

Rome, April 22nd-24th

# SPECIES24

The 2024 Post-Event Report



# What is SPECIES?

SPECIES is truly unique. It's a conference for F-Secure partners to network and share their best practices behind closed doors. Just service providers from around the world, willing to share and to learn from each other.

SPECIES24 was our 18th year together. Year after year, we're getting feedback from our attendees about how inspiring and useful the event is – how it helps them to succeed in selling cyber security in their markets. There's truly nothing else like it!

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# SPECIES24 Highlights

The 2024 event was all about insightful partner success stories from across the globe, inspiring keynotes, plenty of networking and, of course, the Eternal City of Rome and its beauty.

Our goal with SPECIES is to create an ecosystem where our partners can freely exchange ideas across geographies. The agenda is built on our partner case presentations and sharing knowhow on the latest cyber security trends and additions in our offering.

The cases and discussions from around the world facilitate a unique opportunity for the exchange of best practices between peers.



# SPECIES24 in numbers



**11** partner cases  
on stage



**3** SuperSessions  
(Portfolio Partner Experience, Marketing  
Success and Protection Evolution)



**125** partner guests  
**58** companies  
**26** countries



**4** keynotes   **1** host



**3** expos  
(Sense, Total, Labs, Services)

# Inspiring keynotes



**Ken Hughes**

Leading Consumer Behavioralist &  
Customer Experience Strategist

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Keynote:

**Love is a verb**



**Timo Laaksonen**

President and CEO,  
**F-Secure**

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Keynote:

**Security experience  
coming to life**



**Mikko Hyppönen**

Principal Research Advisor for  
**F-Secure**

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Keynote:

**Uninventing innovations**



**Laura Kankaala**

Head of Threat Intelligence,  
**F-Secure**

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Keynote:

**Scammers' paradise**

# Best practice presentations

The aim of the event is to create an ecosystem for our partners to exchange ideas across geographies and markets. The agenda is built on partner cases and discussion sessions from around the world, facilitating a unique opportunity to exchange learnings between peers.

This year we had 11 amazing presentations from our partners on stage! The best practices and future plans presented gave excellent insights and takeaways for all the attendees.

A huge congratulations to Telia for winning the People's Choice Award, to Odido for winning the Best New Product Launch Award, and to Docomo for winning the Most Brilliantly Simple Promotional Activity Award!



# Best practice presentations



**Launch & commercial  
success of a full security  
proposition**

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**Michiel Broer**

Senior Product Manager,  
Internet

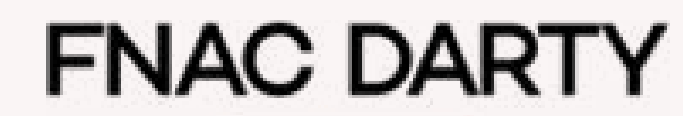


**Journey to Growth:  
Portalizing DOCOMO's  
Security App**

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**Daisuke Koyama**

Senior Manager of Product Design  
Department, Smart Life Business  
Company, NTT DOCOMO, INC.



**Fnac Vie Digitale, when  
loyalty meets security**

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**Mehdi Draga**

Product Manager Fnac  
Vie Digitale



**Stratified AI: AI-scream,  
you scream, we all  
scream for AI-scream**

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**Josh Angotti**

VP, Product Development  
and Execution

Watch the presentation recordings and other event materials in the F-Secure Sales & Marketing portal. If you don't have access to the portal, please send us an email: [sp-marketing@f-secure.com](mailto:sp-marketing@f-secure.com).

# Best practice presentations



## The Perfect Ice Cream

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**Ricardo Cerdeira**  
Service Manager

**Rui Pepe**  
Service Director



## Why Choose F-Secure for Triple Security? Plus, Activation Hacks Unveiled!

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**Rex Hui**  
Product Development & Management



## MyCyberShield: Now on Touch 'n Go eWallet, providing easy access to 21 million Malaysians.

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**John Paul "JP" Theseira**  
Head of Global Key Accounts & Telcos



## Migration Impossible

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**Hugo Landberg**  
Business Manager

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# Best practice presentations



