

vinaphone

AN NINH
MẠNG DI ĐỘNG

Bạn đang
được bảo
vệ?

CHỐNG HACKER

CHỐNG LỪA ĐẢO

CHỐNG VI-RÚT

NGÂN HÀNG AN TOÀN

Dùng thử miễn phí!
securecloud.vinaphone.vn

VinaPhone Net Security
For your Mobile Life

SUCCESS STORY

Vietnamese telco offers its eighteen million customers innovative protection
VinaPhone keeps users safe with cloud-based security



VinaPhone

Type
Telco

Web Site
www.vinaphone.vn

Customers
**More than 18 million
for mobile services**
(as of July 2018)

Revenues
2 billion US Dollar
(estimation for 2018)

**With more than nine million
mobile customers, VinaPhone
has a 30 per cent market share
and is the second largest mobile
provider in Vietnam.**

Vietnam as a malware hotspot: VinaPhone keeps users safe with cloud-based security

Vietnamese telco offers its eighteen million customers innovative protection while opening up a new revenue stream with Secucloud

“The internet threat situation is increasing rapidly around the world – and Vietnam is a particular trouble spot,” says Tuan Nguyen, CEO at VKAS, a business partner of the Vietnamese telco VinaPhone. “One of the main reasons for this is our user demographic: just under half of all mobile internet users in our country are under twenty years old, so they’re not necessarily thinking of security as a top priority. And school kids and students are in many cases precisely the ones who can’t afford to pay high prices for security solutions anyway. So if most devices are going online with no protection, threats can spread unhindered – and that’s a vicious circle that VinaPhone wants to break.”

With more than eighteen million mobile customers, VinaPhone has a 30 per cent market share and is the second largest mobile provider in Vietnam. Headquartered in Hanoi, the company offers a wide range of internet and telecommunication services – from ISDN, VoIP and mobile telephony to IPLX and broadband internet. Up to now, however, VinaPhone has not had a dedicated security solution in its product portfolio.

Wanted: a solution adapted to local market challenges

“The threat situation increased last year and that made it clear to us that it was time to act,” says Tuan Nguyen. “What VinaPhone customers needed was a security solution that provided reliable protection simply and effectively while they were using the net. The solution also had to run automatically and almost invisibly in the background once it was activated. And that’s exactly what we’ve been able to find with the Secucloud solution.”

After an extensive evaluation process, the Vietnamese telco found the concept and performance of the German provider’s cloud-based security service to be a convincing choice. A major factor was the large number of positive customer references, including the Deutsche Telekom subsidiaries T-Mobile Netherlands and Makedonski Telekom, the Swiss telco Sunrise and the Arabian mobile specialist Ooredoo with its 130 million customers. With its experience in implementing large-scale international projects like these, Secucloud was the ideal partner for the launch of a cloud security service at VinaPhone.

Cloud-based security with highly scalable technology

On the solution level, Secucloud’s biggest advantage for VinaPhone was the fact that it is easy for customers to use. With one click, they can simply add the cloud-based protection subscription to their existing contract and don’t need to download or install any software on their devices. By providing this type of security solution, VinaPhone is making an active contribution to the fight against cyber-crime in Vietnam while adding a new service to its portfolio and opening up a completely new revenue stream in its customer business.

As it is delivered from the cloud, the solution was also able to fulfill the technological requirements that were important to VinaPhone: it is based on the Elastic Cloud

Security System (ECS²), which protects customers with one and the same solution regardless of their contract type. This enables VinaPhone to cover a wide range of customer requirements with a single security product. In addition, ECS² is a modular solution that offers customers a high level of flexibility and can have more security functions added to it if required. In this way, VinaPhone can tailor the service to the varying needs of different customers while ensuring its future viability – emerging security technologies can be integrated into Secucloud’s functional scope at any time in the form of new modules.

“Another benefit is that the solution offers almost limitless scalability,” adds Tuan Nguyen. “It enables VinaPhone to handle peak user traffic, even several million customers simultaneously, with no negative impact on performance. We’ve chosen a solution that’s capable of supporting the future evolution of the telco and that is flexible enough to grow along with the company.”

Fast go-live thanks to efficient collaboration

The solution was implemented in collaboration with VinaPhone’s business partner VKAS, which provided local expertise for the implementation project. As a result, it was tailored to the requirements of the Vietnamese market and to the specific characteristics of the telco’s infrastructure. Due to the highly cooperative nature of the partnership with the Secucloud team, the solution went live two months earlier than originally planned – in early July 2018.

Since then, VinaPhone customers can pay a monthly subscription to add Secucloud’s extensive security functionality to their existing mobile contract. Once activated, the solution protects all their mobile data traffic with a powerful combination of high-performance security technologies, including anti-phishing, anti-malware, anti-bot, anti-hacking and anti-anonymizer tools. VinaPhone offers customers a four-week trial period free of charge so that they can test the solution’s performance for themselves.

Add-on tool for centralized marketing

“We are also receiving extensive support from Secucloud to help us market the solution,” explains Tuan Nguyen. “With their experience, the company’s specialists developed an innovative tool that allows VinaPhone to implement centralized marketing activities automatically. Customer alerts about the new service can be triggered at the touch of a button and can be used to warn users quickly of an acute wave of attacks, for example. This action gives us excellent customer conversion rates and has helped us establish the solution faster. It’s actually a win-win situation – for end users, the market, and VinaPhone. It offers a new area of business for the telco; powerful, cost-effective and virtually invisible protection for customers; and a higher level of security for mobile internet usage in Vietnam.”

Secucloud Solution

Elastic Cloud Security System (ECS²)

Functions

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

Tech. implementation

February 2018 – May 2018

Go-live

July 2018

