

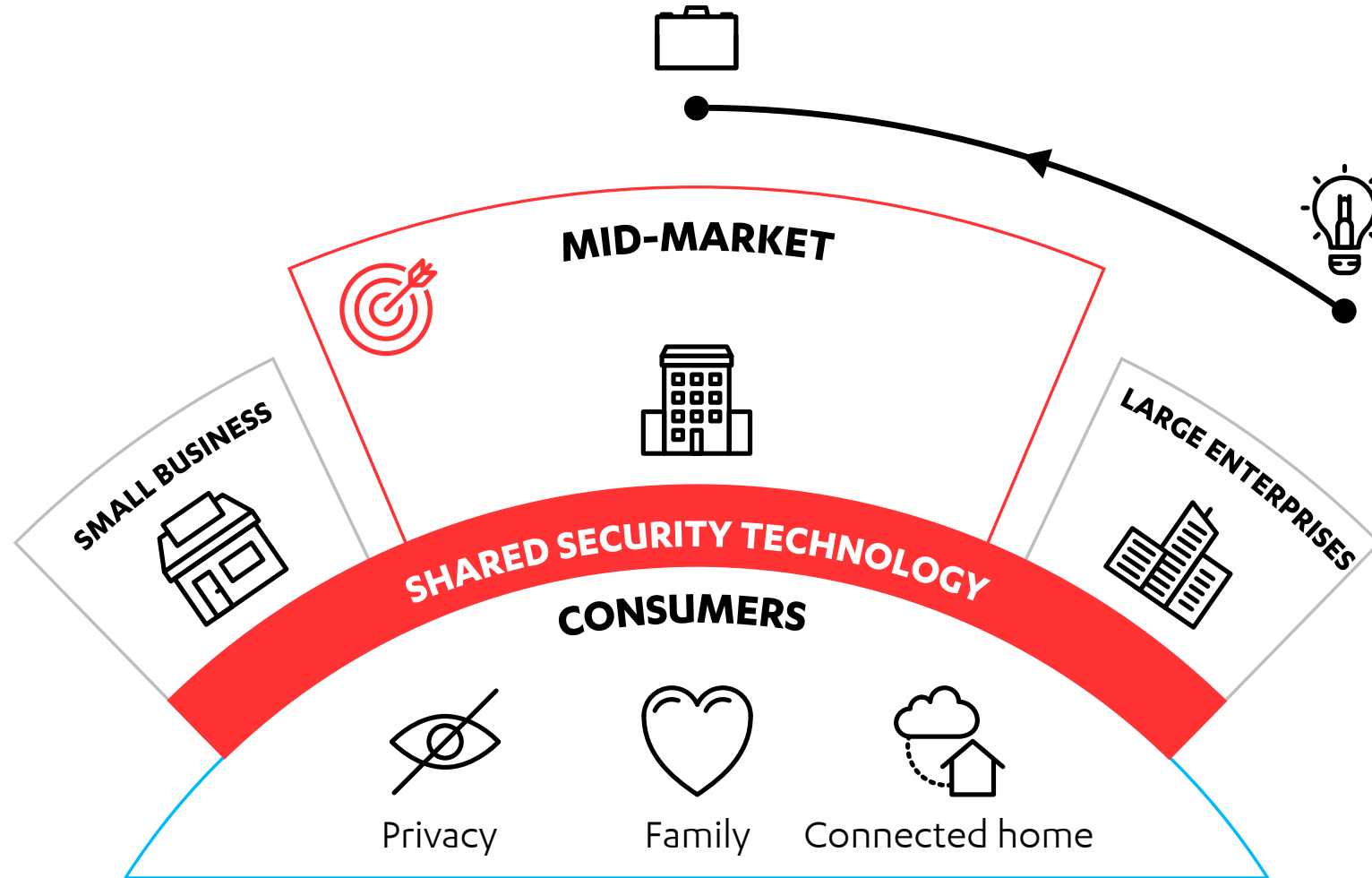
Jens Thonke, EVP, Cyber Security Services
Jyrki Rosenberg, EVP, Corporate Cyber Security

