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## RADIALPOINT SPYWARE PROTECTION SERVICE

The Radialpoint Spyware Protection Service helps Internet Service Providers (ISPs) combat the growing threat of spyware for subscribers and their computers. This service invisibly detects and quarantines spyware before it enters a subscriber's system. Unlike off-the-shelf spyware packages which require the user to perform manual updates and maintenance, Radialpoint's Spyware Protection Service is updated, configured, and maintained automatically.

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### MARKET NEED

Experts confirm that spyware is currently the fastest growing Internet security threat. The average unprotected computer is infected with approximately 25 spyware programs. Subscribers victimized by spyware suffer from poor PC performance and even identity theft. Half of all computer crashes and support calls are spyware related, reflecting a major portion of ISP support costs. By incorporating the Radialpoint Spyware Protection Service into their Value Added offerings, ISPs can increase customer satisfaction, reduce costs and improve service revenue.

### ISP OPPORTUNITY

#### Build Consumer Confidence and Increase Revenue

Security threats such as spyware have a measurable impact upon consumer confidence online. According to research, the pervasiveness of spyware has created an environment whereby users are less open to adopting new online services due to fears of security breaches and loss of important personal information. ISPs that proactively protect customers from spyware address these growing concerns. As such, users gain confidence in their ISP and reward them with stronger retention rates and an increased interest in purchasing additional Value Added Services.

#### Satisfy Customers and Reduce Support Costs

Spyware programs can generate a flurry of adware and pop-ups, diminishing computer performance while using up valuable CPU and memory cycles. The heavy influx of spyware often causes computer crashes and vulnerability of subscriber's personal information. The Radialpoint Spyware Protection Service prevents these issues by automatically updating and invisibly detecting and quarantining spyware. It alleviates spyware-related PC slowdown, sluggish Internet access, browser redirection and long delays in computer start-up sequences. ISPs that provide spyware protection experience fewer and shorter technical support calls as well as increased customer satisfaction and a lower churn rate.

### COMPETITIVE POSITIONING

#### Complete Protection

- Supported by the industry's most extensive spyware database.
- Automatic quarantine disables detected spyware before it causes any damage

#### Ease of Use

- Periodic scans and updates are done automatically, subscriber is not required to do them manually.
- Software does not require configuration upon installation.

- Anti-spyware market size estimated at 353 million in 2006 and 565 million in 2008<sup>1</sup>
- Spyware is responsible for 50% of all computer crashes<sup>2</sup>
- 50% of internet support calls are malware-related<sup>3</sup>
- 88% of PCs were infected by spyware during the first three months of 2005<sup>4</sup>
- An average PC revealed 25 infections<sup>5</sup>
- It takes 20 minutes online for new computers to be infected<sup>6</sup>
- A computer infected with two adware applications can take up to 14 minutes to boot<sup>7</sup>
- A regular support call takes about 6 minutes, while a spyware related call averages 25 minutes.<sup>8</sup>

# SPYWARE PROTECTION



## HOW DOES IT WORK?

Spyware activity can range from monitoring and tracking of user information for marketing purposes to dangerous recording of personal information including user names and passwords. In the worst cases, spyware can lead to full-out theft and fraudulent use of personal data such as credit card numbers and bank account information. Radialpoint ensures simple and automatic spyware protection by running silently in the background to continuously quarantine detected spyware and cookies and ensure that subscriber's surfing habits are not disclosed to a third party. The service blocks spyware before it enters a subscriber's computer to track or monitor his or her online behaviour and also performs automatic scans and updates ensuring constant subscriber protection.

## USER BENEFITS

### Automatic, Continuous Protection

With Radialpoint's service, updates and scans are done automatically for the subscriber. Alternate anti-spyware programs often require users to manually scan their computers for spyware, leaving many subscribers exposed due to lack of regular maintenance. With Radialpoint, protection is not based on subscriber action, the service maintains itself by running necessary scans and updates automatically to ensure subscriber security at all times.

### A Variety of Scanning Options

Radialpoint's Spyware Protection Service supports novice to advanced users with a complete set of features within an easy-to-use interface. By default, the service protects all subscribers by running a weekly scan of their hard disk. The service's on-demand scan allows subscribers to scan their entire PC or select specific disks, files and folders. The scheduled scan can be activated whenever a subscriber chooses to do so. In addition, the service offers useful configuration options such as scheduling scans daily, weekly and at any time of the day.

### Listing of Quarantined Spyware

The quarantine and restore features allow subscribers to view the list of quarantined spyware, gauge threat levels and access links to a database where they can get more information. Subscribers can restore a trusted program from the quarantine and can view the programs that they have restored.

### Extensive Database of Spyware Signatures

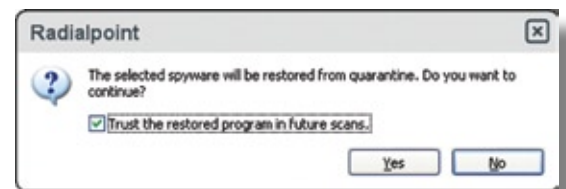
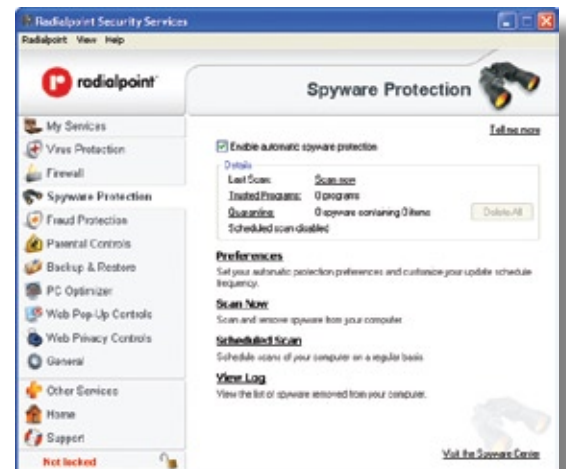
Radialpoint's extensive database protects users by identifying all major spyware threats including Spyware, Adware, Keyloggers, Browser Hijackers, Remote Access Trojans, Unauthorized Dialers, Backdoors, Hacker tools and Unauthorized Tracking Cookies.

### Home or Office Compatibility

With its easy-to-use interface and extensive configuration options, Radialpoint offers superior spyware protection for home or office use.

## ISP OPTIONS

- ISPs can define "safe lists/exclusion files" so that authorized applications can bypass spyware detection.
- ISPs can brand the service name and icon.
- ISPs can include link to Spyware Center.



## ABOUT RADIALPOINT

Radialpoint is a leading provider of managed Internet service solutions for internet providers. Its Managed Service Delivery Platform enables large and mid-sized providers to generate new revenue and significantly lower operational costs associated with supporting and bringing new Internet services to market. Radialpoint's managed security services and value-added service solutions are currently available to over 22.5 million internet subscribers worldwide. Radialpoint is headquartered in Montreal, Canada, with offices in Europe.

### MINIMUM SYSTEM REQUIREMENTS

- Operating System:** Windows® Vista 32 (Vista 64 not supported); Windows® XP Home and Pro SP2 (XP Pro 64 not supported); Windows® 2000 Pro SP2
- Performance/memory/disk usage:** 233 MHz IBM compatible processor; 128 MB RAM; 250MB hard disk space
- Display:** 800 x 600 resolution
- Internet Connection:** Modem-based or High-speed connection
- Browser:** Internet Explorer 6.0 or greater

