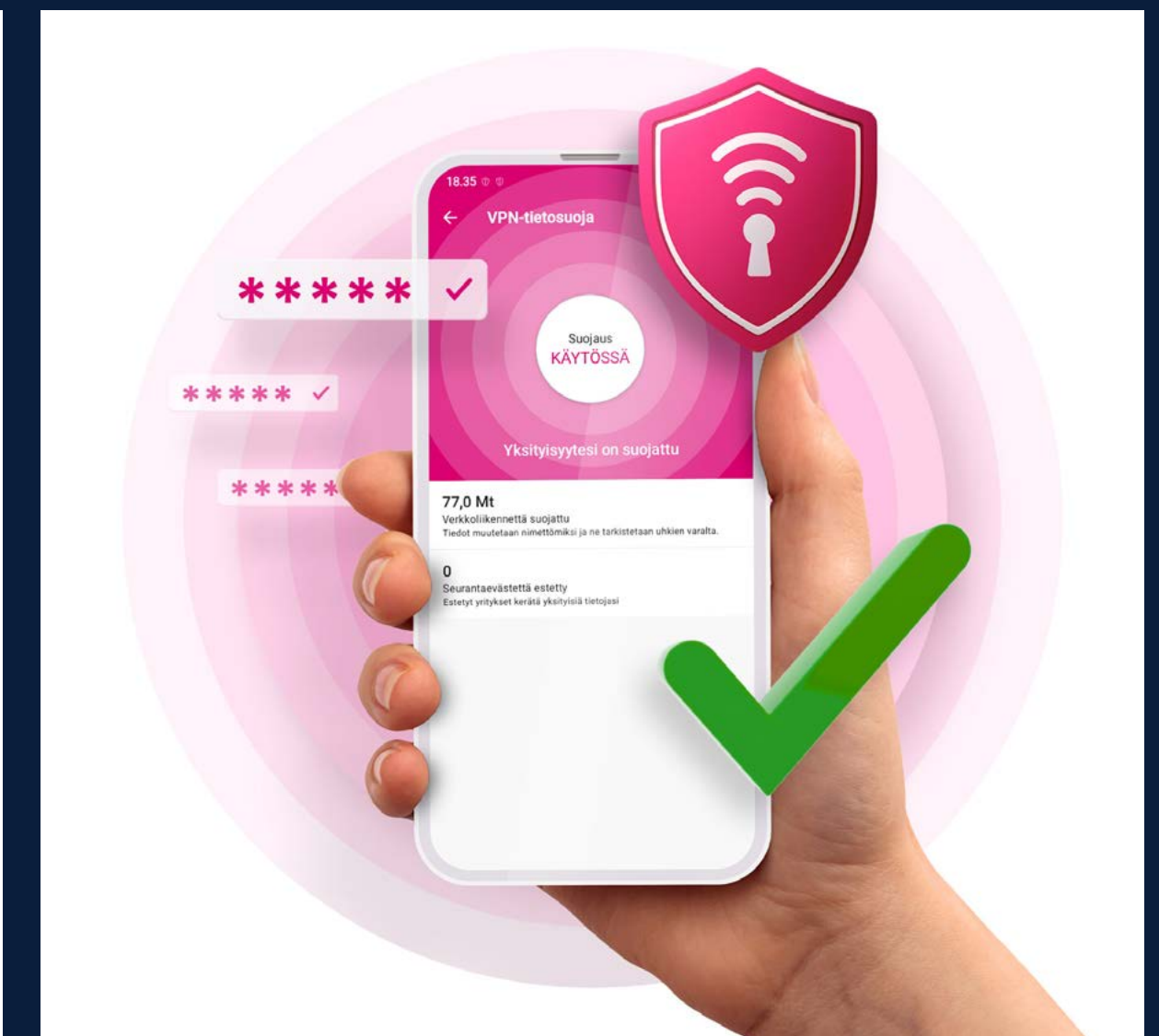
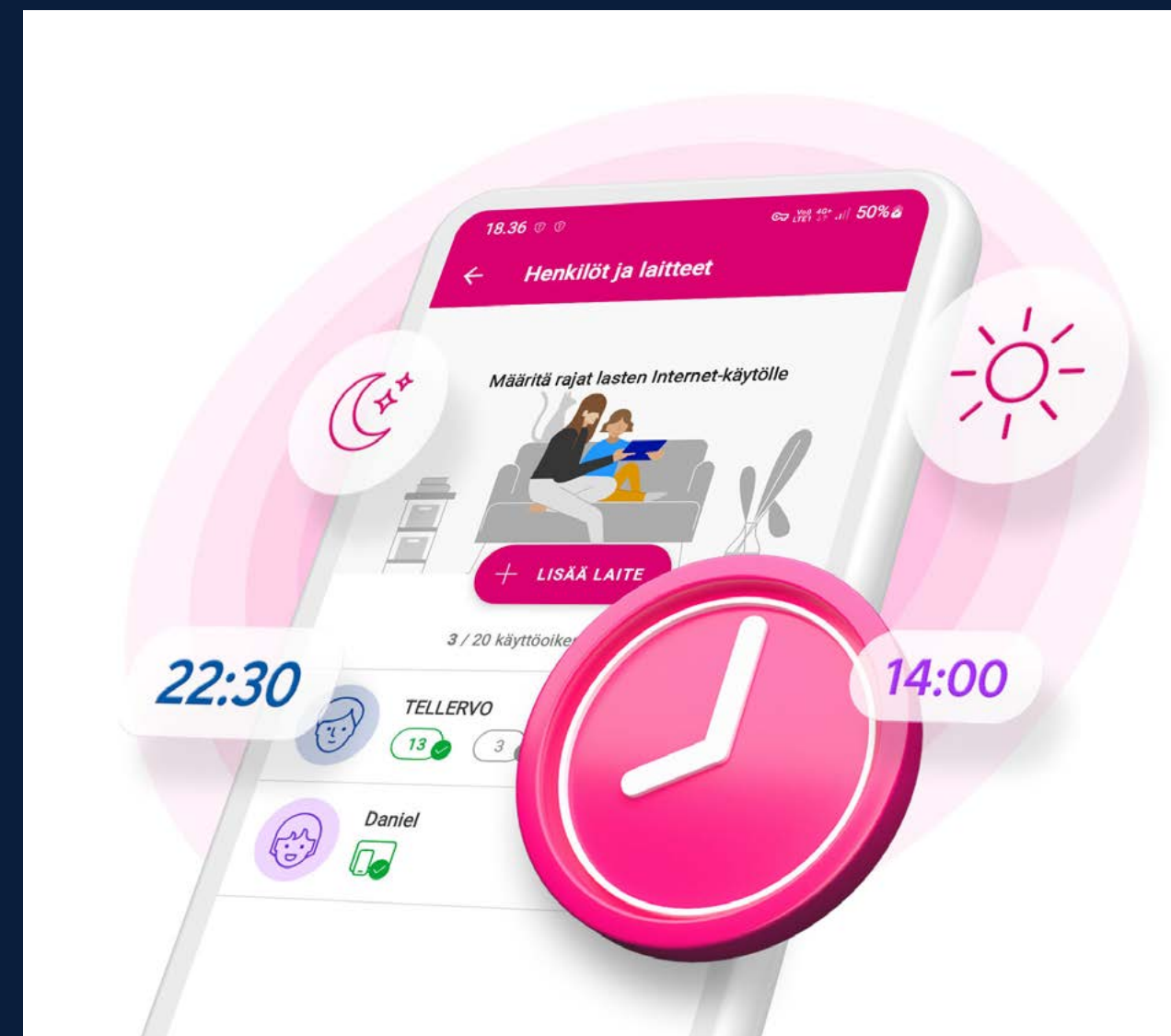