CORPORATE SECURITY

IMPROVED SECURITY
FOR THE MID-MARKET



SYNERGIES ACROSS SEGMENTS



CYBER SECURITY IS A TOPIC FOR ALL ORGANIZATION LEVELS





**TECHNICAL
SECURITY SERVICES**



**RED
TEAMING**



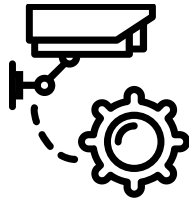
**SECURITY
ASSESSMENTS**



**INCIDENT MANAGEMENT
& FORENSICS**



**HARDWARE
SECURITY ASSESSMENT**



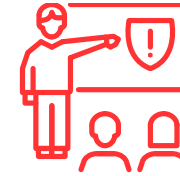
**RISK & SECURITY
MANAGEMENT**



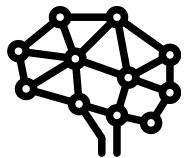
**AUDIT
& ANALYSIS**



**DEVELOPMENT
PROGRAMS**



**COACHING &
EXERCISES**



**CYBER
INTELLIGENCE**



**INTELLIGENCE
SERVICES**



**INTELLIGENCE
PLATFORM**

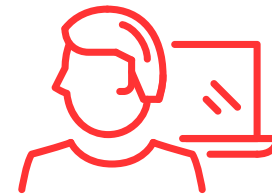
REAL-LIFE EXAMPLE



F-Secure's
red teaming



Customer
acknowledges they
need better detection
capabilities



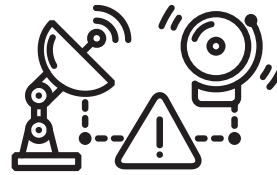
Customer acquires
Rapid Detection
Service