**Creating value with  
digital security services**

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**Milka Hänninen**

Business Director, Head of Digital  
Trust Business

**Stella Kallionpää**

Business Manager, Digital Trust  
Business



**Insurers are at the forefront  
against cyber threats**

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**Kate Bayanmunkh**

Head of Cyber Care platform

**Guillaume Lehallier**

Head of Product Management  
and Innovation



**Getting Serious About  
Security**

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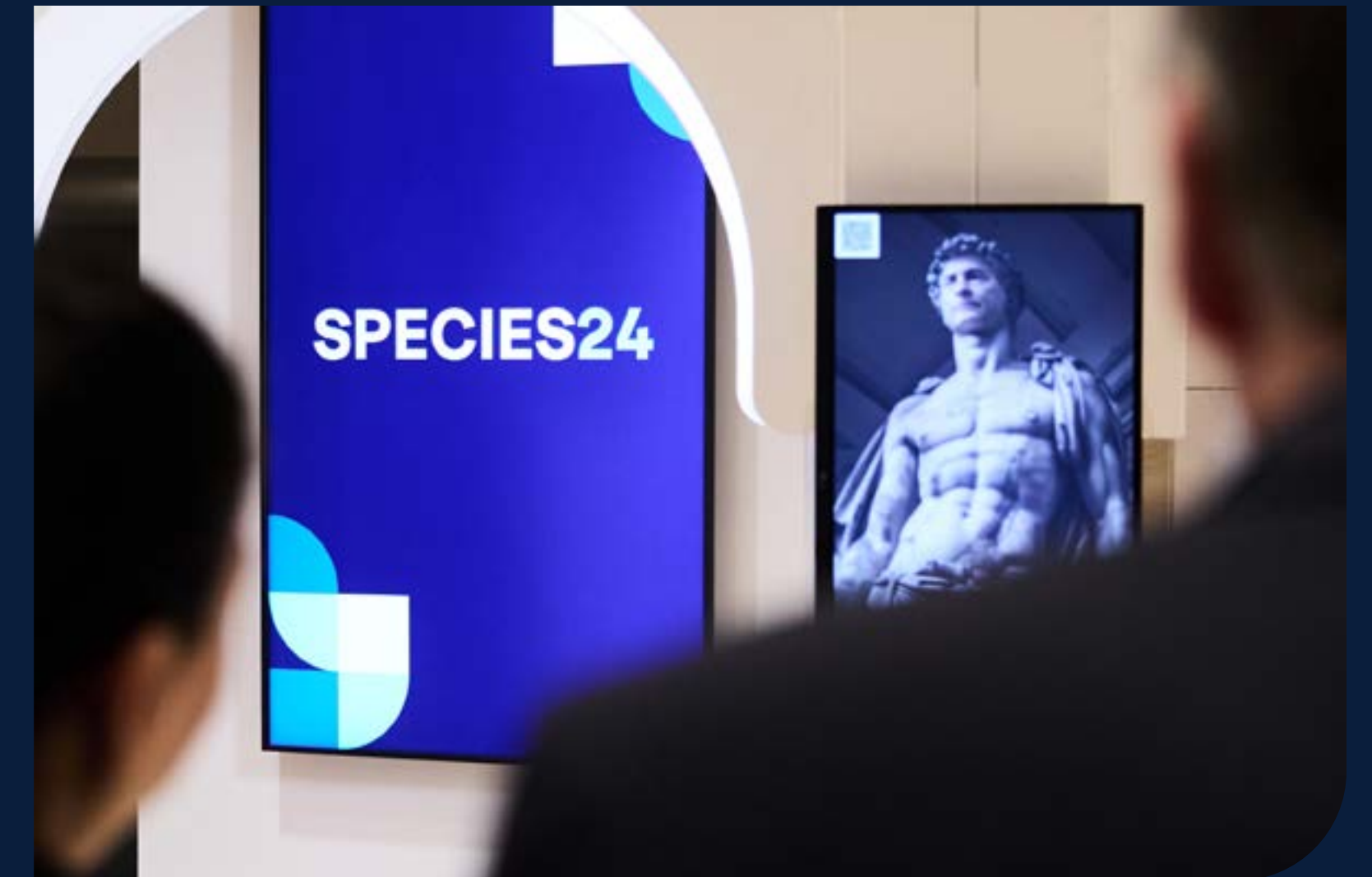
**Brandon Laufenberg**

Manager – Consumer Internet  
Product Management

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# Expo highlights

We had three great F-Secure expos in SPECIES24: **Total, Embedded, and Success Services**. The expos featured, for example, live product and integration demos of our product offering and insights on how to drive business value through our Service offering.