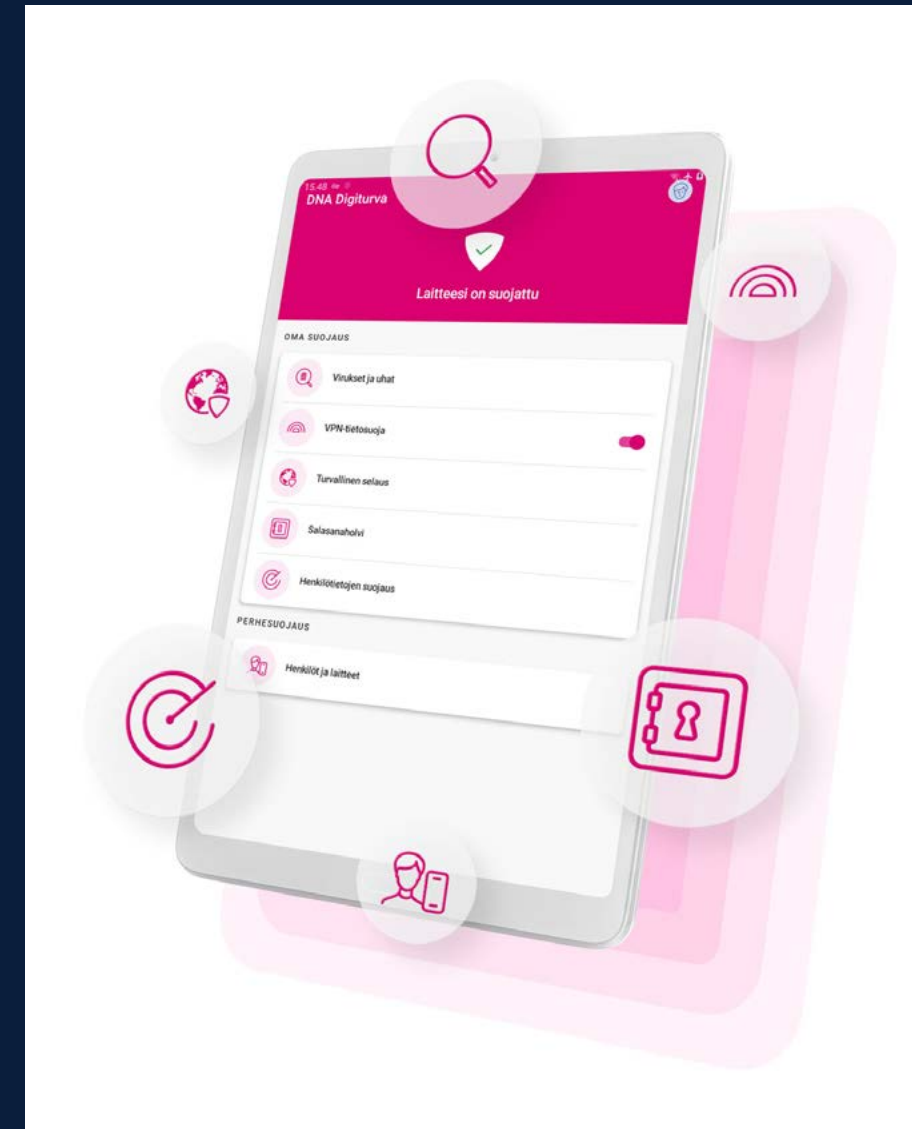
The challenge

