

**MANAGING
SECURITY WITH AN
EASY-TO-USE APP IS
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Today's homes are beginning to look and operate like homes of the future. Internet connectivity is continuing its expansion, spreading to more household appliances and devices. For service providers who are staying on top of the trends, the IoT is a wave that promises new avenues of opportunity.

The connected home is not without risks to consumer data security and privacy. Smart thermostats, digital TVs, and other connected "things" are too often designed insecurely, rendering them even more vulnerable to hackers than traditional computers and smartphones. Nonetheless, the average family will soon have dozens of devices connected to the home WiFi – without a practical way to secure them all.

The IoT wave has ushered in a golden moment for service providers to strengthen their whole home positioning with a connected home security offering. Connected home security is the most practical, effective approach to protecting all the devices in today's digitally enabled home. Combining protection with on-the-go endpoint security gives consumers the peace of mind of being secure wherever they go.

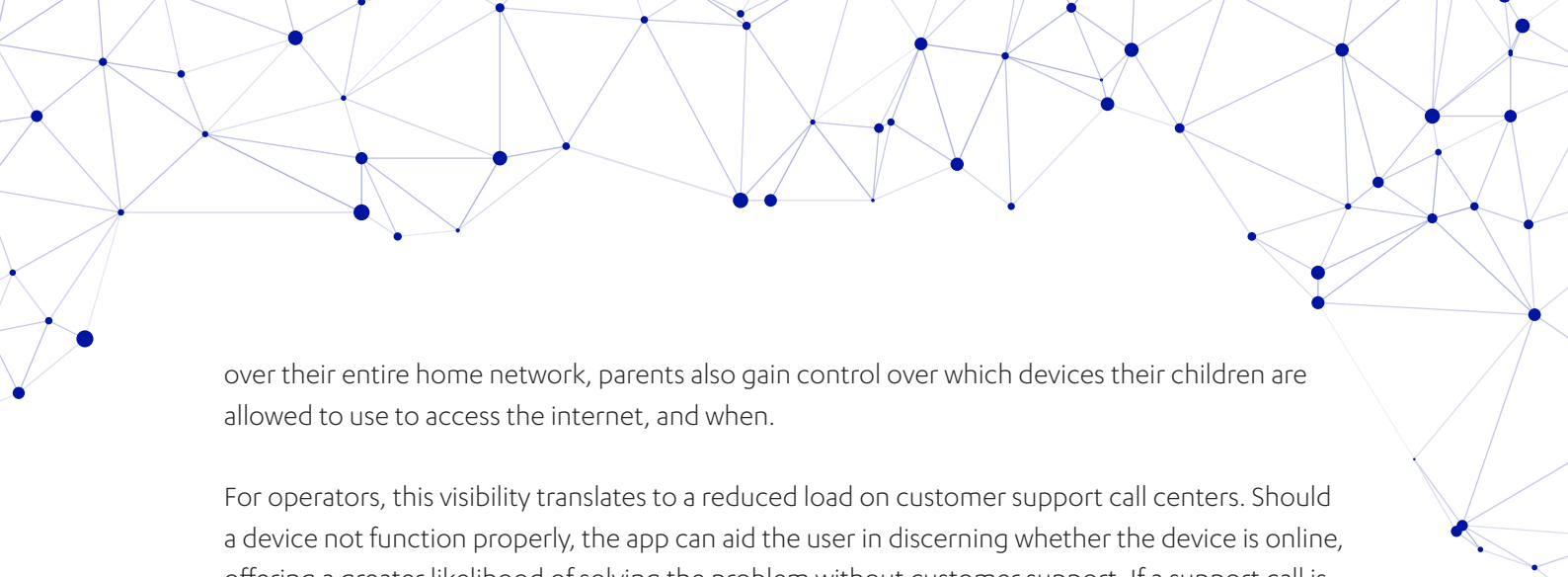
Managing security, however, can be complex for consumers, who switch between devices, networks, and associated security applications. For example, one app manages security on-the-go, another offers security when using the service provider's network, and a third app provides parental controls.

A far less complicated approach is one solution to secure consumers' digital lives. Consumers simply want to feel protected, wherever they are and whatever device or network they use.

HOME VISIBILITY BENEFITS USERS AND OPERATORS

An easy-to-use app with relevant functionalities and a clear, engaging user interface is an essential part of delivering the value of connected home security to the end user. It's this acknowledgment that prompted F-Secure, the leader in security as a service for operators, to create a connected home security app that lets users easily manage the security of all the connected devices in their home.

F-Secure's Connected Home Security solution integrates network and cloud security capabilities, router security and endpoint protection for all devices into a single, simple experience for end users. The solution acts as a window to the home network, allowing users to view and manage security for each and every device that's connected to their home Wi-Fi. While users gain visibility



over their entire home network, parents also gain control over which devices their children are allowed to use to access the internet, and when.

