NOD 32
antivirus system

THE FACT BOX

Industry type: Telecommunications/ISP

Customer name: Telefonica Argentina

Number of users: 250 000

Telefonica

C: Drive Scan Speed Test

Company "S"

Company "M"

Company "T"

NOD32

Antivirus product

Time (seconds)
0   200   400   600   800   1 000

Research Audited by **BDO**

Telefonica chooses NOD32

Telefonica Argentina, part of the sixth largest telecommunications operator in the world, provides services to 2 million customers. In response to the ever increasing information security threat, Telefonica Argentina began the search for the most effective antivirus protection.

Telefonica is the leading telecommunications company in the Spanish and Portuguese speaking markets and the sixth biggest operator in the world. Its activities are centered mainly on the fixed and mobile telephony sectors with broadband as the key tool for the development of both of these.

While Telefonica operates out of 55 countries and has more than 100 million customers worldwide, its strongest presence is in Latin American.

The Challenge

In Argentina, Telefonica has approximately 2 million customers of phone services and about 250 000 customers of ISP services. Recognising the need to protect their users against the threat of viruses, Telefonica Argentina took the strategic decision to offer antivirus protection as both a strong added value offering to its customers and a unique selling proposition for its services.

Telefonica were well aware that they were trusting their own brand with the antivirus product they chose to offer customers, and the selection procedure was thus very intense, testing the products in three facets - Technical, Commercial and Marketing. NOD32 was exceptional in the technical stage, with its speed of scanning, its low system resource use and its proactive *Advanced Heuristics* astounding the technical examiners.

The marketing department were concerned that the product was not as well known as others in the Argentinean market. After seeing the results from the technical tests, however, they could not deny that this product was indeed marketable based on its excellent performance.

"NOD32's low system resource usage, quick and easy updating and detection accuracy could not be matched."

The Solution

After thorough investigations into the various antivirus options, Telefonica Argentina chose NOD32 over other well known products, McAfee and PC-Cillin. Its low system resource usage, quick and easy updating and its detection accuracy could not be matched. The list of awards including the world record number of Virus Bulletin 100% Awards helped to cement the decision.

NOD32 is provided to Telefonica ISP customers by way of a monthly fee. The local NOD32 distributors and ESET Latin America customized the NOD32 installer and interface; automated a system for license supply, and assisted in the training of Telefonica help desk personnel.

NOD32 can easily become a part of any ISP's offering and will ensure that ISP customers are safe and secure with the knowledge that their data is protected by the most advanced antivirus product, NOD32.

CASE STUDY
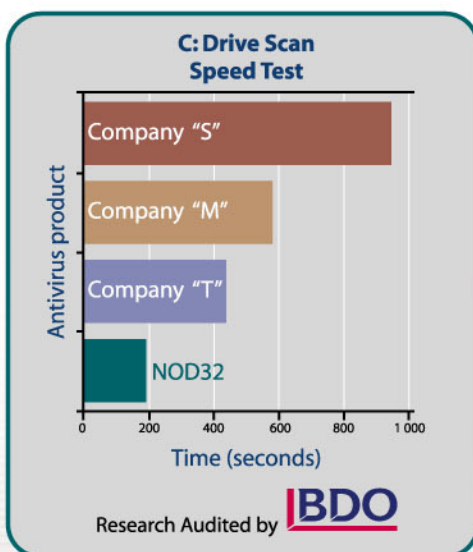
LOW IMPACT   **SPEED**   **ACCURACY**   **ADVANCED HEURISTICS**

eset

we protect your digital worlds