

# Partner for Cyber Safety

- ✓ Help keep your customers safer online
- ✓ Improve engagement and retention
- ✓ Build additional margin





# A Norton Cyber Safety partnership helps service providers address the challenges faced by the digital customer

Your customers increasingly rely on their mobile or broadband connection to work, live, and play online. They look for a partner to help protect and empower them to live their digital life safely.

More than

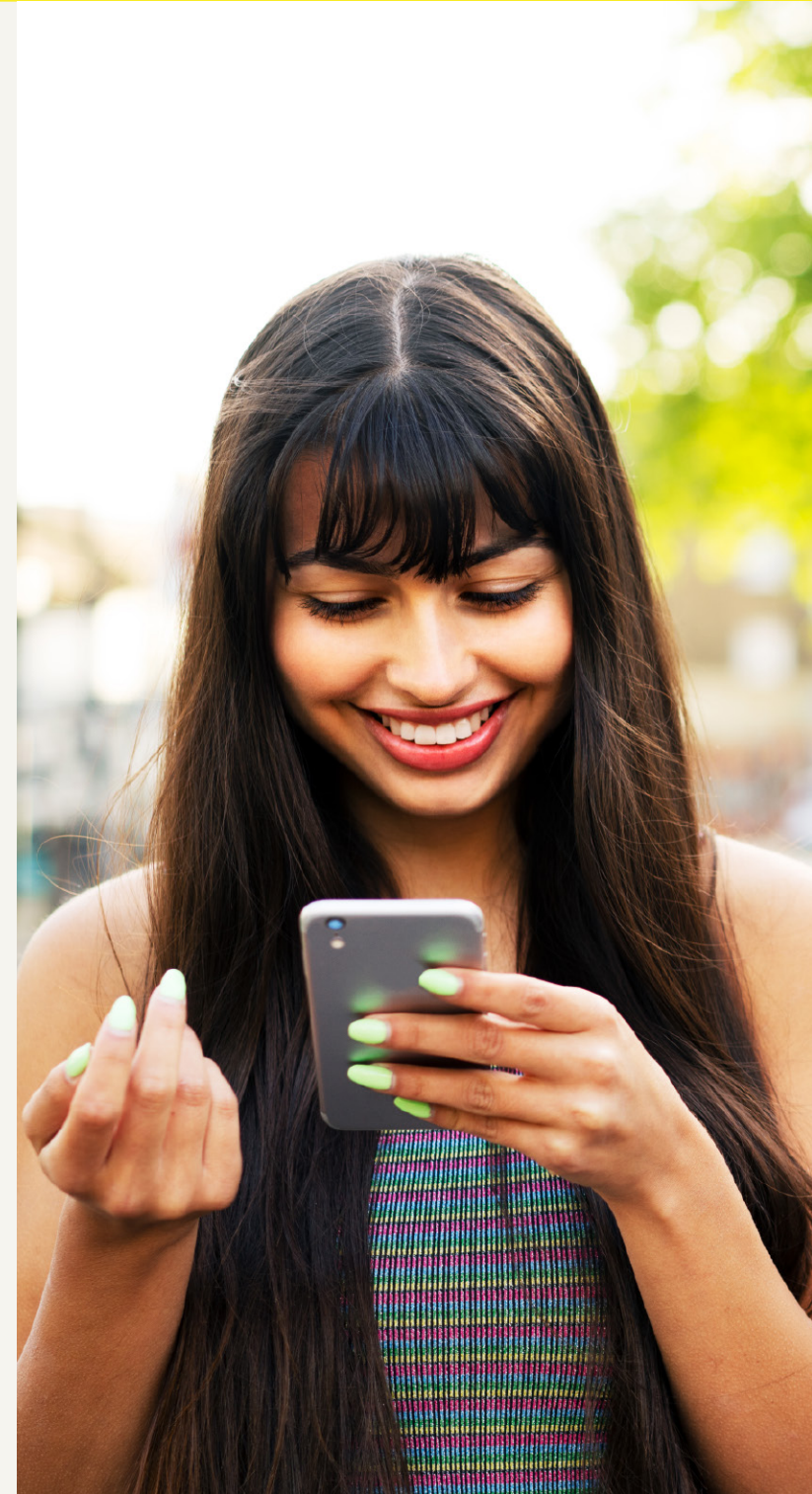
**5 million**

phishing attempts are blocked by Norton technology on average monthly.

