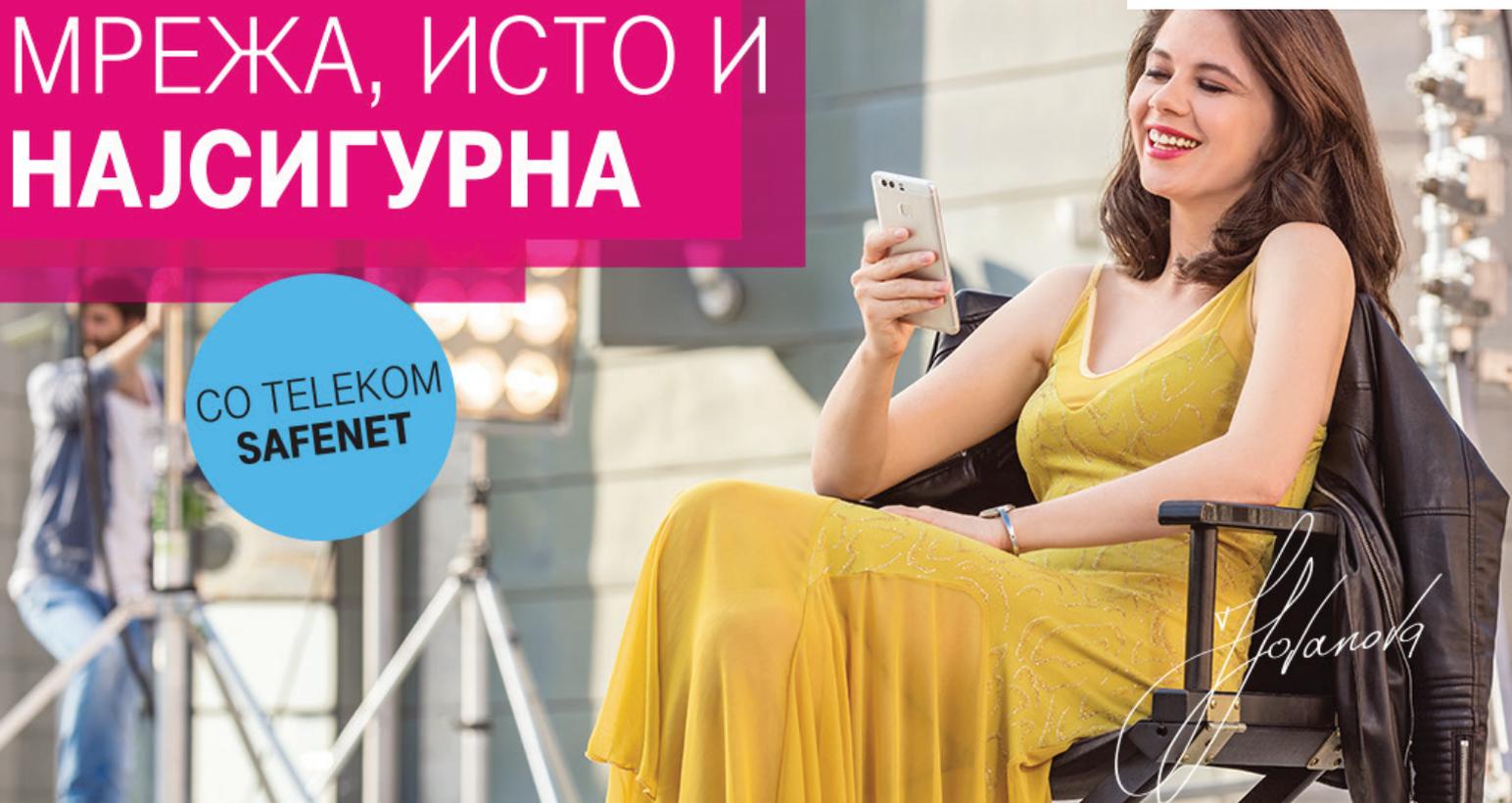


НАЈДОБРАТА МРЕЖА, ИСТО И НАЈСИГУРНА



СО TELEKOM
SAFENET



CASE STUDY

Where security meets quality:
**Makedonski Telekom pioneers secure
mobile internet with Secucloud**



Makedonski Telekom
subsidiary of Deutsche Telekom

Type
Telco

Web Site
www.telekom.mk

Deutsche Telekom
subsidiary launches cloud-
based security service from
German security specialist

The customer

Makedonski Telekom is one of the top players in the Macedonian telecoms market. It has been part of the Deutsche Telekom group since 2001 and offers a wide range of services via fix and mobile network. Among the company's differentiators is the fact that it has the best mobile network in Macedonia. This is according to the P3 Group, which conducted an analysis in December 2017. "We're very proud of this accolade," says Aleksandar Joncevski, Senior Product Manager at Makedonski Telekom and responsible for the Secucloud project. "But it's also spurred us on to go even further. Along with the best mobile network in Macedonia, we also want to offer the most secure mobile network."

