

## Leading APAC CSP provides zero-touch protection for SMBs

### About the Company

The communication service provider (CSP) is a leading APAC company with a global presence. They provide a variety of services, including communication and technology for both the consumer and business market.

### Challenge

The company was looking for a security and content filtering solution for small and medium business (SMB) broadband subscribers. They were looking to replace their existing solution from a leading cybersecurity company. The CSP was looking to partner with a company that had experience working with service providers and expertise in increasing service adoption.

They had many concerns with their existing solution including:

- Limited web content filtering and limited customizations
- Scalability issues due to router limitations
- Charging based on bandwidth tier
- Configuration changes required escalation to the CSP, as the business's team was unable to make changes themselves



Vertical | Service Provider

Industry | Fixed

Region | APAC

Solution | Security-as-a-Service (SECaaS)

### Challenge

- Limited content filtering
- Scalability limitations
- Charging based on bandwidth tier
- Only CSP could make configuration changes

### Solution

Allot NetworkSecure provides CSP-branded network-based security protection to wireless and fixed wireless SMB and IoT customers.

### Benefits

- Fast time to market – PO to go live took 4 months.
- CSP-grade scalability
- Configuration changes don't require vendor involvement
- Bandwidth independent – pricing not tied to bandwidth tier
- Protects against latest cybersecurity threats across the network, including IoT devices

## Solution

The company chose NetworkSecure to provide on-network protection as part of the Allot Secure solution.

Allot NetworkSecure is a network-based solution, offering zero-touch, clientless operation. The end user does not need to install any application or provision the service. With NetworkSecure, CSPs can offer their customers protection from cybersecurity threats, including malware, viruses, phishing, and ransomware, and can enable customers to block inappropriate categories of web content for their employees.

An easy-to-use interface provides branded alerts and reporting that help strengthen brand loyalty. The solution can easily scale to millions of subscribers, making it an ideal solution for large and growing networks.

The CSP is white labeling the solution and offering it as its own branded solution.

## Benefits

After an extensive review that included many leading cybersecurity vendors, the company chose Allot because of Allot's excellent track record with other mobile network operators, understanding of go-to-market and revenue generation for CSPs, and Allot's ability to adapt the security solution to the company's requirements. They were also impressed with the scalability of Allot solutions.

The service provider migrated their SMB customers from their existing solution to the new Allot-powered solution and is expanding to a growing number of additional customers. Thanks to Allot, the company gains many advantages, including:

- **Fast time-to-market** – from PO to "go live" - the process took less than four months
- **Scalability** with the ability to offer the solution to large groups of subscribers
- **Improved differentiation** and branding opportunities
- **Clear value** – users receive an individualized report showing the solution's value
- **Bandwidth independent** – the pricing was not tied to the bandwidth tier
- **Go-to-market consulting** and expertise increasing adoption rates from Allot's cybermarketing experts
- **Consistent branding** – the solution was white-labeled and fully reflected the service provider's branding and look and feel.

## Resources

[Network Security for Business Customers](#)

[NetworkSecure](#)

[Learn more about Allot's Solutions »](#)