LEARNINGS FROM REAL CUSTOMER CASES ALSO FEED INTO PRODUCT DEVELOPMENT



**Incident
Response,
Forensics**

RDS development



**Vulnerability
management as
a managed service**

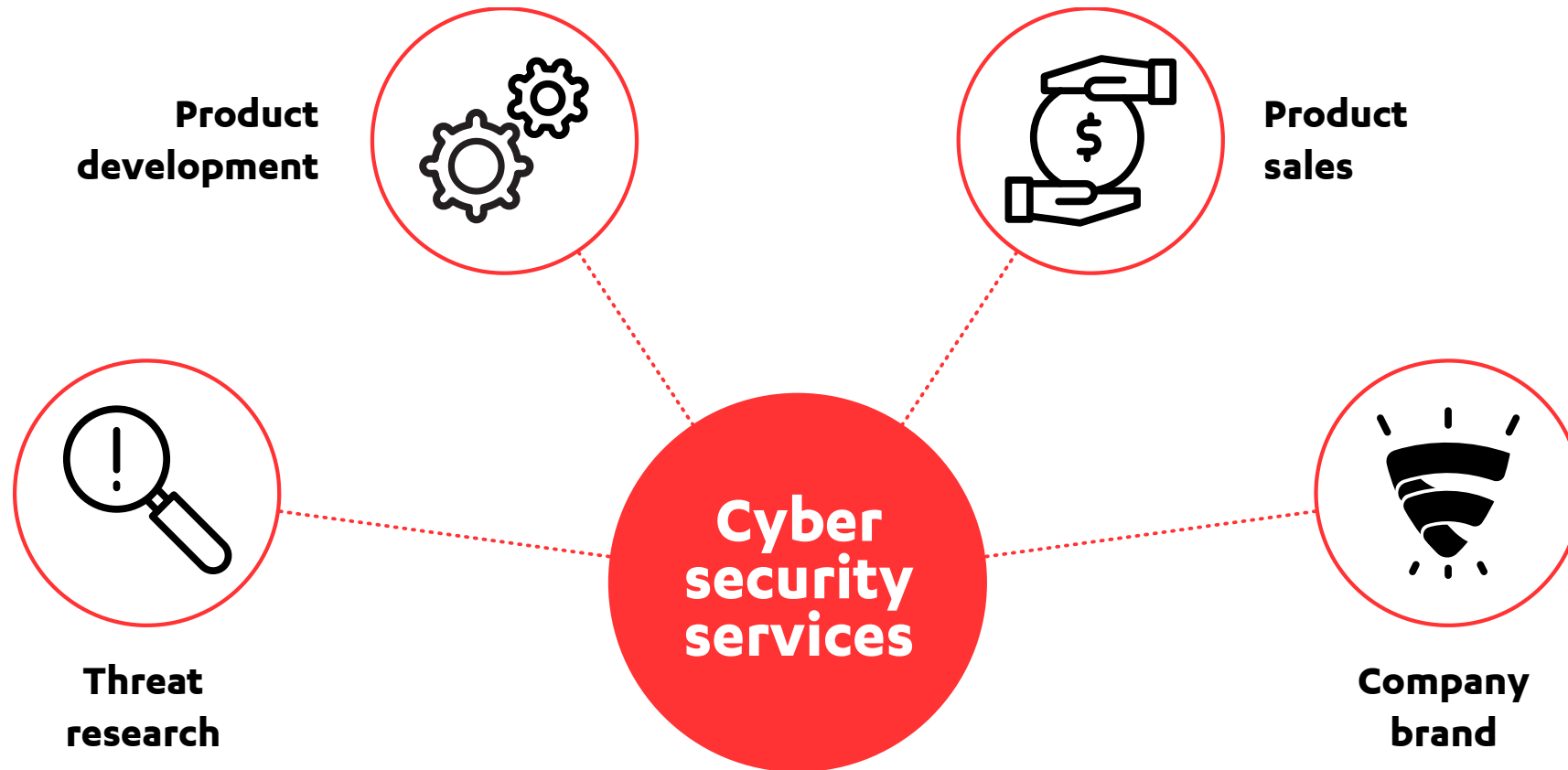
RADAR development



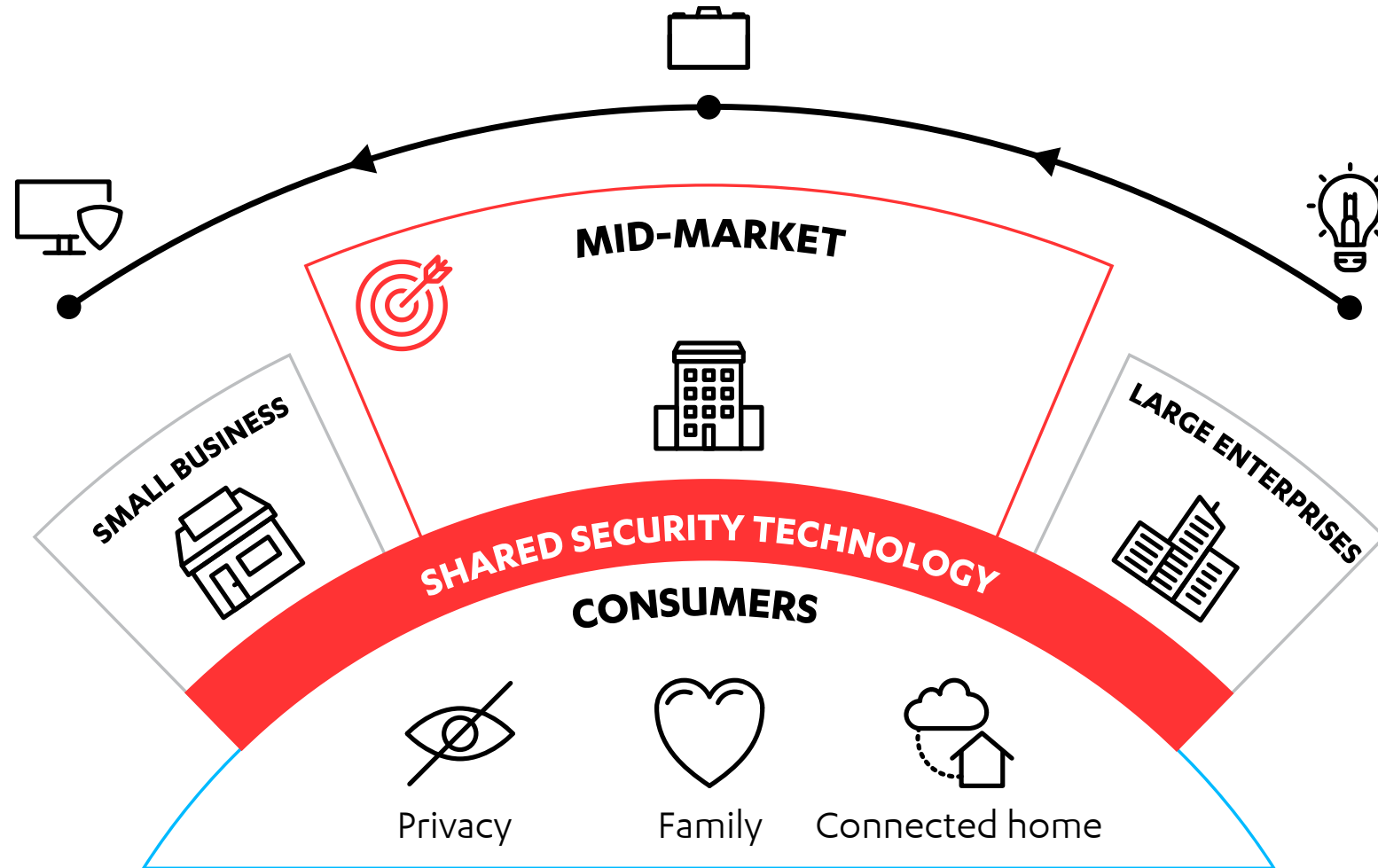
**Hardware
security
assessments**

SENSE development

HOW DO CYBER SECURITY SERVICES BENEFIT F-SECURE?