Yes to security, no to extra hassle

This requirement is increasingly in demand on the Macedonian mobile market, especially in light of recent events. Makedonski Telekom identified this growth in demand following an internal study. "Multiple security incidents have been highly publicised in the media over the last few months, especially spectacular thefts of intellectual property from companies or celebrities' private photos. This has significantly increased the general public's awareness of security issues," notes Aleksandar Joncevski. "Nevertheless, many users still don't want the hassle of installing and updating a client-based security solution, especially if they have to accept slower performance as a result."

The company saw this situation as a challenge to extend its pioneering role into the area of security. It wanted to be able to provide a cloud-based security service that would enable it to add another unique selling point to its position on the domestic mobile market – especially as this type of service has not been available in the Macedonian market up to now. This was why Makedonski Telekom started to look for a suitable solution in early 2016. Its requirements included two main criteria. The first was that the system had to be available as a white-label product, as the company wanted to provide the solution under its own brand. The second criterion was to decide on a system provider's approach with very low investment risk – this was because the telco had no experience of the potential success of this type of security business model.

Secucloud's technology & cost-effectiveness convinces team

"During the entire selection process, we were in close contact with the Deutsche Telekom partnering team," explains Aleksandar Joncevski. "Our colleagues there told us about the Secucloud solution, which is already being used successfully in other countries – such as at T-Mobile Netherlands – so it had already been evaluated by our parent company on an international level. That was naturally an advantage from our point of view, so we added it to our shortlist."

It turned out that the cloud-based offering from Secucloud met all of Makedonski Telekom's criteria. One of the things that impressed the team was the powerful and flexible technology that underpins the solution. With its Elastic Cloud Security System (ECS²), Secucloud provides telecommunica-

tions operators with an industry-standard security system. This gives them an easy and flexible way to offer their end customers comprehensive protection. The cloud-based approach ensures that the solution is future proof, as it can scale anytime to meet the needs of the telco and protect a practically limitless number of users with no compromises on performance. This ensures that Secucloud customers are equipped to handle potential future growth.

Secucloud offers just as much flexibility on the functional level. With its modular structure, customers can add new functions whenever they need to. This ensures that the level of protection they offer is always based on the latest technologies. Secucloud provides just one solution to all types of telecom customer. Once it is implemented, both business and private customers are always protected in real time, regardless of which devices they use. From Makedonski Telekom's perspective, this complete service was offered at a very cost-effective price point. As a result, the company selected the Secucloud solution in March 2017.

Telekom SafeNet kicks off

During the entire implementation phase, the Secucloud team worked closely with the Makedonski Telekom project managers and answered their questions quickly and efficiently. That helped ensure rapid integration of the solution into the telco's infrastructure, so that the security service was able to go live on 9 October 2017. Since then, the solution – dubbed Telekom SafeNet – has been offered to existing and new customers, who can test the service free of charge for four weeks. They can then add it to their existing subscription for 29 denars per month (just under €0.50).

Once it has been activated, the service immediately ensures the highest level of protection for customers' mobile internet use. As it operates in the cloud, it is practically invisible to the user. The Secucloud solution works based on a range of powerful technologies for identifying and blocking harmful browser traffic. For example, if a user tries to access a URL that includes harmful code, malware or viruses, the solution displays a warning. The user then has the choice between cancelling the process and visiting the page despite the risks.

Invisible protective shield for customers

Several thousand users have already signed up to use the service – and the number is increasing every day. "From our perspective, this is a very successful start," reports Aleksandar Joncevski. "Especially since our users seem to be very satisfied with the new service. To us, this proves that the solution is doing exactly what it's supposed to do: secure our users' online experience quietly and effectively in the background without them having to limit their web surfing or even notice the shield in action."

Secucloud Solution

Elastic Cloud Security System (ECS²)

Functions

Anti-Phishing, Anti-Malware, Anti-Bot, Anti-Hacking, Anti-Anonymizer

Tech. implementation

March 2017 – September 2017

Go-live

9 October 2017

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Aleksandar Joncevski,

Senior Product Manager at Makedonski Telekom