

Mobile security: Customized for a SMARTPHONE RETAILER

ЕВРОСЕТЬ

Company: Euroset

Industry: Smartphone & cellphone retail

www.euroset.ru

ABOUT EUROSET

The company is a major retailer of cellphones and smartphones in Russia and Belarus. With a 30% market share, Euroset is represented in more than 5,000 stores that are visited by over 50 million customers every month.

THE CHALLENGE FACED

- Extend the portfolio of mobile security products
- Include a solution that would sell in a higher price range
- Give customers extra value for their investment

THE SOLUTION: ESET MOBILE SECURITY

The Euroset stores were already selling mobile security products in the low price range (\$4.5 for 1 device/1 year). For a product to sell in such an environment, it was crucial to include a special offer that wasn't available with other products.

The solution for such a challenge was to sell ESET Mobile Security licenses for an extended period for the price of \$23. The offer includes a free renewal prior to the end of the license period, and the product is shipped as an electronic license or in a box in Euroset's retail stores.

BENEFITS FOR EUROSET'S CUSTOMERS

- Powerful antivirus and antispyware protection
- Safe browsing & downloading applications
- Easy to use mobile security
- No need to renew each year