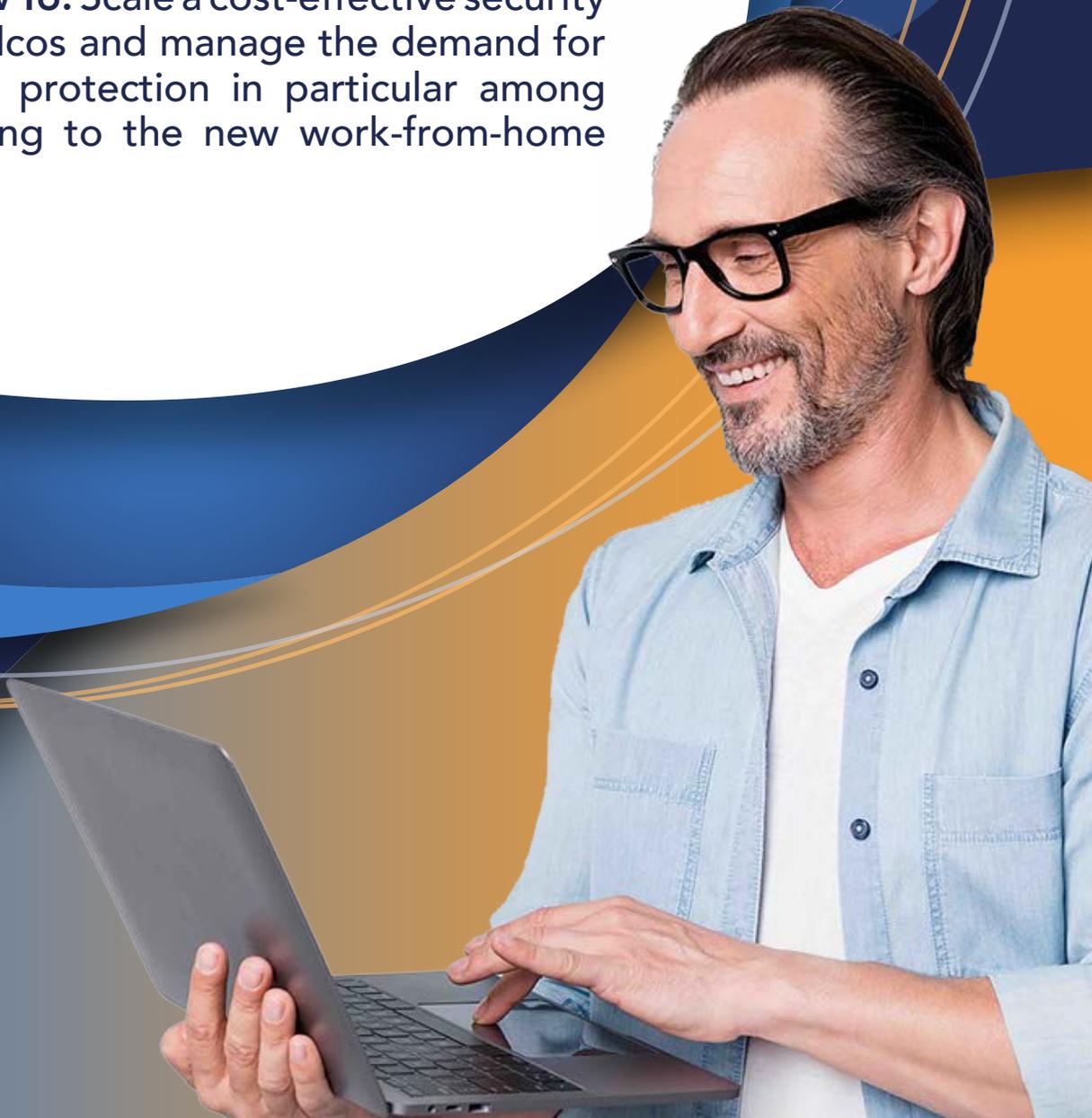


# FirstWave

## Enabling A Global Telco To Scale Cybersecurity Services Across Multiple Business Segments

**Discover How To:** Scale a cost-effective security service for telcos and manage the demand for cybersecurity protection in particular among SMBs adjusting to the new work-from-home workforce.



## CASE STUDY

# Service Provider Challenges

The history of the Telco and security vendor partner approach to Telco delivery of security solutions to their customers across security product categories (DNS, Firewall, IDS/IPS, Email, Web, DDOS, Mobile Threat Defense/MTD etc) and customer segments has been piecemeal, fragmented, non-scalable, non-integrated with broader Telco product portfolios, network infra, IT systems/processes or MSSP/SOC service offerings.

And it is generally has produced 'low quality' revenue growth, with low margins and poor commercial return on investment.