SYNERGIES ACROSS SEGMENTS



WHY F-SECURE FOCUSES ON MID-MARKET COMPANIES?

TOP-3 SECURITY PRIORITIES

1

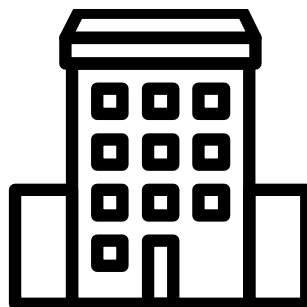
Preventing data breaches and loss of customer or company data /IP

2

Ensuring protection against malware and ransomware

3

Detecting attacks that might have bypassed other security measures



MID-MARKET

GOOD FIT FOR F-SECURE

73%

are either considering or going to change vendors in next 12 months — to get a better solution, price is not the primary driver

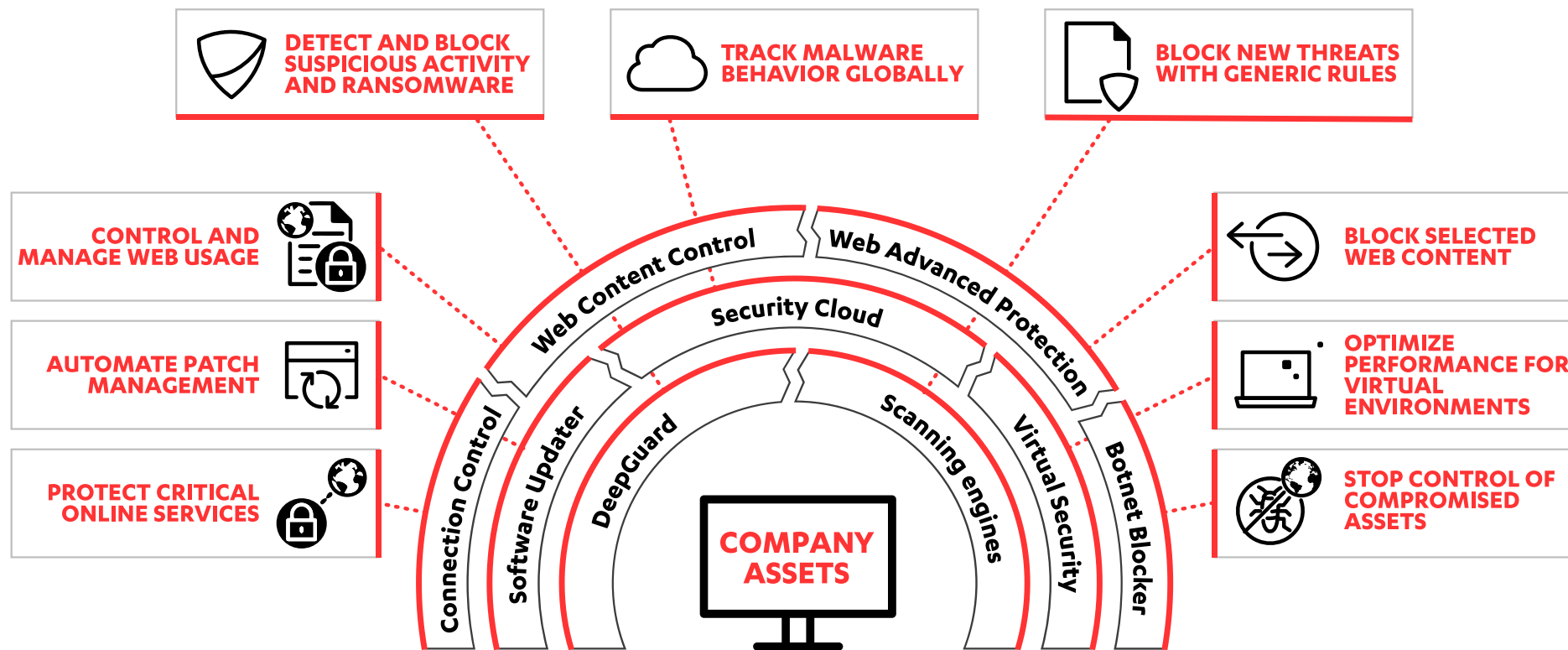
74%

say that the reseller relationship is a key or strategic partnership

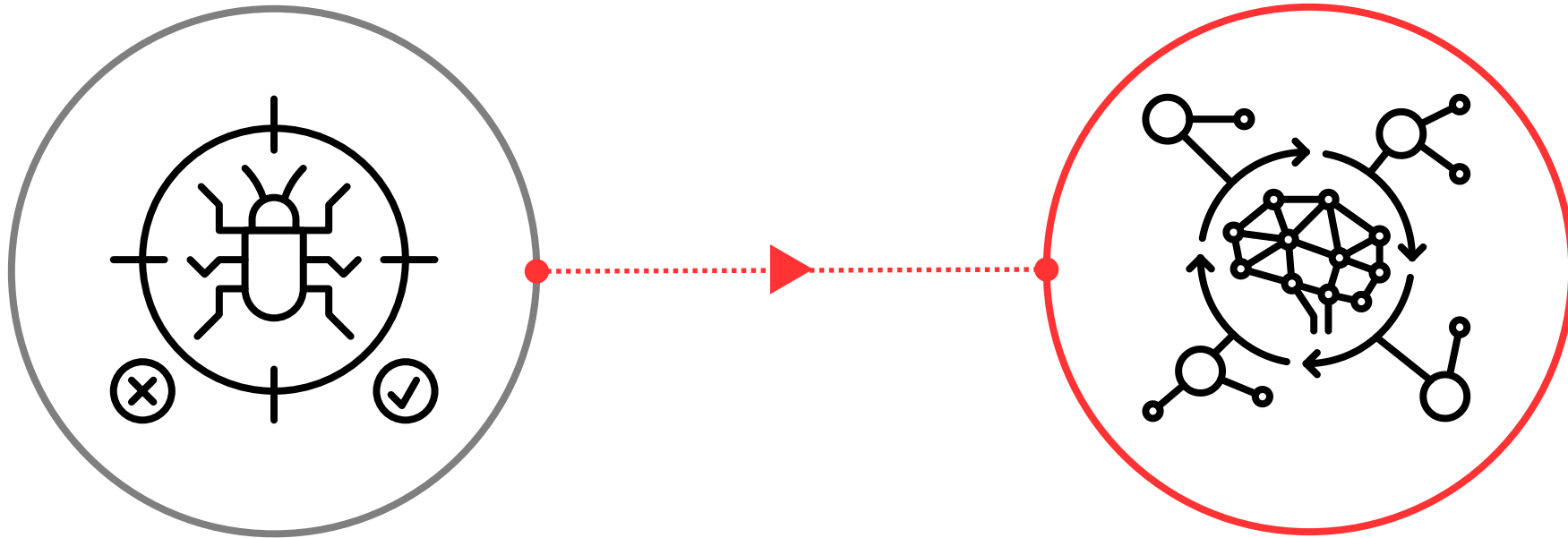
1.5M

a shortfall of 1.5M IT security specialists predicted in 2020 (Frost & Sullivan)

