

LEADING ISRAELI TELCO COMPANY, BEZEQ, ENSURES ITS CUSTOMERS' TOP-NOTCH SECURITY WITH CHECK POINT

Engagement with Check Point boosts expertise, credibility, and time to market for Israel's telco leader.



Customer Profile

Bezeq is Israel's leading telecommunications service provider.

Challenge

- Enable end-to-end security management for business customers
- Develop security solutions to address customer needs

Solution

- Check Point SMB custom solutions

Benefits

- Strengthens credibility through engagement with security market leader
- Support from top security vendor provides customers with stronger service
- Reduces time to market with more effective product development

“If we are to offer a security service to our customers, we must ensure we have the expertise and support to back it up, and by partnering with the world leader in security we are guaranteeing top-notch security and services for our end-customers.”

— Ofer Sabban, Head of Business Services Development, Bezeq

Overview

Bezeq

Bezeq is Israel's leading telecommunications service provider. Established in 1984, it provides mobile, fixed-line broadband and TV services. Bezeq's internet business holds a 42% share of the local market.

Business Challenges

Securing Speed to Market

Bezeq is a household name and the market leader in Israel's telecommunications market. This makes it a target for every ambitious mobile operator, internet provider or content maker. Bezeq must protect and grow its mobile, internet, and TV services businesses.

Innovation and speed to market are key factors that can influence its business. When Bezeq identifies a market opportunity, it wants to move quickly and with certainty to make sure they invest in lucrative opportunities when the time is right.

Like other economies, Israel has seen a rise in working from home, online retail, and digital workflows. For telecommunications, it is becoming increasingly important to focus on connectivity and data security.



“Building security solutions is not straight-forward, we tend not to use products out-of-the-box. Check Point was always there to help us build the best security possible for our customers”

—Ofer Sabban, Head of Business Services Development, Bezeq

Solution

Support from number one security

“Businesses are much more aware of security, but security is not their area of expertise. They want a trusted partner to manage security for them, end to end,” says Ofer Sabban, Head of Business Services Development, Bezeq.

Bezeq has been working closely with Check Point since 2015. The partnership enables Bezeq to integrate Check Point products. Bezeq has also built up its security expertise through specific Check Point training and can help to solve technical challenges.

“If we are to offer a service to our customers, we must ensure we have the expertise and support to back it up,” says Sabban. “Check Point is considered the number one.”

One recent example, with the global COVID-19 crisis, Bezeq learned really quickly how business can be done, sometimes with greater ease and opportunity, by using remote solutions. Securing these solutions needs to be on top of the priority list. “If we’re talking from a security point of view, we are providing businesses with Check Point Remote Access VPN so they can securely continue working from home. We have seen a significant increase in their usage of this service.” adds Sabban.

Benefits

Creating a credible business proposition

The greatest benefit to the engagement, says Sabban, is credibility. The Check Point brand is trusted, the company is seen as a leader in the security market. Working with Check Point adds to the Bezeq brand and makes a compelling proposition when winning new business or launching new services. The two go hand in hand.

The combination of high quality telco services managed by Bezeq together with providing complete security protection by Check Point solutions ensures high customer satisfaction and confidence. Customers have higher protection with ease-of-use.

Sabban says, “My customers are very pleased to be getting the top brand security services by Check Point and have peace of mind knowing that Bezeq will be providing, setting and supporting these services.” Check Point knows everything about security, Bezeq knows about giving a service to the customer.”

He also praises the willingness of Check Point to address challenges specific to Bezeq: “We have a complex environment, with lots of legacy systems, and different clouds and platforms.

“Building security solutions that are right for us is not straight-forward, we tend not to use products out-of-the-box. Check Point has always been there to help us build the best solutions for our customers.” “It’s reassuring knowing you’re growing your business alongside the world’s number one security business,” concludes Sabban.

For more information, visit: <https://www.checkpoint.com/products/>