Introducing value-added services (VAS) can increase the overall revenue of CSPs by adding new sources of income, beyond traditional voice and data services. And service providers such as DNA are now seeking a true win-win situation in taking care of their customers by ensuring their online safety, and capitalizing on the business benefits that offering cyber security services can provide.

“Previously, we had three F-Secure products available to our customers,” explained Heidi Havastila, Head of VAS at DNA. “But as cyber security has become more important for our customers, DNA has put more focus on understanding customer needs and developing services that are easy to use and help our customer to stay safe online.”

Due to the increasing complexity of the threat landscape, DNA’s sales team was finding it difficult to identify which application was the best fit for each customer. And customers were also confused about the required protection.

“Surveys showed that customers didn't know what services they needed,” explained Havastila. “And that was also the message that we got from sales agents. We had three different products. But the sales were strongly focused on just one (antivirus), because it was too complex and time-consuming to explain multiple services to customers. This led to insufficient protection for our customers’ whole digital life.”



The solution

To address confusion, DNA moved from selling three products as a value-added service to just one, opting for F-Secure Total, which delivers internet security, VPN and ID protection—all in a single app.

“Customers just wanted to have one comprehensive service that takes care of all these threats,” said Havastila. “They were looking for peace of mind and reassurance that they were safe. The dream service for customers was to have one simple service, which was easy to use, and which would cover all the main areas of cyber security.”

Havastila believes that DNA and F-Secure share the same goals for customer centricity and experience, focusing on the benefits for the customer. This is vital to DNA, as their vision is to have the most satisfied customers by making their lives uncomplicated.

“We see that F-Secure has changed how it speaks about its services, moving from focusing on features to actual benefits,” she said. “And this makes it more relevant to customers, because they're not interested in the features, they just want to feel safe.”

