

# Top 10 Most Difficult Customer Questions

## WHAT IS F-SECURE?

F-Secure Corporation is the fastest growing publicly listed antivirus and intrusion prevention vendor. F-Secure solutions are available for mobile phones, laptops, desktops, file servers, e-mail servers and gateways. F-Secure's key strength is the speed of response to new threats.

F-Secure provides products and services for consumers and businesses through a network of value added resellers and distributors in over 50 countries. F-Secure products are available also through Internet service providers. F-Secure has its headquarters in Helsinki, Finland, and offices in USA, France, Germany, Italy, Sweden, the United Kingdom and Japan. Founded in 1988, F-Secure has been listed on the Helsinki Exchanges since 1999.



## YOUR TAGLINE IS *BE SURE*. WHAT DOES IT MEAN?

F-Secure has gained its reputation for reliability through fifteen years of protecting its customers against harmful code and hackers. Reliable protection, whether for home computers or complex corporate networks, is about people, not just technology. Reliability means researchers that are one step ahead of the next threat. It means making advanced technology so easy to use and manage that protection is almost invisible. With F-Secure you make a subscription to people, not just software. You can rely on F-Secure to try harder and to be faster and friendlier than the competitors.

## WHAT IS F-SECURE BEST AT?

F-Secure provides:

- The shortest response times and most frequent updates to virus outbreaks compared to the major competitors (Source: <http://www.av-test.org>).
- High quality products and services. Customer satisfaction surveys, magazine reviews and awards prove that F-Secure products are easy to use, thanks to the well-designed user interfaces, straightforward installation, and the extensive management and reporting system. F-Secure also provides high reliability with frequent updates, short response times, and high detection rates.
- The most seamlessly integrated and easy-to-use centrally managed client security solution. Additionally, unlike any other competitor, F-Secure offers the desktop solution, as well as the management system for both Windows and Linux.

## BEING SUCH A SMALL VENDOR, CAN YOU DELIVER SUPPORT AND SERVICES?

In delivering support and services, a small size can be an advantage. As a small vendor, F-Secure can be more effective in its operations and provide better and more individual service than large vendors. In brief, F-Secure is small enough to care for and big enough to serve each of its customers.

High satisfaction rates for F-Secure technical support in general, and for the competence of the support staff in particular prove the high quality of F-Secure services. The high quality is ensured with well-defined service-level agreements for each customer segment. For large enterprises, F-Secure offers premium support with the highest priority 24/7/365 telephone support and personalized and proactive support services. A network of support partners in several countries guarantees high availability of the services.

## WE ARE HAPPY WITH OUR CURRENT SOLUTION. WHY WOULD WE SWITCH TO F-SECURE?

All antivirus vendors can protect against old viruses and threats. The difference comes in the speed of reacting to new threats. Independent research studies, from AV-Test.org and MessageLabs, show that F-Secure detects new threats faster than other major antivirus vendors. According to the AV-Test.org findings, F-Secure also updates customers more regularly than other major antivirus vendors. Between January and August 2004, F-Secure sent out an average of 48 updates per month, which is 50% more than Symantec, almost three times as many as Trend Micro and almost five times as many as McAfee. For the 45 major malware epidemics during 2004, on the average, F-Secure customers were updated 4 to 6 hours after the first sample was detected, whereas, on the average, Trend Micro customers were updated 8 to 10 hours, McAfee customers 12 to 14 hours and Symantec customers 14 to 16 hours after the first sample. (Source: <http://www.av-test.org>)

## HOW DOES F-SECURE DIFFERENTIATE FROM SYMANTEC?

After the merger with VERITAS, Symantec is more and more addressing the enterprise management concerns in the area of systems, network and storage management. Thus, Symantec is moving away from the traditional content security market to a much wider market segment and positioning itself against vendors like Computer Associates, IBM, HP and BMC Software. Symantec views the enterprise segment as the prime ground for expansion.

Compared to Symantec, F-Secure has a very strong focus on antivirus and intrusion prevention and it is mainly targeting the small and medium-sized companies. F-Secure's products are seamlessly integrated and therefore also easier to install and use than Symantec's products that have been acquired from several different vendors. See, for example, the September 2004 issues of NetWorldFusion and the Norwegian PC World for more information on the excellence of F-Secure Anti-Virus Client Security compared to Symantec Client Security.

## HOW DOES F-SECURE DIFFERENTIATE FROM MCAFFEE?

McAfee positions itself as the vendor of intrusion and risk management solutions. In 2003, approximately 60% of its revenues came from the antivirus business. In 2003, McAfee lost part of its market share, as its antivirus revenues decreased by 7% compared to 2002. The decrease in sales is partly caused by the changes in the organization, difficulties in the channel, and the lack of customer trust.

Compared to McAfee, F-Secure has stronger focus on antivirus and intrusion prevention. F-Secure is a trusted brand and it has a good reputation as a channel and customer-friendly partner. As a small vendor, F-Secure is less bureaucratic, more flexible and consistent in its service delivery. On the product side, F-Secure provides more integrated and easier-to-use products and has much better support for Linux environments than McAfee.

## HOW DOES F-SECURE DIFFERENTIATE FROM TREND MICRO?

Trend Micro, headquartered in Japan, is positioned as the vendor of network antivirus and Internet content security software and services. It is the market leader of Internet gateway, mail server and file server solutions. Its global market share is 22%, and 85% of its total revenues came from antivirus business in 2003.

Even though Trend Micro is bigger company, on the average, F-Secure is able to respond 4 hours faster to virus outbreaks. F-Secure also provides better technical support than Trend Micro. F-Secure constantly measures customer satisfaction, and in the scale of 1 to 5, the total score for its technical support was a little above 4. Based on the Information Security's support review (October 2004 issue), Trend Micro's technical support is "disappointing across the board". In addition, unlike F-Secure licenses, Trend Micro licenses do not include telephone support as default.

## HOW CAN YOU KEEP UP WITH THE PACE OF YOUR MAJOR COMPETITORS?

F-Secure has a proven track record for being the first one to invent some of the today's widely used technologies. For example, in 1991 F-Secure developed the first heuristic scanner for antivirus products, in 1993 the first centrally managed antivirus solution, and in 2002 the first antivirus product for a mobile phone on the Nokia Communicator product family. In antivirus, where speed is of utmost importance, F-Secure maintains record response times and sets the pace of development.

Unlike the major competitors, F-Secure is focusing solely on antivirus and intrusion prevention and is thus able to invest all R&D resources in developing the best-of-the-breed solutions in that area. Thanks to its size and flat organization, it is less bureaucratic which ensures fast reactions to customers' security needs and evolving threats.

## HOW DOES MICROSOFT'S ENTRY TO THE ANTIVIRUS MARKET AFFECT F-SECURE?

For F-Secure, Microsoft continues to be a key partner and the Microsoft's entry is not seen as an immediate threat to F-Secure's business. As Microsoft's integration of products developed by different companies is a huge undertaking, it would be unrealistic to expect it to take anything less than years before Microsoft can bring fully integrated solutions to the market. It may also take years for Microsoft to build a trusted security product due to the long-time security problems in the Windows operating system. F-Secure already has years of experience in the industry and it has proved to be able to provide protection against new viruses among the first ones in the industry.