# SuperSessions

SuperSessions are 20-minute deep dives into selected topics that will help you boost your cyber security offering to the next level. This year, we had three unique sessions: **Portfolio Partner Experience, Marketing Success, and Protection Evolution**. Each session brought new insights to the table and aimed to reinforce your cyber security offering and services towards your end customers.



# Networking at its best

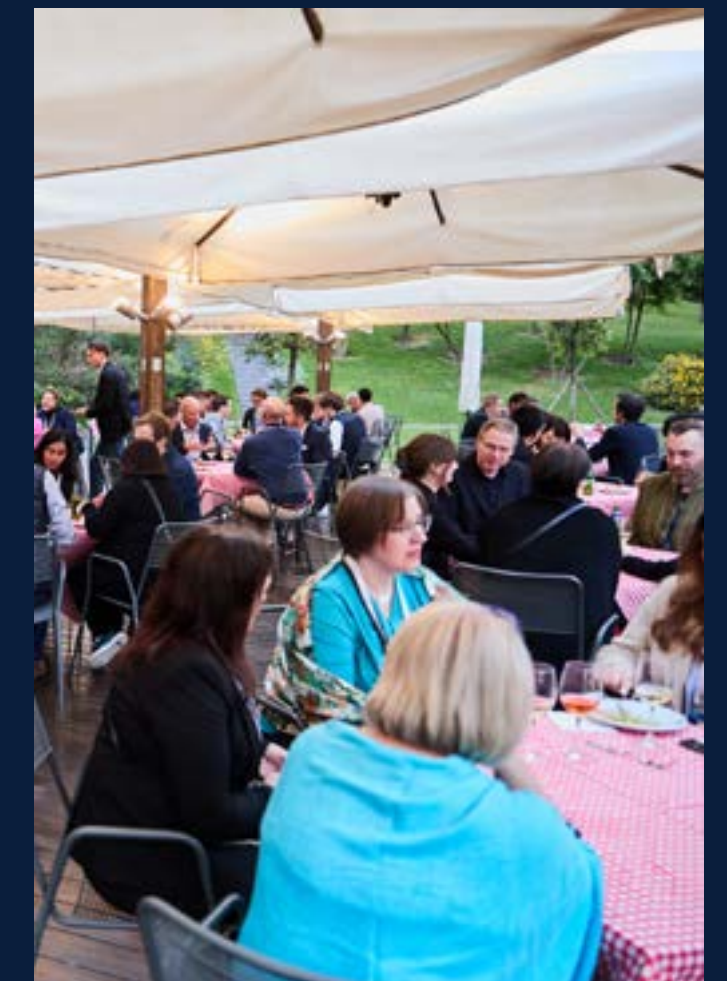
## 1TO1

SPECIES is all about meetings between our partners from around the world. This year, we had an abundance of meetings between our partners to share learnings behind closed doors – both prescheduled and spontaneous.

### Unique networking possibilities

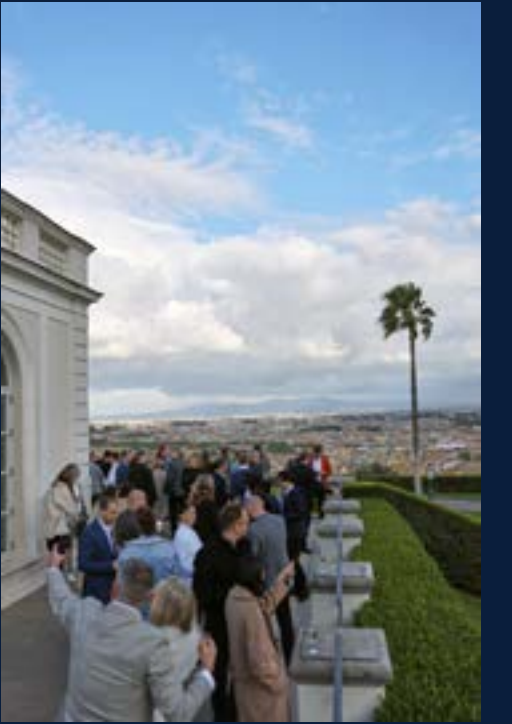
The cornerstone of the event is the networking opportunities. At SPECIES, you will meet colleagues from different markets in a relaxed and informal atmosphere, accompanied by great food and entertainment.