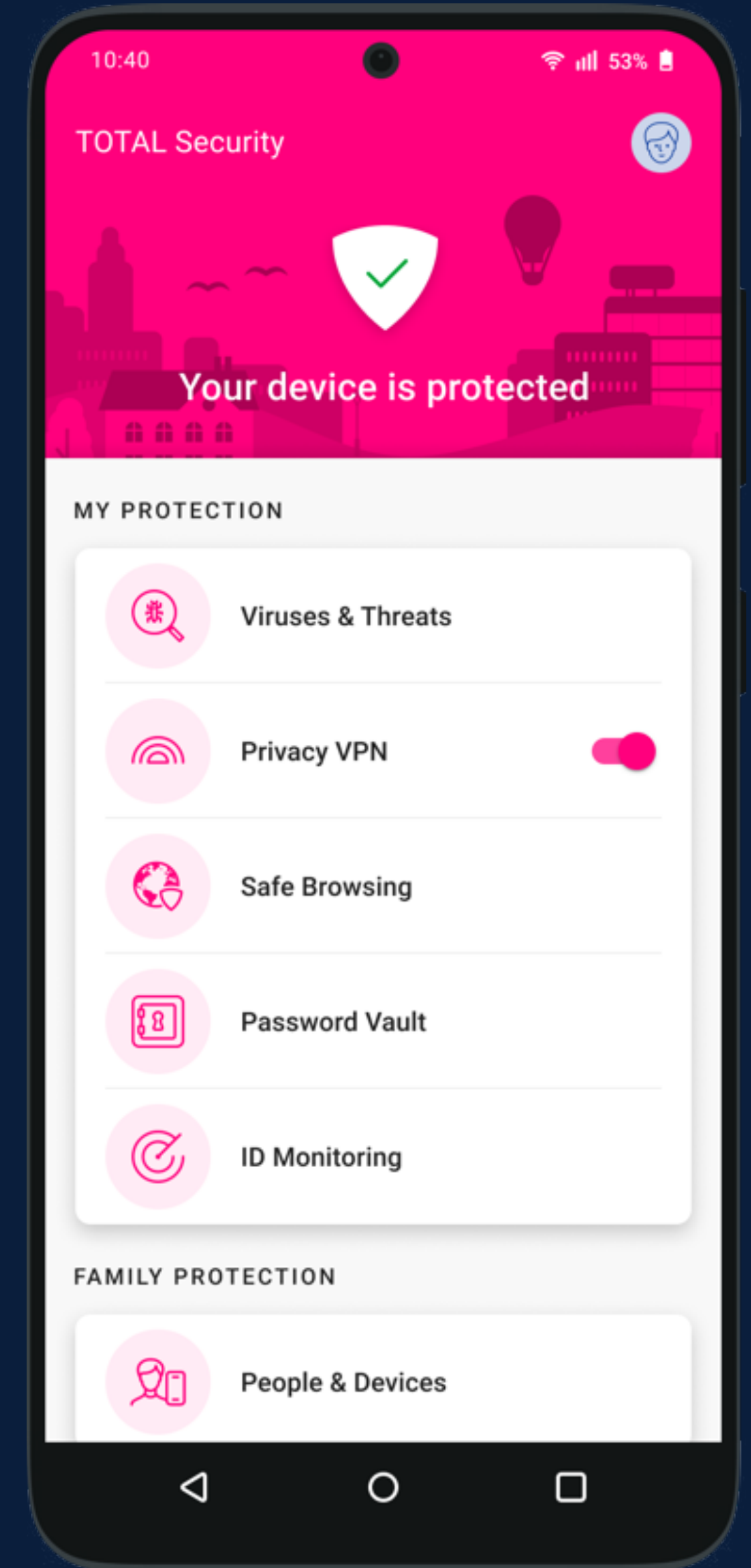
The results

Moving from three products to a single app began in February 2022, with DNA launching Total on the 6th of June, making the shift in just four months.

“From the technical point of view, it was really straightforward,” Havastila explained. “But for it to really succeed, we put a great effort into convincing the whole company about the importance of this new security product. However, the feedback from our sales agents about moving to all-in-one F-Secure Total has been very positive, as they are now able to sell a simplified offering.”

Other results have also been positive. Lots has changed in relation to how DNA now markets its cyber security products, but as part of these broader changes, moving to **F-Secure Total has contributed to an over 60% increase in sales in 12 months**. And the next year is about consolidation.

“For the next 12 months our focus will be very much in raising the awareness of the customers and internally as well,” said Havastila “We now have a good service that fits customers' needs, and we need to optimize the sales of that service. The focus in 2023 is on getting the best out of this product.”



About us

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 180 partners.

For more than 30 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 more information visit [F-Secure today](#).

