

# A Partner in Cyber Safety

- ✓ Help protect your customers' digital lives
- ✓ Diversify your portfolio
- ✓ Realign your retention strategy and boost customer engagement



# Norton Cyber Safety partnerships help address the everyday challenges your customers face online.

People are taking more of their lives online, which could make them vulnerable to identity and financial fraud. Our partnerships will help you offer your customers Cyber Safety solutions to help protect their identity and personal information.

## A partnership that helps you stand out from the competition.

New and emerging cyber risks threaten the growth of digital services, with 76.8% of respondents saying the protection of their digital identity, assets and personal data is essential to secure their trust in these services.

*Global Consumer Study by ReMark, 2022\**

## Customers are continuously at risk.

“ There were 14 victims of cybercrime every second across 8 countries in 2022.<sup>1</sup>”

“ Over 130 million people were victims of cybercrime in 2022 in the US.<sup>2</sup>”

\* Source: [https://cdn.remarkgroup.com/ReMark\\_GCS-2022-23\\_EN.pdf?utm\\_source=email&utm\\_medium=organic&utm\\_campaign=GCS9](https://cdn.remarkgroup.com/ReMark_GCS-2022-23_EN.pdf?utm_source=email&utm_medium=organic&utm_campaign=GCS9)

<sup>1</sup> Based on a survey of 8022 adults in countries. Conducted online by The Harris Poll on behalf of Gen™ (formerly NortonLifeLock), November-December 2022.

<sup>2</sup> Based on an online survey of 1001 adults in the US conducted by The Harris Poll on behalf of Gen™ (formerly NortonLifeLock), November - December 2022.

# How can customers be at risk?

Customer information can be at risk because of data breaches, phishing attacks, and compromised social media accounts. These events can leave customers vulnerable to identity theft and fraud. Norton enables companies to put protection first and help safeguard customers' sensitive data.



## Norton can help provide protection against:

- Online threats exposure
- Financial loss for customers
- Loss of brand loyalty and trust
- Emotional distress



**What all these scams have in common is that criminals are using online platforms, including fraudulent advertising through search engines and social media, and fake websites....70 percent of authorised push payment scams originated on an online platform. <sup>1</sup>**



<sup>1</sup>Source: [ukfinance.org.uk](https://www.ukfinance.org.uk) - 2021 Half-year fraud update page 2

# Why partner with us?

Norton is the most recognized Cyber Safety brand in the world<sup>†</sup>.

High customer awareness combined with an experienced partner growth team makes Norton perfectly placed to work with organizations to develop their cybersecurity portfolio.

- ✓ Utilize the most trusted, most recognized brands<sup>1</sup> in cyber safety and identity theft protection – Norton and LifeLock – to drive acquisition and retention of your core services.
- ✓ Extend our easy to use, comprehensive cyber safety portfolio and dynamic protections to provide your customers with real value.
- ✓ Tap into our experienced Identity Restoration Specialists and time tested remediation outcomes.
- ✓ Leverage four decades of consumer cybersecurity experience.
- ✓ Ensure return on your partnership investment with seamless APIs, contextual customer journeys and flexible commercial pricing models.

<sup>†</sup> Countries: US, UK, DE, FR, AU, JP, IN, SP, IT, CA, BR, CR, PL. Survey timing: Sept–Oct. 2022. Total Respondents 11,539.

# Real value for your customers

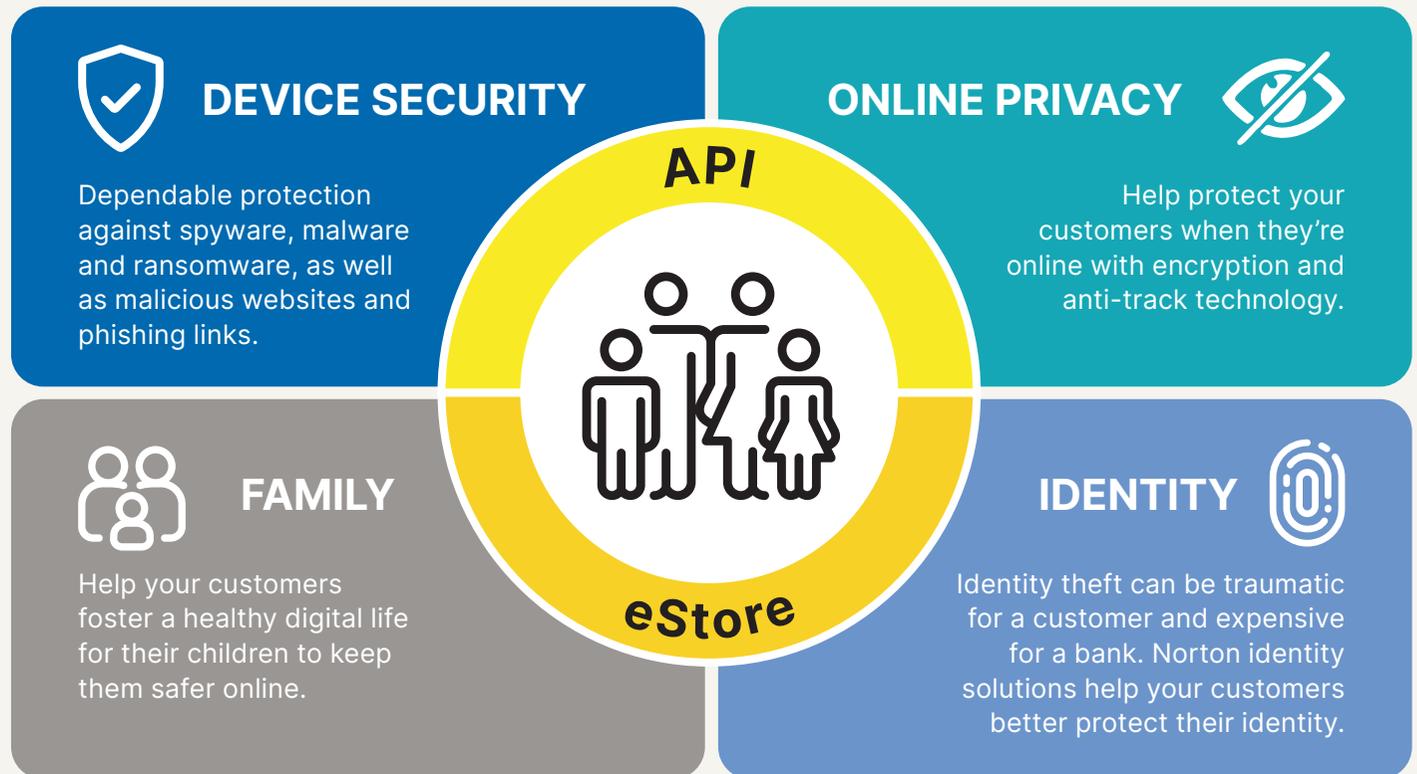
Our Norton and LifeLock solutions help businesses to protect their customers by delivering premium, easy-to-deploy cybersecurity as a value-added service. In teaming with us, your company invests in the safety of your most important asset- your customers.

