Tariff integrated security solutions for entire postpaid MTEL customers base

cyan digital security X IIITEL

Joint Success cyan × MTEL

MTEL serves over 250,000 customers across Austria, Germany, and Switzerland with mobile tariffs, internet, and OTT-TV services. Partnering with cyan, MTEL ensures its customers navigate the online world safely by cutting-edge cybersecurity directly integrated into its network infrastructure.

The Company

MTEL is a MVNO, operating in the whole DACH area as part of Telekom Serbia Group. With reaching a major milestone of 100.000 customers in 2021, MTEL now has more than 250.000 customers in the region. With more than 7 years operating in Austria, MTEL has become a part of the Austrian Telekom market and is aiming to repeat this story in the newly opened markets Switzerland and Germany.

The Challenge

Combining future-oriented services in the telecommunications sector with cutting-edge cybersecurity technology. Set on strengthening their competitive advantage in the market, MTEL aspired to provide its customers with additional security services so its customers can enjoy a safe digital experience which also is included in all their tariffs. This measure to increase digital security across the whole customer base, comes with no extra effort for the individual end-users.

The Solution

MTEL implemented the cybersecurity solution provided by cyan in all new tariffs, to protect customers automatically from digital threats with the MTEL NetProtect product. With this product the user does not have to install anything or worry about any functionalities – it's simple and comes as part of the users' tariff bundle from the very beginning. Users benefit from these security measures that cover protection from hundreds of thousand malware or phishing sites and protect them from data loss or cyberfraud.

For IIITEL

Industry
Telecommunications

Website
https://mtel.at/
https://mtel.ch/
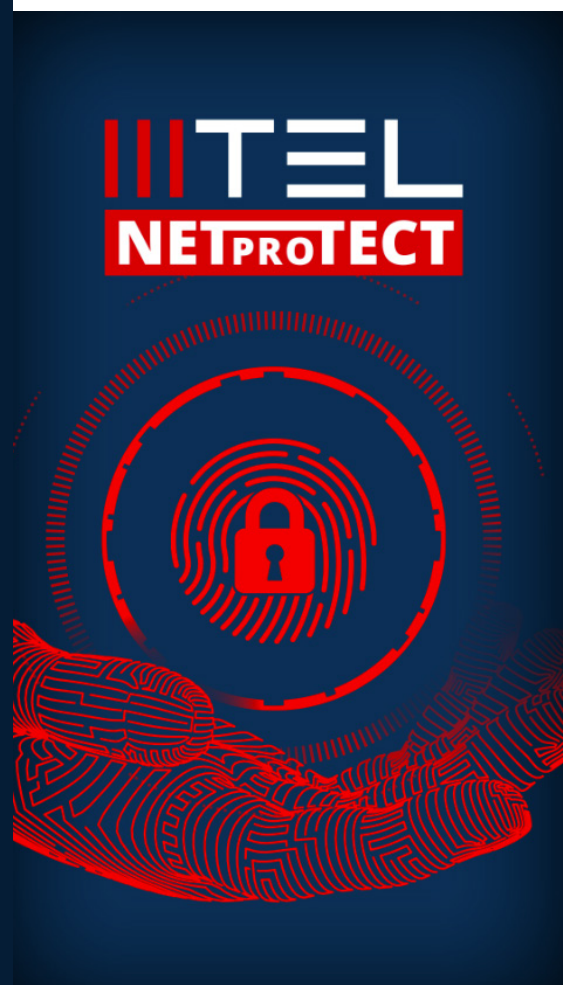https://www.mtelgermany.de/

Region
DACH

cyan Products
OnNet Security

The Results
NETProtect Internetschutz, MTEL's network integrated cybersecurity solution powered by cyan, is a tariff integrated service included in all new B2C tarriffs.

About the Partnership

What where the drivers for the cooperation with cyan?

The comprehensive solutions offered by MTEL, are going beyond simple tariffs. The products are crafted to protect customers from high costs, roaming fees, and now also from emerging cyber threats like data loss and cyberfraud.

"We looked for a cybersecurity expert that has experience with customers from telco industry and we found it in cyan, they understood our challenges inside and out, tackling issues before they even arose. And when unexpected hurdles came up, they handled them fast. Proving both – their quality and our decision to choose them."

What are the advantages of cyan's cybersecurity solution?

With the newly created product "NETProtect" we have revolutionized our product offering. Incorporating cybersecurity directly into our tariff bundles gives us a big advantage in the market and peace of mind to our customers. It basically means our customers don't have to lift a finger – no installations, no worrying about extra features. Right from the start, they're shielded from the countless online dangers like malware, phishing, data loss, and cyberfraud.

What is planned in the future?

Our future plans include the focus on enhancing our app to give parents more control. Soon, they'll be able to easily set up their kids' phones or be able to block sites they don't want them to visit. It's a game-changer for our clients, offering them a simple solution to manage website access with just a few clicks.

"We love to work with professional partners and cyan is definitely one of them. Working with cyan is very easy. You request a product, the deliver it and before you know it, it's up and running smoothly. Proactive updating and offering of new features and possibilities is one of their main advantages compared to any other partner we are working with."

Dalibor Davidovic, Head of Productmanagement DACH

Learn more about how cyan can help you protect your customers while generating incremental revenues for your business.

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