ESET SLED RESEARCH:

Customer Expectations and Experiences
+ Web Feedback

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Motivation and research methodology

To provide an opportunity to gather feedback

What did we want to learn?

- Who our SLED customers are
- What are their needs and expectations
- Their website experience

How did we carry out the research?

1. Received a list of current SLED customers
2. Emailed an opportunity to participate in the customer research; offered an Amazon GC upon completion
3. Conducted 1-on-1 video interviews w/ screen sharing
4. Gathered observations from each session
5. Created recommendations based on all findings

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The research

RESEARCH & CUSTOMER EXPERIENCE

- What is your role within your organization and who are your typical end-users?
- What is/was your involvement in evaluating and purchasing endpoint protection for your organization?
- Had you previously used any other security vendor, and what frustrations did you face, making you switch?
- How did you hear about ESET and what made you decide to further explore our solutions?
- What are the "must-have" features and benefits you look for in the ideal endpoint security solution?
- What are your organization's top pain points, concerns or challenges that you are/were looking to address?
- As an EDU/GOV organization, what do you feel vendors don't understand about you and your needs?
- How important is cost, and how does that influence your evaluation process?
- How does your fiscal cycle, according to your calendar year, affect your evaluation and purchasing process?

WEBSITE FEEDBACK

- Do you happen to recall how you started your (re)search for more information about ESET?
- What were you hoping to find on our website that would help educate you about our offerings?
- Regarding the content and navigation on the website, how would you self-identify your organization within the business category type, and why?

The customers

Research was conducted on eight (8) ESET SLED customers who worked for either EDU or GOV organizations; 6 EDU and 2 GOV.

Sylvain Fontaine
Education
Bishop's College School

Ivan Bailey
Government
Town of Clinton

John Mark Parsons
Government
Cherokee County Texas

Aaron Doster
Education
Round Valley Unified School District

Josh Hicks
Education
Cross Schools

Christine Shea
Education
READS Collaborative

Mark DeSerio
Education
College of Westchester

Marcus Dennis
Education
STRIVE Preparatory Schools

The findings

Our users and target audience

Decision makers and influencers... are typically IT admins, coordinators or managers and directors, and are looking to protect their end-users and organization's data.

[EDU] students and faculty + [GOV] employees... represent most end-users running endpoint protection on computers and mobile devices, but youth schools are starting to move towards student Chromebooks and Google Classroom. Servers and VMs are also often secured by ESET.
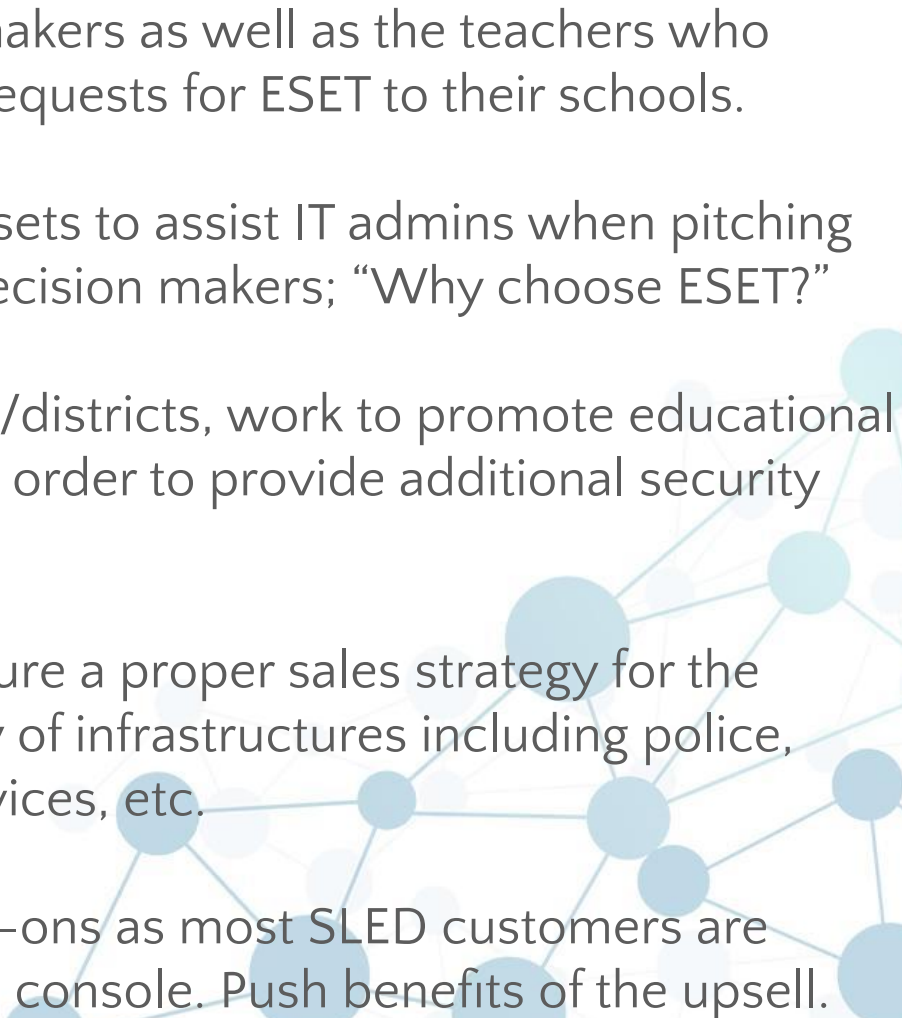
Remote console and endpoint protection... were the only ESET bundle components that our SLED customers mentioned using. The other solutions were not in use for various reasons unless purchased separately (i.e. 2FA).