**29 billion dollars** were stolen from identity theft victims in 2022.<sup>1</sup>

**Nearly 70%** of U.S. consumers have ever been a victim of cybercrime.

<sup>1</sup> Based on an online survey of 505 U.S. adults who experienced ID theft in 2022, conducted for Gen™ (formerly NortonLifeLock) by The Harris Poll, January 2023.

<sup>2</sup> Based on an online survey of 1001 adults in the US conducted by The Harris Poll on behalf of Gen™ (formerly NortonLifeLock), November - December 2022.



# Planning and implementation

## Strategy

With our experience in Cyber Safety, our team will build a portfolio of actionable solutions that will enable your business to help protect and enhance your customers' digital lives.



### PLAN

With an understanding of goals, strategy, and customer needs, we will create a cybersecurity solution that brings measurable value to your business and security to your customers.



### CUSTOMISE

Our partnership offers the flexibility to build on your cybersecurity strategy as needed. From device and family protection to online privacy and help with identity theft, we have a solution for your customers' needs.



### INTEGRATE

From a simple eStore referral program to complete integration with API connection, our implementation processes are entirely scalable to your existing environment.



### GO TO MARKET

Together, we will roll out a comprehensive communications program that generates demand by educating, incentivising, and engaging your customers.

## Execution

Our partner marketing teams work with many leading customer-facing businesses to build successful, value-added service implementations. We help all of our partners establish a path to success.



### LAUNCH

A successful launch means helping customers understand the real added value of our service, which enhances activation rates and boosts customer satisfaction scores.



### ACTIVATION

Cybersecurity services must be activated by the customer, and Norton has proven delivery solutions to maximize activation rates and help protect your customers.



### ENGAGEMENT

Equipped with Norton content and in-product messaging, engage your customers through a communications program that educates on the value of our cybersecurity solutions.



### UPSELL

Norton cybersecurity solutions are designed to keep pace with the changing needs of customers. We help you build trust along the customer journey with services that address security, online privacy, and identity protection.

# Member Services

Our Member Services team is available 24/7 to answer any questions a member may have about their account. Additionally, should a member become a victim of identity theft, one of our U.S.-based Identity Restoration Specialists will be dedicated to their case until the issue is resolved.

## Full-Service Support

- Service First Model
- High NPS Rate & Certified Support Agents
- Case Dedicated Agents from Start to Finish.
- Call Center Extension Models
- In-house Call Center Training
- Branded Online Support



# Norton cybersecurity solutions enable service providers to delight and engage with customers.

As customers turn to online channels, our cybersecurity portfolio can help protect their online activity, differentiate services and increase customer loyalty.

## 55.2%

would consider purchasing a cyber security product of those who strongly agreed and agreed that:

“ **The protection of my digital identity, digital assets and personal data is essential to develop trust in digital services.** ”

*Global Consumer Study by ReMark, 2022\**

## 76%

**of respondents**

to the 2020 Accenture Global Banking Consumer Survey<sup>†</sup> identify assistance dealing with cyber security threats as an appealing offer from their bank or insurer.<sup>†</sup>

\* Source: [https://cdn.remarkgroup.com/ReMark\\_GCS-2022-23\\_EN.pdf?utm\\_source=email&utm\\_medium=organic&utm\\_campaign=GCS9](https://cdn.remarkgroup.com/ReMark_GCS-2022-23_EN.pdf?utm_source=email&utm_medium=organic&utm_campaign=GCS9)

† Source: <https://www.accenture.com/ae-en/insights/insurance/three-ways-covid-19-changing-insurance>

# We are here for our partners and their customers.

We have four decades of customer cybersecurity experience. Partners trust our cybersecurity solutions and dedicated channel-enablement teams to help deliver security and outstanding financial results.

## Contact us today

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[Norton.com/partner](https://Norton.com/partner)

The Norton and LifeLock brands, products, and services are part of GEN™ – a global company with a family of consumer brands including Norton, Avast, LifeLock, Avira, AVG, ReputationDefender and CCleaner. (Gen is formerly NortonLifeLock Inc.)  
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