

COGECO CABLE INTERNET SECURITY SERVICES

Winning Customers with Security Made Simple



Company Profile

Cogeco Cable is the second largest cable operator in both Ontario and Québec and the fourth largest cable operator in Canada. Cogeco Cable provides about 1,346,000 revenue generating units to about 1,440,000 households passed within its service territory. Through its two-way broadband cable infrastructure, Cogeco Cable provides its residential and commercial customers with analog and digital video and audio services, high-speed Internet access as well as digital telephony services. Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (CCA.SV).

The Business Challenge

With ever-growing threats from hackers, viruses and fraud on the Internet, online security has become a major concern to households in Canada. Statistics show that an average of 8 to 10 new viruses is found daily. Since most home online users are not IT experts, the wide range of security products on the market has made it difficult for consumers to properly evaluate and select the product that best meets their needs. And many home users tend to forget or find it too difficult to update and upgrade their antivirus software. As a result these users are unable to surf, download and email online safely. In addition, internal Cogeco market research in May 2004 demonstrated that interest in Internet Security Services was higher than for any other Internet value added service.

Cogeco recognized these facts and set out to find a new security partner who could meet the Internet Security customer needs. At the time their current partner could neither offer them the close relationship that Cogeco sought nor a managed, integrated security suite more robust than their competition. They were looking for a partner that could help them make their customers' online experience secure and easy. The solution needed to be a comprehensive suite of security services that is not only simple to install, update and manage but also highly reliable, affordable and supports English and French. Unlike other Service Providers, Cogeco believes valued customers should not have to pay costly fees to protect their computers and families.

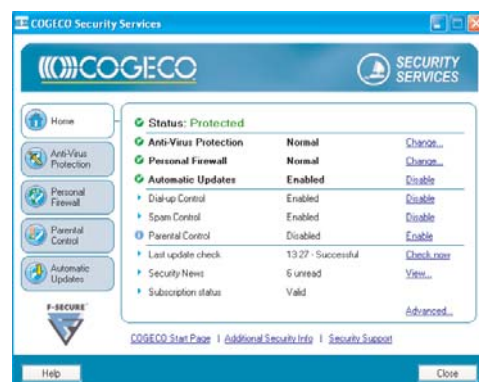
The Solution

After reviewing and testing F-Secure's Security as a Service solution for Consumers, Cogeco teamed up with F-Secure in October of 2004 to offer a comprehensive suite of security services to their high speed Internet customers. F-Secure serves as an online watch, working around the clock to keep Canadian families safe from the dangers lurking on the Internet.



Facts-at-a-glance

Service Provider Partner:	Cogeco Cable Inc.
Country:	Canada
Project:	Cogeco Internet Security Services (CISS)
Service:	Service Provider Solutions



The Cogeco Internet Security Services (CISS) is a managed service that includes: Antivirus, Firewall, Antispam, Parental Control, and Internet Dialer Control. Anti-spyware and pop-up blocker will be added to the Cogeco Security Service suite in a near future. It is simple to install and automatically updates itself to ensure that the customer is always protected against the latest threats. Coupled with F-Secure's industry recognition for its ability to respond to new viruses faster than any of its major competitors, Cogeco is able to offer not only the fastest high speed Internet connection but also the most secure. All Cogeco Standard and Pro high speed Internet customers have access, at no additional cost, to CISS and Internet Lite customers may subscribe to this service for a small monthly fee.

The Results

In December 2004, Cogeco launched their new Internet Security Services powered by F-Secure to the Ontario region and in April 2005 in their Quebec division. The adoption rates for the service and the customer response have been excellent and highly subscribed. Cogeco prepared well with a numerous flow of marketing campaigns combined with a high level of preparedness with their customer care operations in both divisions.

Cogeco was very impressed by F-Secure's ability to better integrate with their OSS, professional project management, and the unique co-branding and customization of the solution.

" Our high-speed Internet service continues to grow sharply due to an offering which includes high performance F-Secure security products and the fastest high-speed Internet on the market" stated

Mr. Louis Audet, President and CEO of Cogeco Cable Inc.

For residential Internet customers, the easy-to-use and easy-to-order, quality products all bundle in one Security Suite were greatly appreciated. One customer reported: "This is a confusing market for most people when it comes to protecting your computer and having it all bundled into one package is perfect. Plus it is refreshing not to see a price tag associated with the service". One Customer Care Center Manager told F-Secure: "We saved a customer from disconnecting today. She was using an other anti-virus solution and despite having it, there was some kind of virus totally disrupting her ability to email and surf the web." The contact center helped her with getting Cogeco Internet Security Services installed and with no issues. Upon installation, CISS found and cleaned 8 viruses.

"Educating computer users about security threats and making it easy for them to find the tools they need to protect their systems while online are essential steps to Internet safety," said Travis Witteveen, Vice President of North America for F-Secure. "We make it effortless for customers to have the most secure computer environment available. Most of the time, customers have neither the time nor the expertise to keep up with security products development. Therefore, F-Secure maintains and upgrades the security software for customers once they have installed it, so they do not need to worry ever again about being protected from the latest virus attack or spam schemes, as they are backed by their award-winning antivirus lab."

F-Secure Corporation protects individuals and businesses against computer viruses and other threats coming through the Internet or mobile networks. Our award-winning solutions include antivirus, desktop firewall with intrusion prevention and network encryption. Our key strength is the speed of response to new threats. For businesses our solutions feature centralized management. Founded in 1988, F-Secure has been listed on the Helsinki Exchanges since 1999. We have our headquarters in Helsinki, Finland, and offices in USA, France, Germany, Italy, Sweden, the United Kingdom and Japan. F-Secure is supported by a global ecosystem of value added resellers and distributors in over 50 countries. F-Secure protection is also available through major Internet Service Providers, such as Deutsche Telekom, France Telecom and Charter Communications.

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