Improve audience awareness

- Target and market to the IT decision makers as well as the teachers who would be influential in bringing back requests for ESET to their schools.

- Provide presentation materials and assets to assist IT admins when pitching their case to implement ESET to the decision makers; "Why choose ESET?"

- For BYOD (non–Chromebook) schools/districts, work to promote educational discounts for students and teachers in order to provide additional security while at school/on campus.

- Research marketable aspects and ensure a proper sales strategy for the counties/towns who support a variety of infrastructures including police, parks & rec, accessors, tax, social services, etc.

- Focus on additional solutions and add–ons as most SLED customers are ONLY using endpoint security + admin console. Push benefits of the upsell.

Organization's needs and concerns

Central management... with ease of installer and policy deployment, remote tasking, automatic alerts and reporting is a must-have, when it comes to value the customer expects from a security vendor. Effective protection, self-scanning and a user-friendly UI are the organizational needs for the end-user.

Biggest threats and concerns... include malware and zero-day attacks, ransomware, phishing, security breaches, compromised data and ultimately, the end-user posing a risk as the weakest link.

Cybersecurity training... is seen as highly valuable and if it is not home-grown or provided in-house via a 3rd party vendor, each organization is interested in seeking out some form of training for their employees or students.

Provide the proper tools

- Continue to message the benefits of central management, especially with school districts and municipals overseeing multiple locations and offices at the same time. Although on-premise is the standard, can we sway customers to cloud-management? Include more effective onboarding of the management console. Although many IT admins are technical enough, others fell into the role and need additional guidance.

- Learning what education and government institutions see as their main threats, we can now pinpoint each one and better explain how ESET will protect them with any of our given security solutions. Multi-layered protection from ESET is not stressed enough and we see these organizations using various solutions from other vendors.