More than

**50%**

of people across 10 countries have been a victim of cybercrime.<sup>1</sup>



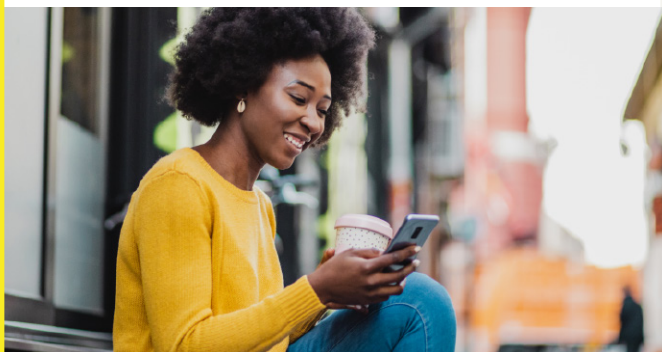
# Norton cybersecurity solutions help providers protect customers and deliver value

Our cybersecurity portfolio will help your customers keep their information private when they shop, sign-in to their accounts or browse online. Norton Mobile Security provides powerful protection for mobile devices against cyberthreats and Norton 360 provides multiple layers of protection in a single solution, both can be customised to your own customer requirements; differentiating your service and earning revenue.



## Norton Mobile Security

Your customers' personal information on their Android™ smartphone or tablets can be vulnerable to cyberthreats. Norton Mobile Security helps deliver powerful, effective protection against stealthy new mobile cyberthreats and online scams.



## Norton 360

Norton 360 delivers comprehensive device security for Windows PCs, Mac and mobile devices. It can include password manager and VPN for online privacy, and parental control to manage children's activities online, and scans the dark web for personal information with Dark Web Monitoring.<sup>3</sup>



# 85%

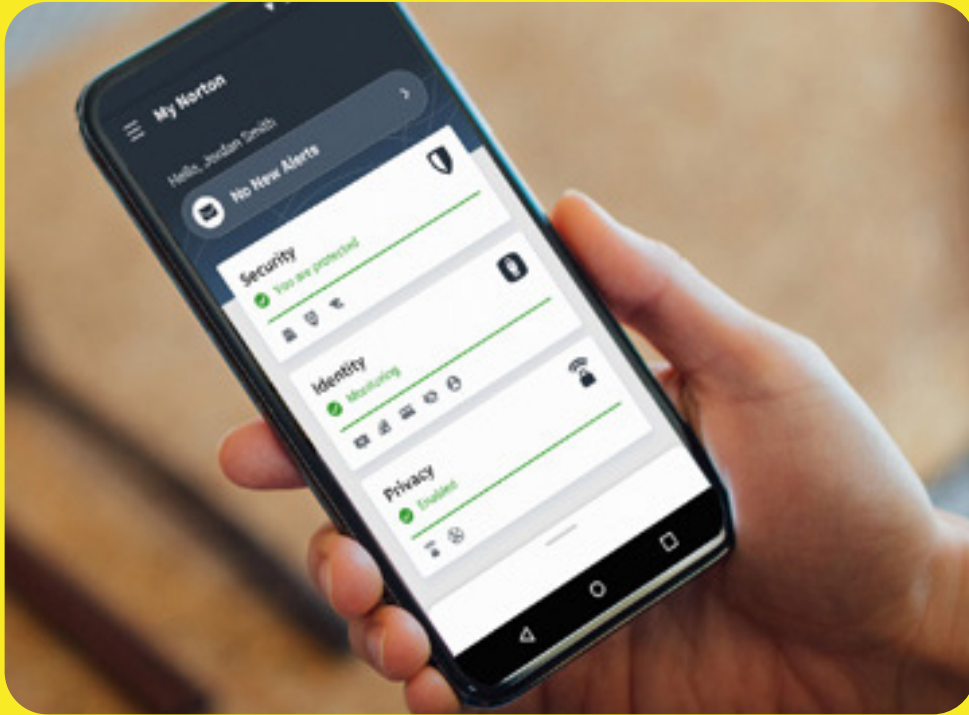
of UK adults believe it is essential or very important for parents to teach their children about Cyber Safety and how to protect their information online.<sup>2</sup>



