

Italian operator WINDTRE partners with Bitdefender to protect clients from cyberthreats

The new product aims to protect WINDTRE subscribers' mobile devices and privacy, while also strengthening the company's reputation as a trusted value-added service provider



WINDTRE is the multi-service operator that offers connections, energy, and insurance products¹. A point of reference for families who ask for reliability, convenience, and transparency in offers.

WINDTRE is positioned as the number one mobile telco operator in Italy thanks to a cutting-edge infrastructure, called Top Quality Network.

For info <https://www.windtregroup.it/EN>

Main Campus:Italy

¹ Energy and insurance services offered by third-party partners. Wind Tre S.p.A. insurance intermediary registered in section A-Agents of the RUI, subject to supervision by IVASS.

OVERVIEW

WINDTRE is the multi-service Italian operator that offers connections, energy, and insurance products*. Among connection products, WINDTRE offers integrated mobile, fixed telephony, and Internet services.

Our clients' portfolios already included an endpoint-based cybersecurity service. However, they decided to explore new strategic options by reorganizing the solution and expanding their product offer to include network-level security in order to provide stronger protection. This also prompted a change in the App solution, which had to evolve to effectively address customer demands and strengthen the company's market position.

Bitdefender's Mobile Security Solution for Android and iOS successfully met all of WINDTRE's technical and functional requirements, prompting them to integrate it into their product portfolio. This decision was influenced by the reputation of Bitdefender's technology as well as its extensive customization and integration capabilities.

CHALLENGE & GOALS

Successful migration of the existing user base for security. Changing providers midstream is never an easy choice, however, our partner was well aware of the challenges and benefits of switching security partners and chose to rely on Bitdefender's top products and expertise for the next chapter of providing mobile security to clients. As planned, the existing security user base was migrated to the new system by the end of 2022, to the client's complete satisfaction.

Short timeframe for contract signature & launch. Because they wanted to minimize the potential negative effects of the user-base migration, and go to market as soon as possible, both WINDTRE and Bitdefender knew they must move fast. Due to this, the entire process of launching the new service required only three months from the time the contract was signed to the time it went live.

Customized authentication flow. Because the security solution was a WINDTRE customized version of the regular Bitdefender Mobile Security Solution, that also meant that it would require a customized authentication flow to integrate with the existing WINDTRE framework. Bitdefender managed to provide the requested authentication process in time for launch day.

Integration with the CKH IOD Service Delivery Platform and sync between all stakeholders. WINDTRE is part of the CK Hutchison Group Telecom Holdings and has worked with CKH Innovations Opportunities Development (CKHIOD), CK Hutchison's (CKHH) international development hub. Thanks to the collaboration with CKH IOD and the integration through the Global Digital Hub, which works under the paradigm "Integrate Once, deploy anywhere" Bitdefender and CKH IOD will be able to expedite deployment for the other mobile providers in the group who are also interested in the solution.



“By leveraging Bitdefender’s award-winning mobile security, WINDTRE customers gain stronger protection and peace of mind to safely use their mobile devices. (...) In an «always-on» society, WINDTRE aims to continuously improve people’s online security, in line with the company’s consolidated commitment to digital responsibility.”

Stefano Fioravanzo, Head of B2C New Business, Security, Advertising & Partnership of WINDTRE.

KEY DECISION FACTORS

Our client needed to team up with a reputable vendor that could not only meet their business requirements, but also respond quickly to market conditions and offer the assurance that comes with experience in the cybersecurity space.

A key factor in choosing Bitdefender was the fact that our team could deliver a comprehensive and customized mobile security solution in a relatively short period of time which insured WINDTRE subscribers of the best mobile protection.

Bitdefender’s reputation as a global leader in the security space also contributed to the decision, as the partner needed to offer subscribers peace of mind regarding the technical capabilities of the solution.

THE SOLUTION

WINDTRE currently offers its subscribers two cybersecurity plans. The **“WINDTRE Più Sicuri Mobile”**, priced at 0.99 Euro/mo. with first month for free, which provides basic safe browsing in the WINDTRE network, and the **“WINDTRE Più Sicuri Mobile Pro”**, powered by Bitdefender, priced at 1.99 Euro/mo. which protects users in all networks against cyberthreats with Bitdefender Mobile Security, and enhances privacy with the included Bitdefender VPN.

Some of the biggest highlights of the WINDTRE Più Sicuri Mobile Pro are:

↳ Safe Browsing both at home and on the go.

The security solution allows users to browse safely everywhere, both on the WINDTRE Mobile network and on any Wi-Fi networks (private or public).

↳ Malware protection

The anti-malware module employs award-winning technology and scans mobile devices to identify known threats on received documents and emails, installed Apps (Google Play or side-loaded), system files, and any files requested by the user.

↳ Account Privacy

We’re constantly scanning the dark web for any breaches that could compromise your email and password and notify you as soon as a breach is found so you could act by changing the password & enabling MFA for such breached accounts.

↳ iOS security scan

Scans iOS devices and their data to detect security misconfigurations and help users remediate them.

↳ AppLock

Blocks unwanted access to applications by setting a security PIN access code or a fingerprint authentication. Very useful when you want to set a different password than the system one.

↳ VPN

Helps users improve their online privacy by allowing them to Surf the Web incognito even when on public Wi-Fi networks with strong traffic encryption.



“We are glad to begin this collaboration with a leader in cybersecurity like Bitdefender. Their best-in-class threat prevention, detection and response solutions will be a core element of our security strategy, fostering customers trust, network performance, and data security.”

Francesco Zampini, Director of Devices and Digital Products & Services at CKH IOD

THE RESULTS

- ↳ Enhancing WINDTRE’s portfolio with an important value-added service that protects subscribers, yields revenue and in the future can incorporate new features as Bitdefender products continue to evolve.
- ↳ Delivering a customized service according to WINDTRE’s needs and requests.
- ↳ Technically integrating with the CHK Group Service Delivery Platform which will speed up future integration withing the group.
- ↳ Successfully migrating the existing cybersecurity user-base to the new app in record time

FOR MORE INFORMATION

To learn more about the Bitdefender Subscriber Protection Platform, and how you can achieve similar results please contact a Bitdefender representative or visit our website:

<https://www.bitdefender.com/partners/subscriber-protection-platform.html>