Only basic broadband security services have typically been delivered to consumer / residential and SOHO customers with limited monetization outcomes and modest NPS outcomes;



There has been limited commercial success and customer value generation out of simple resale of 3P cloud security provider services to SMBs;



Some Telcos in the past few years have provided additional mobile threat defense solutions on mobile devices e.g smartphones for mobile customers – typically enterprise & government managed mobile fleets - but these have generated small benefits in general for the Telco;



The execution model has been on reselling and labour-intensive, low-margin, professional services centric consulting & integration of third-party vendor security products to enterprise & government customers, overlaid with a limited set of managed security service (MSSP) offerings, principally offered by the larger Telcos.



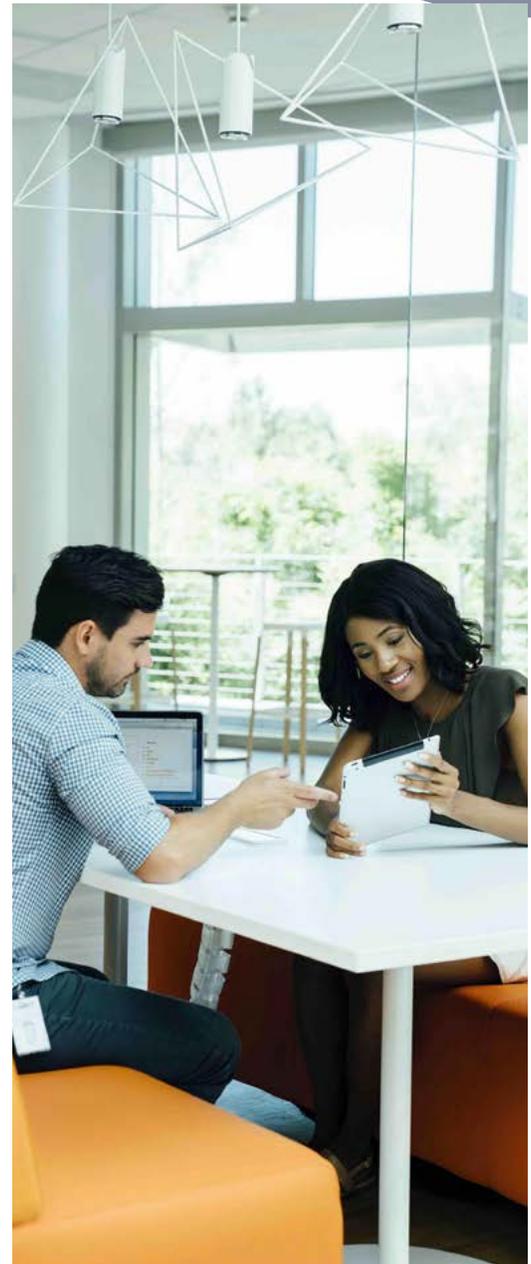
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# Get Scale Ready Solutions

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**This was indicative of the challenge of a global telco - a piecemeal approach to 'security' services for customers.**

- The global telco did not 'start life' providing cyber security services – they were always a Telco! Their core business, network & products were telephony, data, managed network, mobiles, UC&C, DC/ Hosting, IP connectivity etc. - not MSSP. They did not have cyber security in their 'DNA' and did not build their networks or develop their workforce with cyber security 'baked-in'.
- The global telco, ironically, did develop MSSP businesses and Security Operations Centre (SOC) capabilities that originated - not with their customers' needs or requirements in mind - but out of internal IT teams' focus on their own Telco enterprise IT and systems security needs and requirements. The telco took decisions to adapt and 'rotate' these internally-focused cyber security capabilities 'outwards' towards their customers.
- The global telco did not take this 'organic' approach – they instead executed an 'in organic' cyber security strategy and acquired MSSP companies / players to attain the cyber security capabilities they needed to deliver managed security services to their enterprise and government customers.



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Not with standing 'organic' MSSP business and SOC capability builds or MSSP 'acquisitions' that Telcos may or may not have undertaken, the global telco in most cases failed to mobilise or 'stitch together' the key enabling capabilities across its offering in relation to security services viz:

- Products/Marketing/Channels
- Network & Technology
- Service and Operations (IT/Processes)
- MSSP/SOC

and hence have failed to realise the business case to develop a truly scalable integrated Telco – branded & operated security services portfolio that can delivered at scale and monetised profitably into the broader customer segments - especially the very large base of small business/SMB customers present in most markets.

This was the global telco cybersecurity approach early in the 2000s.

The global telco was still the 'master of connectivity' in its core market and cyber adversaries predominately attack consumer and business users through these very same Telco-provided connectivity paths to these digital services (example: email, web, social, messaging etc.).

It seemed only right and proper to suggest the global teco was entitled to be the primary, leading providers of DIRECT security OF their connected, digital customers.

The core challenge was how to change the current go to market approach to capture the real value of a successful cybersecurity business in a rapidly digitized economy, where global security vendors and cloud providers were dictating the new cybersecurity world.



**Get Cloud  
Ready Solutions**

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## CASE STUDY

# Security Solutions

Then came FirstWave in early 2010.