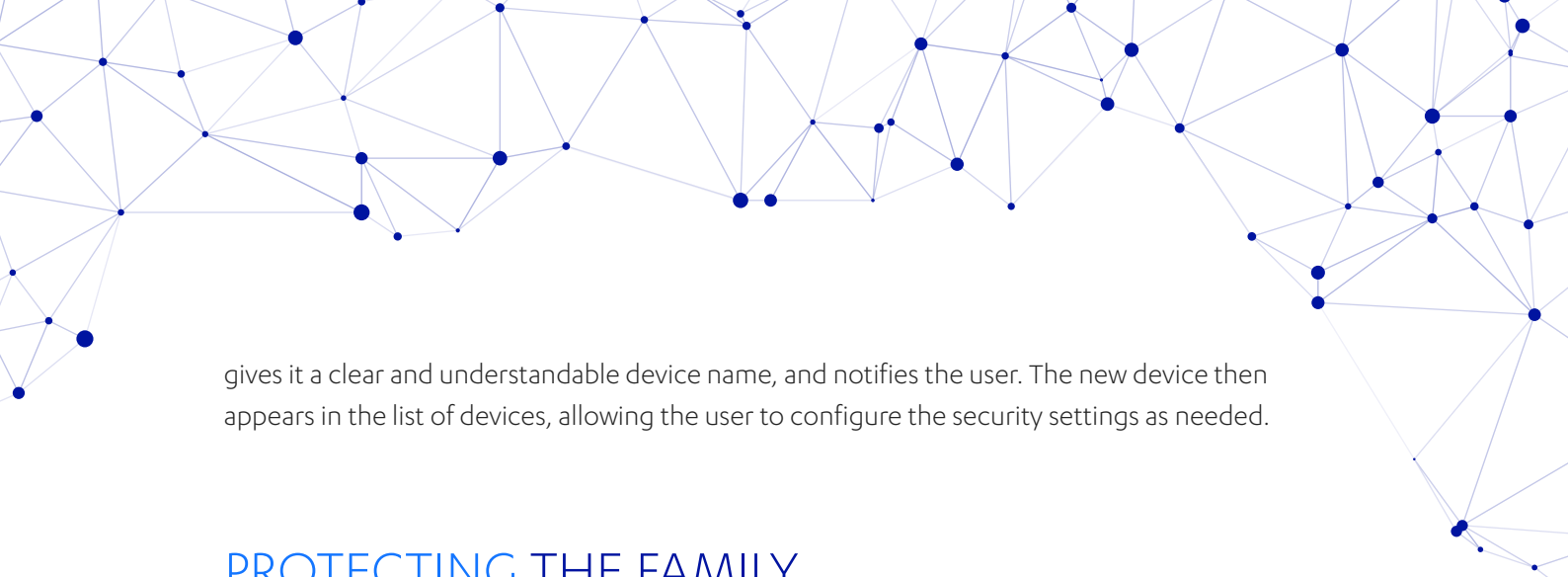
For operators, this visibility translates to a reduced load on customer support call centers. Should a device not function properly, the app can aid the user in discerning whether the device is online, offering a greater likelihood of solving the problem without customer support. If a support call is still needed, the app can assist the user in providing information to customer support, resulting in a faster resolution.

Concept images

AN EFFORTLESS FLOW

The app experience starts with account creation in the onboarding flow, a special area of focus for its design team. Setting up connected home security must be easy and seamless, otherwise users will be apt to skip it. The app also contains elements of personalization such as customizable avatars to offer a unique, relevant experience that's in line with user needs and preferences. It communicates in a friendly, appealing tone of voice.

Adding new devices to benefit from the app's protection is as simple as connecting the device to the home Wi-Fi. When a new device is plugged into the network, the app recognizes the device,



gives it a clear and understandable device name, and notifies the user. The new device then appears in the list of devices, allowing the user to configure the security settings as needed.

PROTECTING THE FAMILY

Every parent needs to be able to set limits on their child's internet usage. The app's Family Rules feature allows parents to do so uniquely for each child. Parents can filter out age-inappropriate or disturbing content, choosing from categories such as adult content, drugs, alcohol and tobacco, and gambling. From one app, parents can set healthy boundaries for children's online time, as well as bedtimes, by setting limits for internet usage on any device in the home. Children enjoy a user experience specifically designed for them.

Concept images

BLOCKING THREATS

The app blocks threats from entering the home network and allows users to see what has been blocked. Malware, viruses, spyware, ransomware, malicious websites, dodgy email attachments and other dangerous traffic is filtered out, and users can view the threats they have been protected from.

The Connected home Security app learns the unique patterns of normal network traffic per smart home device and detects network traffic anomalies relative to that. Based on behavioral analysis of the network, known malicious network traffic patterns are detected and traffic is blocked from compromised smart home devices. Should a gaming console, smart TV or babycam begin to behave oddly, the user will be notified.

