

Tele2 Starts Offering Kaspersky Security for Android to Customers in Baltic States

Problem Setting

According to a survey organized by Tele2, nearly 80% of smartphone users in the Baltic states are not using any protection against malware, while 8% of respondents already have had contacts with malware for mobile devices. At the same time, malware for Android is undergoing an exponential growth, putting at risk the phones of Tele2 customers, as well as their personal data, contacts, and risk. A solution capable to reliably protect the customer from mobile Android malware was needed.

Solution Requirements

Tele2 was looking for a security solution from a well-known vendor deployable on a variety of Android smartphones. The list of requirements included top-notch anti-malware protection, anti-theft capabilities, automatic updates, modest CPU and memory requirements, and affordable end-user pricing.

Solution Details

The new **Kaspersky Internet Security for Android** offered by Tele2 along with regular Kaspersky solutions for computers is easy to use and delivers premium protection from the latest Internet threats. Whether a person is downloading apps, web surfing, banking, shopping, or social networking, they are kept safe with minimal impact on his device's performance. If an Android mobile phone or tablet computer is ever lost or stolen, it's easy to protect data and find the missing device even if the SIM card is replaced.

According to Tele2 CTO Ervins Kampanis, the company made sure that protection against malware is accessible to everyone: *"The service for one Android device costs 0.5 Euros per month. All customers with a contract with Tele2 can now order this service via SMS. There is no need to pay for an annual license, and the monthly fee means that customers will not be charged for the service if they no longer require it – the service may be suspended or terminated at any time."*

Andis Steinmanis, country manager for Baltic States at Kaspersky Lab, has commented on the partnership: *"According to our statistics, Kaspersky Lab has already detected about 7 000 000 malicious installed packages for Android, representing 99% of the total number of mobile threats. And there is users' data and money behind these figures. We are happy that together with Tele2 we can propose people in the Baltic countries an effective and affordable mobile security solution. Kaspersky Internet Security for Android will allow them to use all benefits of the Internet and capabilities of mobile devices without security problems."*

Implementation Results

Thanks to the implementation of **Kaspersky Internet Security for Android**, Tele2 customers in the Baltic states are able to enjoy cutting-edge protection from Android threats. Service activation is as easy as sending a SMS to a short number, and fees are subtracted on a monthly basis.



Customer

Tele2 (www.tele2.com)

Industry

Telecommunications

Goal

Protect the customers from an ever-growing onslaught of Android malware

Solution

Kaspersky's latest mobile security solution to protect Android smartphones and tablets against malware and Internet security threats as well as secure the customer's personal information if her/his device is lost or stolen.

Result

Tele2 customers in the Baltic states (Estonia, Latvia and Lithuania) are now able to use all benefits of the Internet and capabilities of mobile devices without security problems at a price affordable to anyone.

About Tele2

Tele2 is one of Europe's leading operators. According to a survey conducted in July 2013 by RAIT, Tele2 is the most popular and most recommended operator in Lithuania. Almost half of the respondents said that they use Tele2 services.

The company aims to always offer the best deals and lowest prices in the market. Tele2 connects 15 million consumers of telecommunications services in 10 countries. The company provides mobile and fixed communications, data transmission, cable TV and content services.