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Bitdefender



HOW CAN TELCOS DRIVE CONSUMER REVENUES?

Webinar: Questions and answers

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How can telcos drive consumer revenues?

This document outlines the questions and answers received from the STL Partners and Bitdefender webinar, '**How can telcos drive consumer revenues?**' which was hosted on Tuesday 26th September.

You can watch the recording of the session, and also access the slides, using the [link here](#). We have included the following timestamps for the webinar recording:

- **02:35** for the introduction to our presenters and panellists
 - **Razvan Todor**, VP Product Management, Bitdefender
 - **Darius Singh**, Director, Consulting, STL Partners
 - **Tom Quinn**, Consultant, STL Partners
 - **03:28** for STL's presentation on "How can telcos drive consumer revenues?"
 - **36:33** for Bitdefender's presentation on "How can telcos drive new revenues through cybersecurity?"
 - **56:50** for Q&A session
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If you have any questions not addressed in the webinar or this Q&A document, or want to hear more about our research findings or from our speakers, please contact:

- **Tom Quinn**, thomas.quinn@stlpartners.com
- **Darius Singh**, darius.singh@stlpartners.com
- **Razvan Todor**, rtodor@bitdefender.com

Webinar questions and answers

The below questions were received from the webinar audience during the live session. The first section includes the live poll followed by questions and answers asked during the webinar and the second section includes questions that were not covered on the webinar.

Live questions and answers

Q: In terms of investment, time and resources to deploy consumer cybersecurity solutions, is this a quick win for telcos? Or is does this involve longer strategic investment and integration to achieve?

Razvan Todor, Bitdefender: I think the most important thing is that when you look at the best way to launch a cybersecurity portfolio is that it's not a one off action. You don't just launch it and then that's it. You never touch it again. I think a good cybersecurity portfolio is an evolving thing. So, to answer your question, it can be a big investment but also can be launched as a quick win. I think when you select a cybersecurity partner for your portfolio, you should be looking for a partner that gives you flexibility to pick and choose cybersecurity products that fit your user base, or your timeline.

You can quickly launch by just deploying endpoints, and then increase that portfolio with router-based solutions which have a longer time to market span, or by repeatedly adding new products like VPN. It's important to select a partner that will give you the flexibility and the ease to add new products.

Q: What is the priority for consumer cybersecurity offerings and products based on feedback from operator customers and consumers, particularly in terms of basic and newer services in household IoT? Are there certain demographics that prioritize these offerings differently?

Razvan Todor, Bitdefender: I think that when we're launching such a product it's interesting to understand what will communicate value the best because in the end you want to have a successful product. So you want to make sure that you're using the product that will reassure the subscriber that they are paying for something valuable. In this respect, I think the smart home security protection part really brings a lot of satisfaction because it brings a lot of visibility. It lets you manage your devices. You will be able to see what is happening on every device. Also, endpoint protection also brings a lot of value. Maybe even parental controls bring a lot of value because it really relates with your day-to-day life.

Tom Quinn, STL Partners: I think you're right. The only other perspective that I would probably bring in is the market perspective. You must look at it from the point of view of how developed a particular market is, and how ready is it? How ready are the consumers within that market to adopt certain cybersecurity features and functions?

Looking at individual cybersecurity functions, only some markets will have that household IoT maturity. So, telcos should be aware of whether their market is in a point of maturity to offer a joint cybersecurity

household IoT offering, and then need to push forward in those more saturated and potentially more developed markets. They bundle services as well, but ultimately, they really need to look at how they can address individual markets in the best way.

Post-webinar questions and answers

Q: What is the best-selling security for small business customers and how should it be differentiated vs. consumer customers?

Razvan Todor, Bitdefender: I think the key point here is to be able to serve companies with around 10-30 employees. These are very dynamic environments, with no dedicated IT department, no dedicated cybersecurity specialist, usually everybody in the company wears multiple hats at the same time. The threats that these companies encounter are largely the same threats you see in the consumer sector, but at a higher volume, and a lot more to lose. So I think the best solution to address this segment is one that offers the simplicity in setup and usage that a consumer solution offers, while also providing roles and a unified view, for better visibility and control.

Q: How do you reconcile simplicity for the customers and the multiple consumer-facing solutions you are offering?

Tom Quinn, STL Partners: As referenced during the webinar, we found there to be clear discrepancies between the way different telcos approached consumer services. Bundling services into a core offering provides fast GTM, reduces churn and simplifies the overall experience for a telco's consumer base. On the other hand, premium differentiated services help telcos to grow new revenue opportunities and battle against commoditisation. This, of course, comes at the expense of simplicity and risks opening up a wider consumer knowledge gap.

Following our research, we believe telcos must seek premium opportunities and can do so by creating unified products or services that access multiple consumer sub-verticals. In our example, telcos can tap into two separate verticals in cybersecurity and smart home by offering a converged secure, household IoT proposition. Super apps are another example of a vehicle for telcos to offer multiple consumer products, often third party, through one simplified interface. Telcos should look to converge marketing, sales & product teams' efforts towards differentiated bundles, ensuring teams understand the value of individual products before encouraging sales teams to aggregate and potentially devalue certain propositions.

Q: When it comes to bundling within a telco service, complexity is a big challenge. How can this be simplified to enable smooth rollout?

Razvan Todor, Bitdefender: A unified user experience is a must. Having all services under the same umbrella helps you better communicate the value, establish that single app as the "go to place" for one's security needs, and, most importantly, gives you the best experience and the best results when we're talking rollouts, upsell routes, campaigns and, basically, everything related to the GTM strategy.

Q: What differences do you see in terms of customer service revenue opportunities in the EU vs. other parts of the world?

Tom Quinn, STL Partners: The point around what can be successfully marketed within domestic markets is an important part of the consideration for telcos. For example, European and North American markets are further along their 5G journey, enabling telcos to offer different types of services to consumers in 3G & 4G environments. Market competition is equally important; telcos that are able to occupy an incumbent role will be more likely to derive revenue from its consumer base as opposed to telcos in highly competitive, saturated markets. Rather than seeing discrepancies between EU vs other parts of the world, we believe 5G maturity & market commoditisation to be the most important factors in evaluating the consumer opportunity for the telco.

Within these more mature (European) markets, there are a number of extra services like gaming, events, smart home, connected cars, phone insurance, device care (e.g. screen replacement, phone repair) that we see as strong up-sell opportunities.

Q: What's the priority that telcos should take into consideration when choosing a cybersecurity solution for consumers?

Razvan Todor, Bitdefender: Not only cybersecurity is an ever-evolving domain, but also the way consumer perceive their cybersecurity needs is evolving at a very fast pace. Taking this into consideration, a telco should not be choosing a cybersecurity solution, but they should be looking to find a cybersecurity partner. It's essential to have a partner with an evolving portfolio, that will be by the telcos side during multiple product launches, that will get involved in the go to market strategies and will help the telcos evaluate the products performance in the market and constantly adjust their approach.

Get in touch:

If you have any questions intended for Bitdefender or would like to learn more about their solutions, please contact:

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