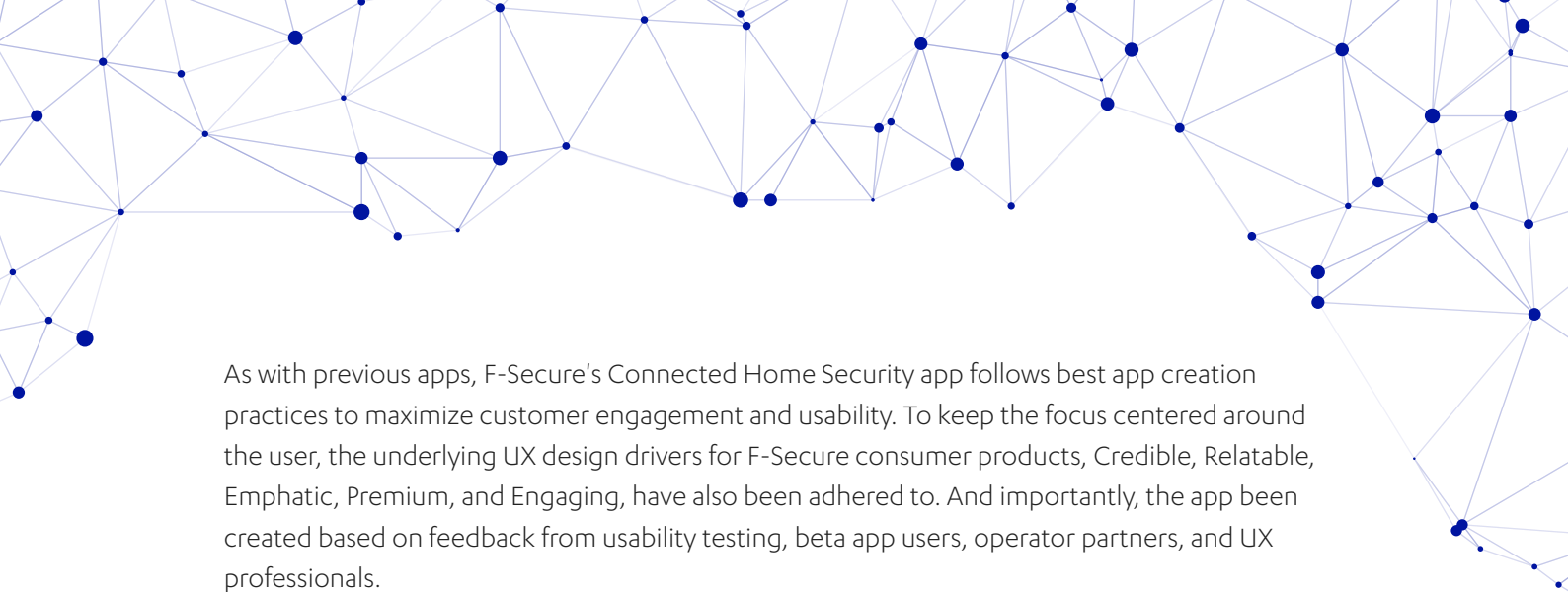
SMOOTH CUSTOMER JOURNEY FOR PROTECTION ON THE GO

The app offers the option to send push notifications to encourage users to install endpoint security, which protects a device anywhere, even when away from the protected home network. This is an important upsell channel which is subject to an operator's discretion.

DESIGNED WITH THE CUSTOMER IN MIND

Ease of use and clean, simple design are hallmarks of F-Secure's approach, one that has already led to success in other apps the company has created. F-Secure apps have garnered millions of users, hundreds of thousands of reviews, and average ratings of at least four out of five stars in app stores.

Concept images



As with previous apps, F-Secure's Connected Home Security app follows best app creation practices to maximize customer engagement and usability. To keep the focus centered around the user, the underlying UX design drivers for F-Secure consumer products, Credible, Relatable, Emphatic, Premium, and Engaging, have also been adhered to. And importantly, the app been created based on feedback from usability testing, beta app users, operator partners, and UX professionals.

ENABLING CUSTOMER CENTRICITY

Every operator knows customer centricity is crucial. In a highly competitive market, smart telcos employ business strategies aimed at showing customers they matter, in order to improve and extend their customer relationships.

Consumers want a simple solution for feeling protected wherever they go. A connected home security solution drives straight to the heart of customer centricity by providing a tool that help users gain visibility and control over their connected lives. Customers get the security they need in the simplest way possible – from the provider they already trust to bring them connectivity in the first place.

ABOUT F-SECURE

Nobody knows cyber security like F-Secure. For three decades, F-Secure has driven innovations in cyber security, defending tens of thousands of office, homes, and millions of people. F-Secure shields enterprises and consumers against everything from advanced cyber attacks and data breaches to widespread ransomware infections. F-Secure's AI-driven solutions also help to protect the connected devices and homes of your customers. The unique combination of technology and world-class Business Services supporting the entire customer lifecycle is what makes F-Secure an excellent fit for the service provider channel. F-Secure's products are sold globally by more than 200 service providers and thousands of resellers.

www.f-secure.com/connected-home-security