- With so many customers utilizing a homegrown or rudimentary method to raise security awareness with their employees, this may be the biggest opportunity for ESET to step in and offer ECAT (with EDU/GOV discounts).
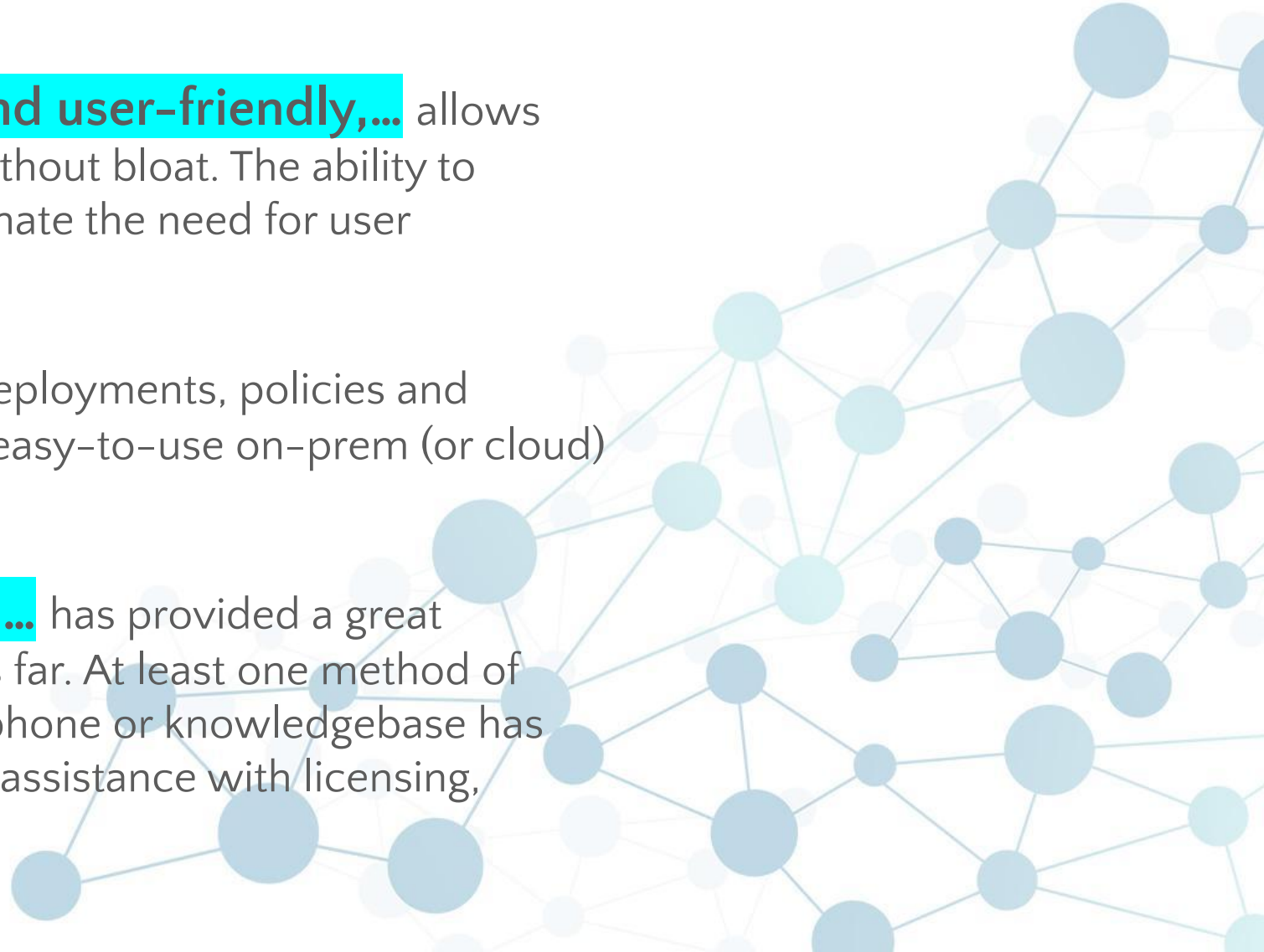
Why do our customers love us?

Effective, low-impact and end user-friendly,... allows endpoints to operate efficiently without bloat. The ability to minimize notifications, helps eliminate the need for user interaction.

Easy to manage... endpoints, deployments, policies and reporting, all with an intuitive but easy-to-use on-prem (or cloud) console.
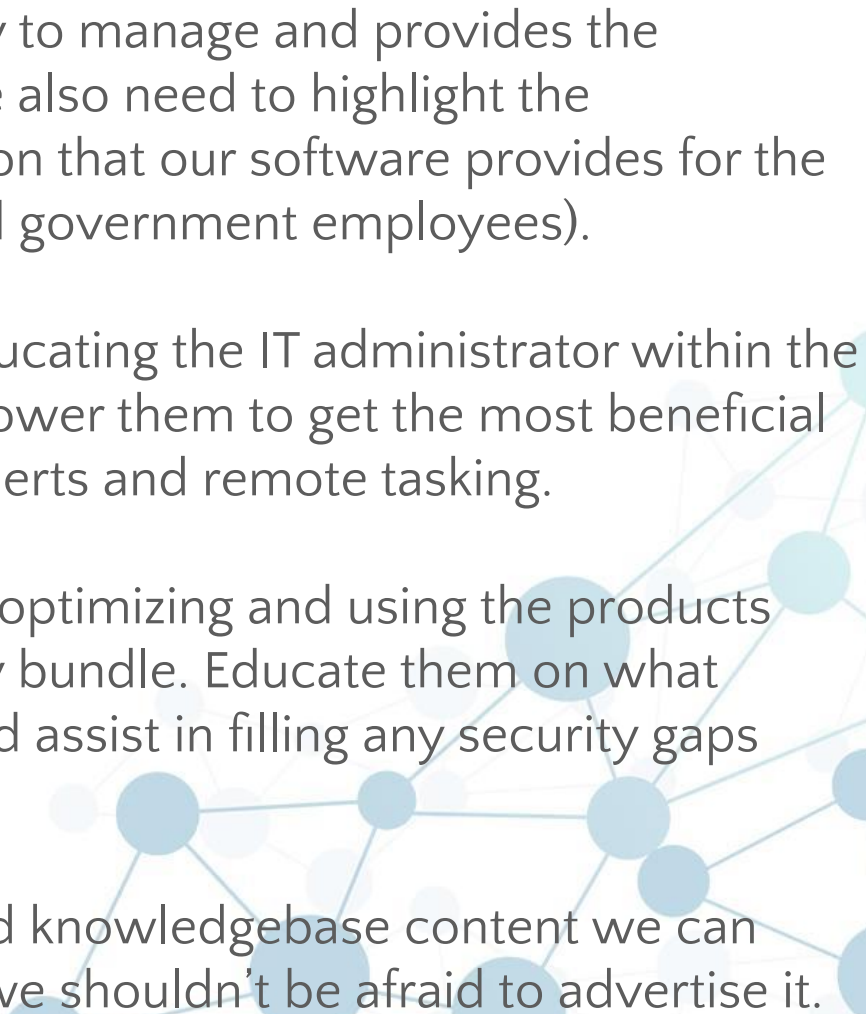
Support and communication... has provided a great experience for our customers thus far. At least one method of support, such as live chat, email, phone or knowledgebase has been available when they needed assistance with licensing, products or technical setup.