There are excellent opportunities for networking throughout the event: at the networking dinner on Monday evening, during breaks on the aisles, at the gala dinner table on Tuesday night... Meet people, shake hands, share laughs and exchange cards!



# Gala dinner and SPECIES Excellence Awards

Partner cases presented on stage at SPECIES automatically take part in the SPECIES Excellence Awards. There are three prestigious awards, for which the winners are announced during the gala dinner on Tuesday evening. Big congratulations to this year's winners: [Telia](#), [Odido](#), and [Docomo](#)!



# Thank you to our partners

A1 Serbia	DNA Oyj	M-net Telekommunikations GmbH	Plus	tim s.p.a
A1 Slovenia d.d.	Elisa	MTA	Polkomtel Sp. z o.o	TNG Digital Sdn Bhd
A1 Telecom Croatia	Fnac Darty	Netia	Power International	TOKAI Communicaions
A1 Telekom Austria AG	Fnac Portugal	NextGen Tel	Retelit Spa	Transact GmbH
AIG Europe	FNAC Vanden Borre	Nifty	Revo Insurance Spa	Unipolsai Assicurazioni
Allianz Partners	FNAC Spain	Nordnet	SupraNet Communications, Inc.	Vectra
ALTIBOX AS	FPT Telecom	NOS Communications	TalkTalk	Virgin Media O2
Apinity GmbH	Frontier Communications	NTT DOCOMO	TDS	Vittoria Servizi
Ashampoo GmbH & Co. KG	GrECo Specialty gmbh	Nuuday	Tele2	Vodafone Ziggo
CANAL+	HKBN	Odido	Telenet	Wind Tre Spa
CYFROWY POLSAT	KPN	OP Financial Group	Telepass Broker srl	YouSee
DELTA Fiber	Liberty Global	Orange	Telia Company	

# What they said

“

It was impressive value again! I appreciate the effort being put into the arrangements. It is highly relevant: peers sharing learnings, insightful keynotes...”

“

This was one of the slickest and best run vendor events I have attended.”

“

A very successful event. I was pleasantly surprised by the quality of the event and the thought put into every detail.”

“

The event was an incredible opportunity to learn from other organizations facing similar challenges to our own, and to learn from F-Secure and other experts.”

“

Excellent event as usual! Organization, audio and visuals were pretty unbelievable. Some of the best production I've seen for any event.”

An aerial view of Madrid, Spain, at dusk. The city is densely packed with buildings, and the sky is a mix of orange and blue. In the foreground, a large, ornate building with a dark dome and gold accents is visible. The dome has a statue on top. The building's facade is light-colored with many windows. The text "Let's meet in" is in white, "Madrid" is in large white letters, and "SPECIES25" is in white letters with "25" in blue. Below the text, there is a white line. The text "Stay tuned!" and "f-secure.com/species" are in white. The background shows a vast cityscape with many buildings of different heights and styles. The sky is filled with clouds, and the overall atmosphere is one of a busy city at the end of the day.

Let's meet in  
**Madrid**  
SPECIES25

Stay tuned!  
[f-secure.com/species](https://f-secure.com/species)

# About F-Secure

F-Secure makes every digital moment more secure, for everyone. We deliver brilliantly simple, frictionless security experiences that make life easier for the tens of millions of people we protect and our 200 partners.

For more than 30 years, we've led the cyber security industry, inspired by a pioneering spirit born out of a shared commitment to do better by working together.

Visit [f-secure.com](https://f-secure.com) for more information.