# 35%

of UK adults with a smart home device say they do not take any additional security measures to protect their devices and rely solely on the security features built into the device when connected online.<sup>2</sup>

# Why partner with Norton?



Norton is the most recognized Cyber Safety brand in the world<sup>†</sup>.

That high consumer awareness combined with an experienced partner growth team makes Norton perfectly placed to work with you to develop your cybersecurity portfolio.

**Millions of customers trust us to help protect them online**



AAA Rating in  
Consumer Endpoint  
Protection from SE Labs,  
Jan-Dec 2021.



AV-TEST,  
"Best Performance 2021  
Award" for Norton 360,  
January-December 2021.



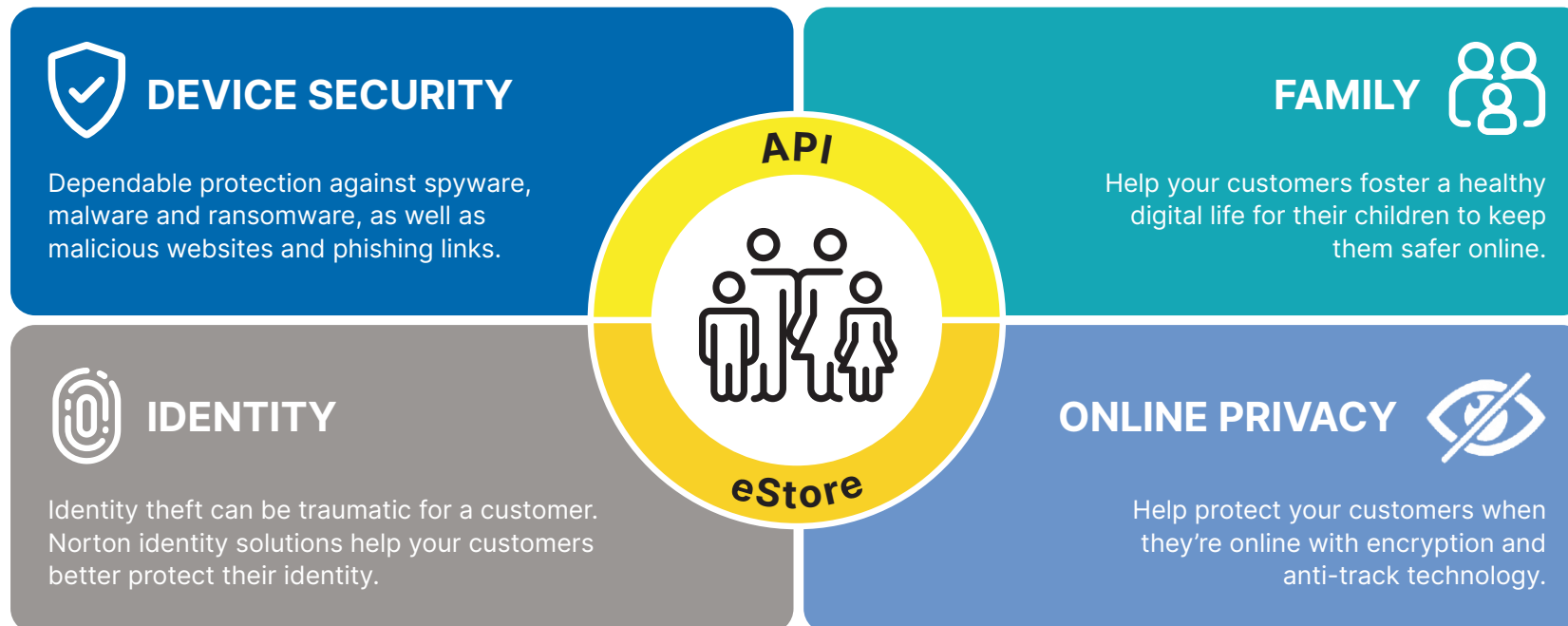
AV-TEST,  
"Best Protection 2021  
Award" for Norton 360,  
January-December 2021.

