

ESET® CASE STUDY: MOBILE SECURITY: CUSTOMIZED FOR A SMARTPHONE RETAILER

ЕВРОСЕТЬ

Euroset

Industry: Smartphone & cellphone retail

www.euroset.ru

ABOUT EUROSET

The company is a major retailer of cellphones and smartphones in Russia and Belarus. With a 30% market share, Euroset is represented in more than 5,000 stores that are visited by over 50 million customers every month.

THE CHALLENGE FACED

- Extend the portfolio of mobile security products
- Include a solution that would sell in a higher price range
- Give customers extra value for their investment

THE SOLUTION: ESET MOBILE SECURITY

The Euroset stores were already selling mobile security products in the low price range (\$4.5 for 1 device/1 year). For a product to sell in such an environment, it was crucial to include a special offer that wasn't available with other products.

To solution for such a challenge was to sell ESET Mobile Security licenses for an extended period for the price of \$23. The offer includes a free renewal prior to the end of the license period, and the product is shipped as an electronic license or a in a box in Euroset's retail stores.

BENEFITS FOR EUROSET'S CUSTOMERS

- **Powerful antivirus and antispyware protection**
- **Safe browsing & downloading applications**
- **Easy to use mobile security**
- **No need to renew each year**

About ESET: ESET is a Slovakia-based IT security company founded in 1992 and headquartered in Bratislava. The company has global presence with regional distribution centers in San Diego (U.S.), Buenos Aires (Argentina), and Singapore, ESET has offices in Sao Paulo (Brazil) and Prague (Czech Republic).

www.eset.com

