



**Securing the digital  
world with multiple  
ON and OFF net  
products.**



**Magenta**®

# Success Story cyan × Magenta

Generating incremental revenues and protecting the digital lives of individuals, children and businesses in Austria.

## The Company

- Magenta is a leading converged provider of mobile and fixed services, entertainment, and business solutions in Austria, providing more than 5 Million connections.
- The company offers a wide range of services, from mobile to broadband, including integrated network and the latest technologies such as 5G, fibre optics and IoT.
- As subsidiary of Deutsche Telekom, the company benefits from the innovative strength and financial stability of one of the largest global players in the market.

## The Challenge

- As part of its competitive advantage, Magenta aspires to provide its customers with the best internet experience, the best technology, and the best business solutions.
- The next challenge: To bring the most secure internet experience for both Magenta's private and business customers, while addressing the growing demand for digital security in the mobile and fixed segments.

## The Solution

- With the flexible white-label product suite from cyan, Magenta was able to find a knowledgeable partner to successfully bring to market 6 branded products to date.
- Since 2013, the service provider has generated incremental revenues by addressing a full spectrum of security needs, supported by cyan's know how and industry experience to monetize its clientless and app-based solutions.

For **Magenta**®

### Industry

Telecommunications

### Website

[www.magenta.at](http://www.magenta.at)

### Region

Austria / Europe

### cyan Products

OnNet, OnDevice, Business Protection, Child Protection

### The Results

- 6 successful product launches to date for mobile and fixed / broadband customers.
- Overachieved expected penetration rate and monthly gross-adds vs. OTT player
- Long-lasting partnership of nearly 10 years with satisfactory customer feedback

*“As the world becomes increasingly connected, we understand our responsibility as a provider of this connectivity. At Magenta, we are happy to deliver a secure online experience to our customers with the help of cyan. With their industry know-how and technological means at hand, cyan is an essential part of our ongoing efforts to minimise the security risk for our customers.”*

Clemens Kruse VP of Mobile&Convergence Magenta Austria

# About the partnership

As the demand for convergence and connectivity increases, the strong partnership cyan x Magenta promises to keep delivering protection to every individual, business and children in Austria.



## 2012

– Staying true to its core promise – to offer the best internet experience – Magenta decided to partner with cyan in 2012, initiating a long-lasting relationship that has driven the innovative digital security offer available in Austria today.

## 2013

- In July 2013, Magenta launched Child Protection – the first app-based service developed by cyan under the operator's branding which enabled parents to monitor the online activities of their children, and filter inappropriate content for their age.
- Motivated by the results of this first release, in November 2013 Magenta launched its service Internet Protection, seeking to cater to the security needs of individuals browsing its mobile network. The service requires no software installation and provides customers with advanced protection against internet threats while browsing Magenta's mobile network.

## 2017

– Seeking to explore upselling possibilities, Magenta and cyan developed an enhanced product bundle for individuals and business customers under the name Internet Protection Plus. The bundle was successfully launched in September 2017, providing customers with protection both within and outside Magenta's mobile network, but also adding new app-based features such as Antivirus protection, Identity Check and Website-check.

## 2021

– With a growing base of fixed-line customers, Magenta partnered again with cyan to introduced in May 2021 its first broadband security service: Internet Protection Home. The service protects all devices using the home network including laptops, IoT devices (e.g., Alexa), game consoles and more, powered by the ever-evolving Threat Intelligence of cyan.

***“Companies are constantly exposed to internet threats such as identity theft or hacking. Most threats can be averted with a proper security solution. As a reliable business partner, Magenta provides everything from a single source and supports Austrian companies with competitive and reliable security packages.”***

Michael Veronese Product Manager Mobile Data & Security Magenta Austria



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



**cyan Security Group GmbH**  
ICON Tower 24, 16<sup>th</sup> Floor  
Wiedner Gürtel 13  
AT-1100 Vienna  
[www.cyansecurity.com](http://www.cyansecurity.com)

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