<sup>†</sup> Global data based on an online survey of 11,379 adults in 14 countries among 24 brands conducted by Savanta: MSI on behalf of NortonLifeLock, October 2021

# Real Added Value

Norton consumer cybersecurity solutions are easy to deploy and simple to deliver to your customers as a value-added service (VAS).

- We will help you protect your customers' devices, their data, their family, online privacy, and their digital identity.
- We deliver this through a multi-layered, expandable product and service set.
- We have the tools and flexibility to meet your needs, which can be tailored to market requirements and are adaptable to meet evolving market needs.





# Strategy

Combining your expertise in value added services, and our knowledge of the cybersecurity market, we will build a portfolio of solutions that will help you protect and enhance your customers' digital lives.



## PLAN

We will take the time to understand your company goals, service add-on strategy and the needs of your customers. From this we will create a plan to deliver a cybersecurity solution that brings measurable value to your business and security to your customers.



## CUSTOMISE

Norton partners can choose to start with one element of a Cyber Safety strategy and build on this or deliver a comprehensive solution from day one. Whether it's device protection, family protection, online privacy or helping with identity theft, we have a solution that will meet your customers' needs.



## INTEGRATE

We can adapt our solutions to your desired implementation environment. From a simple eStore referral program to complete integration with an API connection to your digital store, we have the implementation expertise to build a solution that meets your requirements.



## GO TO MARKET

Once the plans are in place, we'll build a launch program to enable and incentivise your staff to engage with the new offering. We'll work with you to roll out a comprehensive communications program to educate and inform your customers, build demand, and create success.

# Execution

Our partner marketing teams work with many of Europe's leading service providers building successful value-added service implementations. We are here to guide you to success.



## LAUNCH

We'll work with you to successfully launch the service. Helping customers understand the value of the service will greatly improve activation rates and lead to higher customer satisfaction scores.



## ACTIVATION

Norton has both the experience and the proven delivery solutions to maximize activation rates and help protect as many customers as possible.



## ENGAGEMENT

Together, we will help your customer understand the value and benefits of the services they use. Using our content, you can build a communications program that educates and helps protect your customers. Our in-product messaging ensures your customers are always kept up to date on their protection and other ways they can help protect themselves.



## UPSELL

Norton cybersecurity solutions are designed to grow with your, and your customer's, needs. From security to online privacy, from family to identity, each step is an opportunity to engage and delight the customer, so everyone receives value.

We have four decades of consumer cybersecurity experience. Partners trust our cybersecurity solutions and dedicated channel-enablement teams to help deliver security to their customers and outstanding financial results.

*1 Global data based on an online survey of 10,003 adults in 10 countries conducted by The Harris Poll on behalf of NortonLifeLock, November - December 2021.*

*2 Based on an online survey of 1,004 adults aged 18+ in the United Kingdom. Conducted by The Harris Poll on behalf of NortonLifeLock, between May 20 through June 8, 2021.*

*3 Parental Control and Dark Web Monitoring features are not included in Norton 360 Standard. DWM is not available in all countries. Monitored information varies based on country of residence or choice of plan. It defaults to monitor your email address and begins immediately. Sign in to your account to enter more information for monitoring."*

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