FirstWave, a local cloud technology company, invested heavily in R&D and product design, built from inside the global telco, to deliver innovative cloud gateway technology coupled with unique content classification and analytics that placed it at the forefront of the rapidly emerging cloud security market segment.

FirstWave's technology, deployed in the telco infrastructure allowed the global telco to deploy a unique suite of cloud security solutions, products and services that provided long term income and high value service revenue.

The carrier grade FirstWave CyberCision™, a world-first open security management platform (OSMP), was an extensible and flexible architecture that supports and satisfies a wide range of use cases and customer requirements. It is a unique reference architecture designed to deliver cloud security and content solutions through telcos with breakout points globally. Instead of a gateway and firewall in every office location, enterprises can use FirstWave's multi-tenanted, scalable, carrier grade gateways



carrier grade gateways at major internet break out points which can be deployed quickly providing detail rich secure control across the business.

The platform also delivers superior visibility and protection of strategic enterprise information and data assets no matter where in the world those assets exist. It does this by providing a secure perimeter through virtual gateway infrastructure deployed wherever data passes from 'private' telco networks to the Cloud.

At the heart of this cloud security model is a scalable architecture with granular role-based

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At the heart of this cloud security model is a scalable architecture with granular role-based access and control (RBAC) models. This means telcos can cost-effectively deliver secure gateways from small businesses to enterprise and governments through shared infrastructure.

These virtual cloud gateways provide secure policy enforcement between the internet and private networks and allow either the telco or the enterprise to exercise control as private data moves in and out of the porous business boundaries.

For the large, delivering cybersecurity solutions to enterprise customers, while lucrative, can involve significant cost and complexity. FirstWave's OSMP, CyberCision™, is designed to address this problem. CyberCision™ enables service providers to provision enterprise-grade security services to both enterprise and SMB customers at scale, opening the door to new revenue opportunities with a lower cost-to-serve.



With CyberCision™, service providers can build as-a-service cybersecurity packages of enterprise-grade, including a range of management and operational services such as multi-tenancing, billing, and provisioning that enable them to streamline the sales and delivery process at a minimal cost.



#### The unique advantages of this solution included:

- Providing the global telco an accelerated pathway to launch compelling new security services with minimal upfront investment, plus reduced time-to-revenue and cost-to-serve
- Reinforcing, enhancing, and differentiating service providers' core business-to-business (B2B) and enterprise services portfolios (e.g., broadband, mobile, cloud, and managed services like SD-WAN)
- Arming the telco with the tools necessary to create, deliver, and support a range of new cybersecurity offers, bundles, and marketing campaigns
- Delivering a frictionless customer experience through complete digitalization of the customer journey and service life cycle, from purchase and fulfillment to management and support

# CASE STUDY

## Results

The deployment of the CyberCision™ platform into the large telco's infrastructure provided a host of features including:



A robust, scalable, flexible, reference architecture



cloud based virtualCnext generation firewall, email & web filtering services



Rapid deployment and remote provisioning



Feature rich APIs for extensive integration possibilities



Single pane of glass management portal



Multi-cloud 'normalised', automated deployment



Standardised security policy deployment across an entire customer's infrastructure



Consolidated log and event processing



Platform and node flexibility, portability and extensibility



Ability to white label

It immediately benefited the global telco transitioning to a digital future:

1

Increase revenue through the fast provisioning of valuable cutting-edge cybersecurity services to their business customer base at a reduced cost-to-serve.

3

Automatically create, deliver and support new cybersecurity offers and bundles.

2

Enhance and differentiate core B2B services portfolios across all business segments.

4

Build the real value of a cybersecurity business under the telcos brand.

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# FirstWave

## Ready to level up?

If you need help with taking your cybersecurity protection to the next level, please contact FirstWave and we will be more than happy to help assess your current situation and recommend a solution to help your business.

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# FirstWave

**Our passion is to create intelligent software that our service provider partners and customers love.**

Get Expert  
**Solutions**

**Book a demo**

FirstWave is a publicly-listed, global technology company formed in 2004 in Sydney, Australia. FirstWave's globally unique CyberCision™ platform provides best-in-class cybersecurity technologies, enabling FirstWave's Partners, including some of the world's largest telcos and managed service providers (MSPs), to protect their customers from cyber-attacks, while rapidly growing cybersecurity services revenues at scale.

In January 2022, FirstWave acquired Opmantek Limited (Opmantek), a leading provider of enterprise-grade network management, automation and IT audit software, with 150,000 organisations using their software across 178 countries and enterprise clients including Microsoft, Telmex, Claro, NextLink and NASA.

Integrating CyberCision™ with Opmantek's flagship Network Management Information System (NMIS) and Open-Audit product enables FirstWave to provide a comprehensive end-to-end solution for network discovery, management and cybersecurity for its Partners globally.

With over 150,000 organisations now using FirstWave technology, we are well positioned to be a leader of transformational change in the IT Operations and Cybersecurity world.