Boost our confidence

- IT admins trust ESET because it is easy to manage and provides the protection they are looking for, but we also need to highlight the ease-of-use and low-impact protection that our software provides for the end-users (students, faculty, staff, and government employees).

- As mentioned previously, properly educating the IT administrator within the endpoint management tools will empower them to get the most beneficial use from the console, i.e., reporting, alerts and remote tasking.

- Engage our SLED customers into fully optimizing and using the products that are included in their ESET security bundle. Educate them on what additional solutions we offer that could assist in filling any security gaps within their infrastructure.

- With top-notch technical support, and knowledgebase content we can assure confidence to our customers; we shouldn't be afraid to advertise it.

Pricing and fiscal planning

Educational discounts... are highly sought after and are very influential for a school organization when researching security vendors. If a vendor offers true quality and value, price points may be more flexible for both GOV and EDU entities.

Calendar year planning and fiscal cycles... play an important role in when organizations start their evaluation period and budget for upcoming purchases and renewals of hardware and software. Government sectors vary, but schools and school districts tend to operate on a July 1 – June 30 fiscal year.

ESET resellers play a significant role... when it comes to recommending our solutions and providing competitive pricing to our prospective and existing SLED customers.

Optimize visibility when it matters most

- Including any mention of EDU or GOV discounts could prove vital for price sensitive prospects browsing the site; provide percentage off discount examples or callouts such as "Contact sales for educational discounts" is ideal.

- With a new understanding of when SLED organizations research and shop vendors for security solutions, we can shift any sales and marketing campaigns to better fit within these proper windows of opportunity.

- For educational institutions and districts with BYOD policies, seasonal promotional campaigns can be targeted towards these end-users and students. Incentives can be offered to schools for sharing any ESET promotions with their staff and students; expand ESET affinity program.

- Educate and equip our resellers with assets on the various needs of SLED customers and the proper solutions ESET can offer to fulfill these needs.

Web expectations and experience

SLED customers self-identify... as small and midsize businesses due to the size of their schools, counties or districts, BUT recognize that their network infrastructure and technology needs are closer to that of an enterprise.

The initial visit to ESET.com... would include exploring pricing options for educational and non-profit discounts, as well as comparing the different layers of protection and whether we offer an ideal solution that fits their SMB or enterprise needs.

Features and benefits of our offerings... are expected to be easily located on and throughout our site; visitors often seek out the differentiators of ESET business solutions, as well as those of our competitors.

Be a better host

- Because the technology needs of SLED customers tend to crossover between SMB and Enterprise, we can clarify user-pathing on the site to and from both business segments; reduce page hopping and provide all pertinent information in one place.

- Create or update our content to better address the needs and discounts specifically to the EDU and GOV verticals that browse ESET.com. Maybe even include vertical classifications in our "Help me Choose" tool.

- Provide better reasoning for why ESET offers the best solutions for their industry and how we beat out the competition.

- Make it easier to reach us or a reseller to ask questions or get a quote. Promote live chat as a method of capturing leads. Do we have a SLED specific phone # or email address?

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