F-SECURE ENDPOINT PROTECTION IS MUCH MORE THAN ANTI-VIRUS



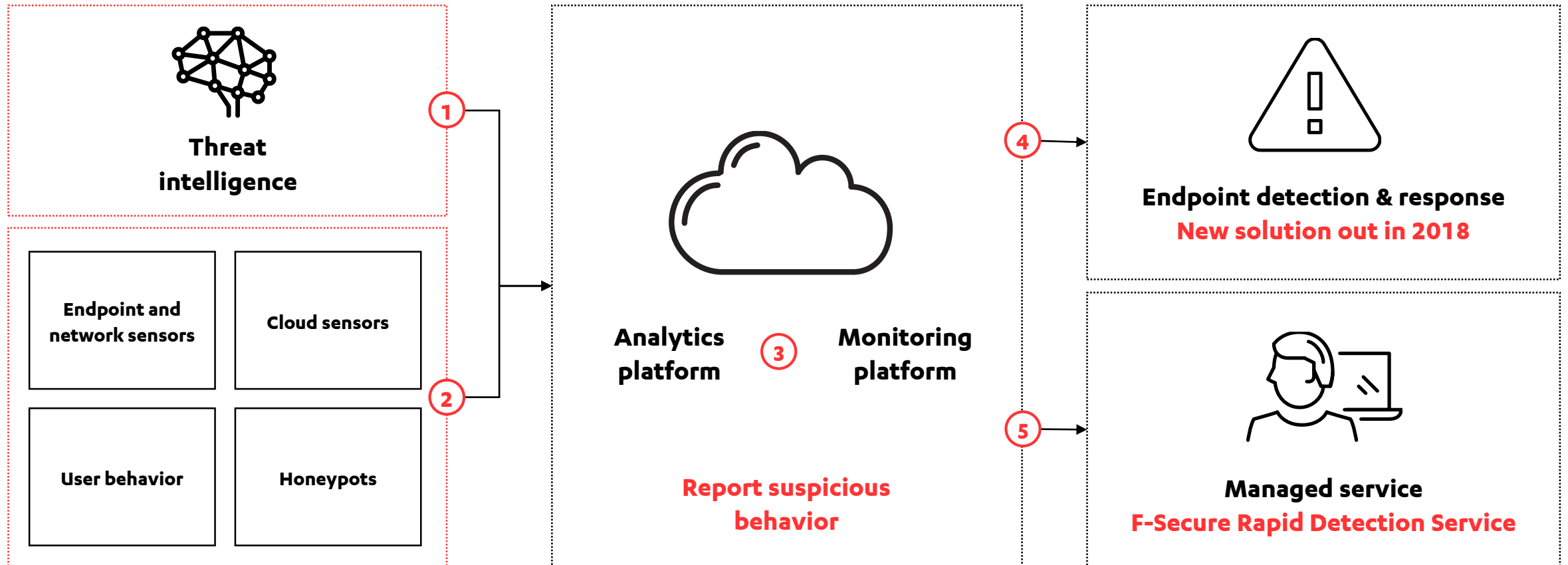
DETECTION OF MALICIOUS ACTIVITY IS EVOLVING



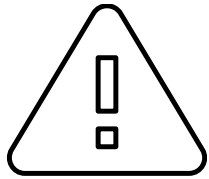
From single-shot, point detections
and binary (ON/OFF) responses

To event flow and context based
detections, and multi-faceted, automated,
risk based responses

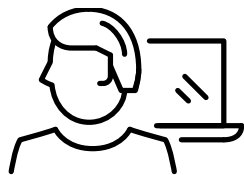
ALARM SYSTEMS PROVIDE AUTOMATED OR MANAGED RESPONSE



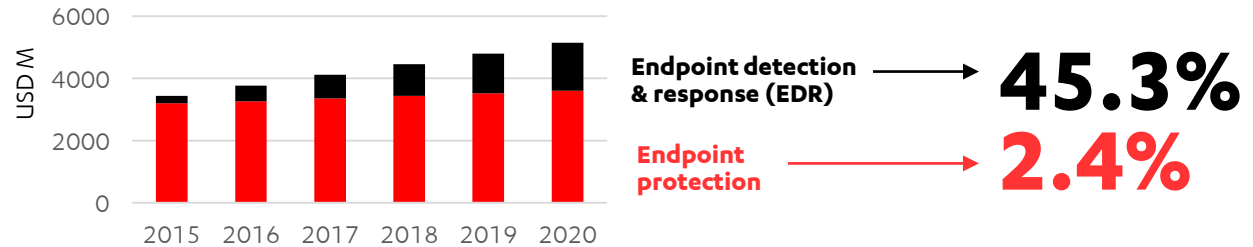
TWO DIFFERENT OPPORTUNITIES WITH DETECTION CAPABILITIES



Endpoint detection & response
New solution out in 2018



Managed service
F-Secure Rapid Detection Service



Detection capabilities supplement the existing endpoint protection market

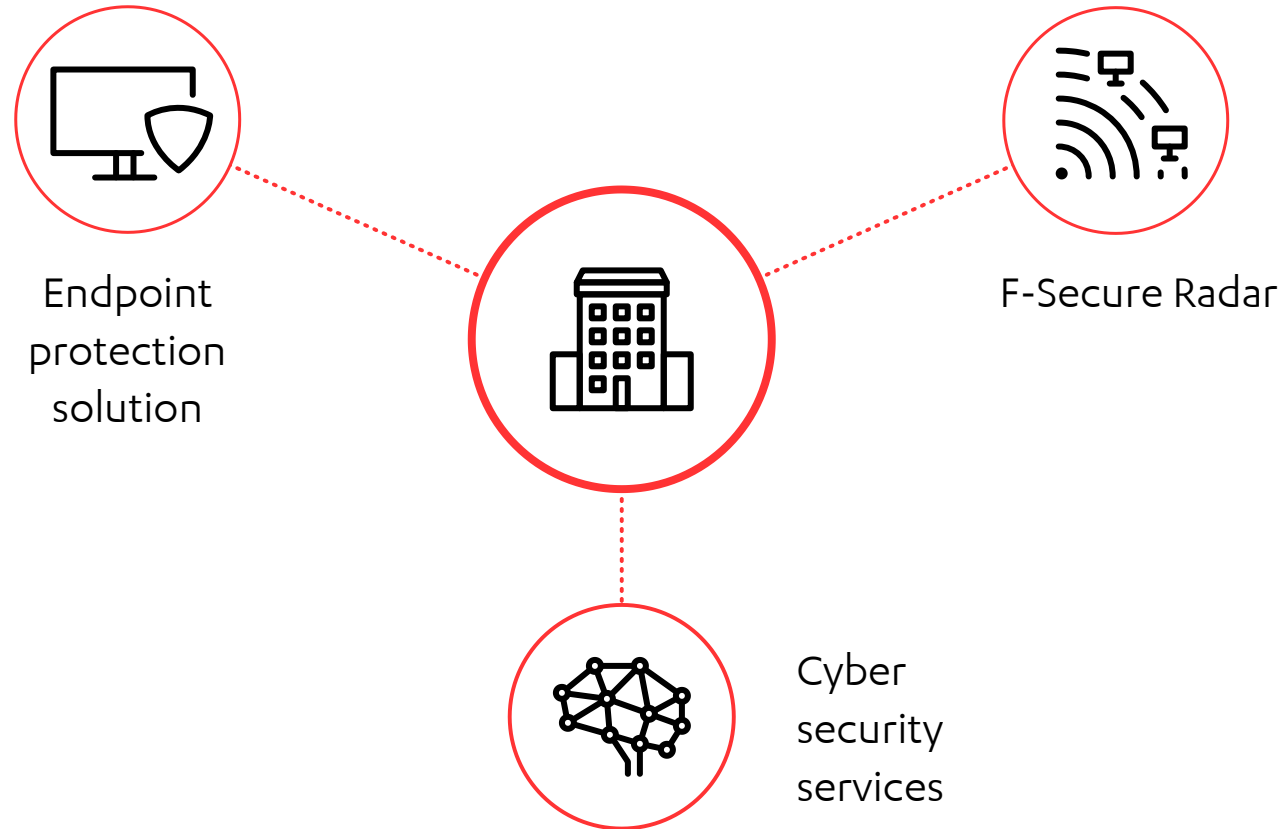


Managed services is an additional opportunity

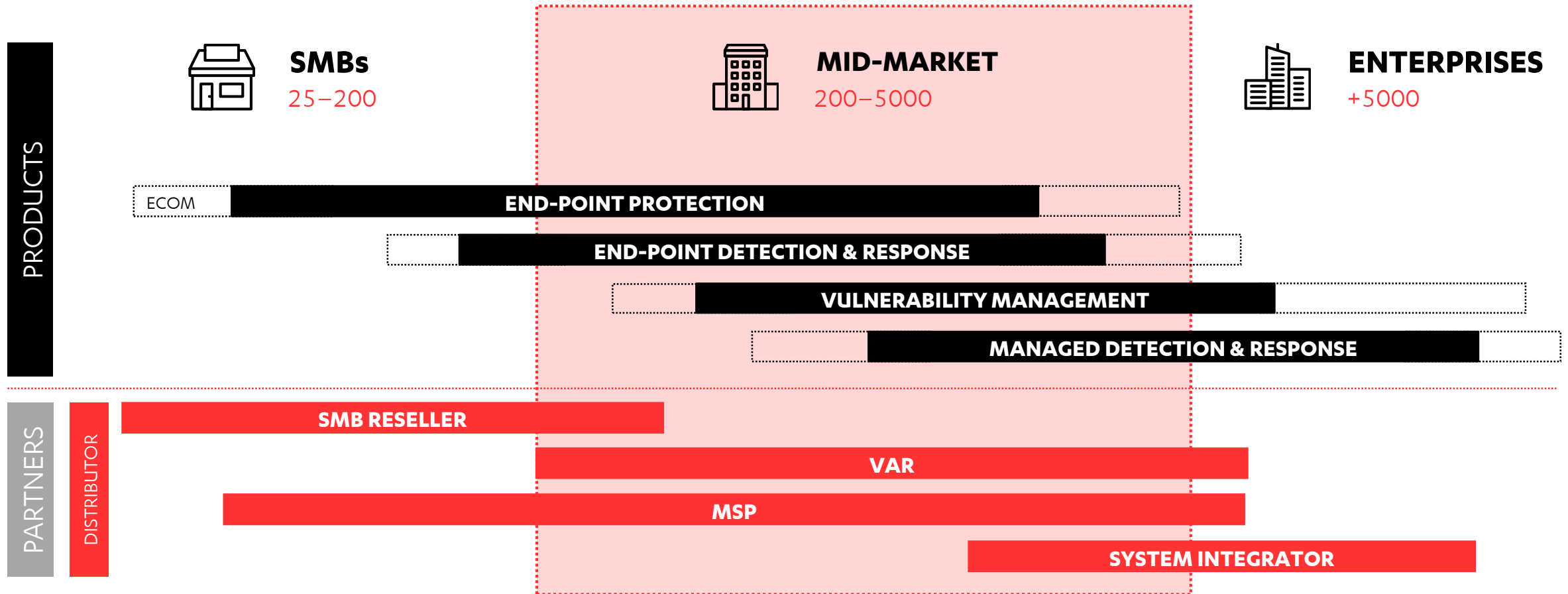
OUR HOLISTIC CYBER SECURITY OFFERING



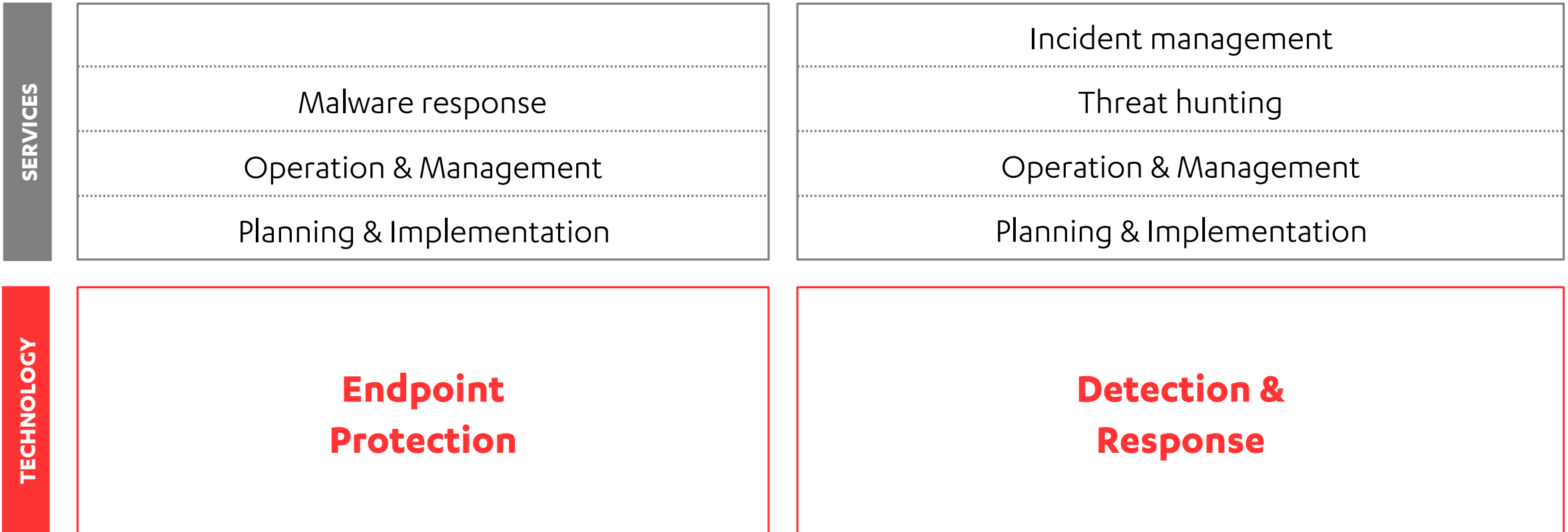
REAL EXAMPLE OF CROSS-SELLING


















ADDRESSING MID-MARKET NEEDS THROUGH VALUE ADDING PARTNERS



BROADER OFFERING PROVIDES ADDITIONAL OPPORTUNITIES FOR PARTNERS



A UNIQUE MIX OF ASSETS

	ENDPOINT PROTECTION	ENDPOINT DETECTION AND RESPONSE	MANAGED DETECTION AND RESPONSE	INCIDENT RESPONSE, RED TEAMING AND OTHER SERVICES	VULNERABILITY MANAGEMENT
F-Secure 	✓	✓	✓	✓	✓
FireEye  CROWDSTRIKE 	✓	✓	✓	✓	
SentinelOne  cybereason 	✓	✓	✓		
Carbon Black  TANIMUM  CYLANCE 	✓	✓			
RAPID7 		✓	✓	✓	✓
Symantec  KASPERSKY 	✓	✓		✓	
TREND MICRO  panda 	✓	✓			
SOPHOS  eSet 	✓				

FOCUS AREAS IN CORPORATE SECURITY



- Accelerate growth in Managed Detection & Response (F-Secure Rapid Detection Service)
- Successful Endpoint Detection & Response Market entry
- Strengthen channel to mid-market
- Increase cross-sell and upsell by creating a more integrated offering for mid-market