



Case Study

A1 Business Device Security powered by Norton helps protect 20,000 Austrian small businesses and entrepreneurs

Partner overview

A1 Austria is the country's leading communications provider, trusted by millions of consumers and businesses for reliable, secure, and future-ready digital services. As part of the A1 Group, with operations across seven countries and more than 33 million customers, A1 continues to invest heavily in 5G, fiber, IT services, and cybersecurity.



Denis Dusika
A1 Telekom Austria AG

With the company's business claim, "A1. Out of responsibility for your business.," A1 places the protection and success of Austria's entrepreneurs at the center of its mission. w

A1's Product Manager for Security, Denis Dusika, sat down with Norton to share his experience bringing A1 Business Device Security to market, and to discuss the role the partnership plays in helping protect thousands of Austrian small businesses.

The Opportunity

Austria's very small businesses (VSBs) - companies with one to twenty employees - represent more than half of the country's business market. Yet many lack access to comprehensive cybersecurity protection. They often operate without internal IT support, rely on basic built-in tools, and face a growing threat landscape of phishing, ransomware, device compromise, and online fraud.



Website:

[Business Device Security Pakete Übersicht | A1.net](#)

Industry:

Telecommunications & digital solutions

Business Need:

Bring ICT and B2B security solutions into Sales channels to bolster SME resilience and drive sustainable digital growth.

Security Need:

Provide comprehensive but simple cybersecurity for very small businesses and users with no technical specialization.

Solution:

A1 Business Device Security powered by Norton, an exclusive product developed in collaboration between A1 and Norton

Results:

- 20,000 SMEs protected
- Strong adoption across shops, call centers, and online channels



“Small and Medium-sized Enterprises (SMEs) deserve professional-grade solutions and a dedicated B2B experience, but they also need affordability and simplicity. This combination makes them a uniquely challenging segment,” said Denis.

A1 saw a responsibility, as well as a strategic opportunity, to bridge this gap. The company set out to round off its cybersecurity portfolio, strengthen its Information and Communication Technology (ICT) position, and help protect the small businesses that form the backbone of Austria’s economy.

Bringing ICT and Security into A1 Sales Channels

For Martin Resel, Deputy CEO and CCO Enterprise of A1 Austria, bringing ICT and security into the heart of A1’s customer experience is vital for powering today’s businesses. Recognizing the evolving digital landscape and increasing security challenges, A1 joined forces with Norton to introduce A1 Business Device Security across its entire sales and service network: from A1 shops and franchise partners to indirect retailers, call centers, inside sales teams, and digital channels.

“Integrating A1 Business Device Security into our shops has been a crucial step in ensuring all our business customers have access to essential digital protection,” Martin Resel explains. “ICT and security are no longer optional - they are the fundamental backbone of a resilient business. By making these solutions available through every customer touchpoint, our experts can address real concerns and help companies safeguard their daily operations.

“What truly sets A1 apart from MVNOs (Mobile Virtual Network Operators) is the unique value of these advanced ICT and security offerings. While MVNOs may compete on price or pure connectivity, A1 delivers an integrated approach, combining robust digital infrastructure with expert consultation and trusted security solutions,” Martin Resel emphasizes. “It’s not just about connecting our customers but about protecting them and enabling their success in a digital world.”

This move underscores how A1 is embedding ICT and security solutions into the ongoing dialogue with small businesses, ensuring customers are not only connected, but secure and future ready.



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Why A1 Chose Norton

To find the right cybersecurity partner, A1 launched a formal and highly structured tender process. Norton excelled across mandatory product criteria, optional feature evaluations, commercial competitiveness, and overall value.

“Norton convinced us across all categories and delivered the strongest total score. Their telco experience and technical depth made the decision straightforward,” Denis said.

Norton’s ability to provide a scalable, multi-layered security solution - delivered through a seamless API integration that keeps customers fully inside the A1 ecosystem - was a key differentiator. The product needed to be easy for shop staff, call centers, and online teams to explain, and easy for VSB customers to use.

The partnership also supported A1’s broader initiative to shift from a product-oriented approach to one centered on solution-based, value-driven experiences for SMEs.



Norton and A1 Team

Implementation

A1 and Norton collaborated closely throughout the implementation, aligning on technical integration, product design, sales enablement, and marketing activation. Norton provided tailored sales training and ready-to-use materials to ensure all teams could position the product confidently.

“The implementation was smooth, well-structured, and thoroughly supported. Our sales teams were fully prepared from day one,” Denis shared.

Results: 20,000 SMEs protected - and growing

Since launch, A1 Business Device Security powered by Norton has delivered impressive early results. In just 16 months, more than 20,000 units have been sold. This strong performance places the partnership significantly above A1’s original business case forecast and reflects the product’s rapid adoption across A1’s shops, call centers, and indirect sales partners. What began as a new offering for a previously underserved segment has quickly become one of A1’s most successful ICT services for very small businesses.



For A1, the results represent not only commercial success but also the fulfillment of its commitment to protect Austria's entrepreneurs.

"Small business owners put everything they have into their companies. A single cyber incident can threaten their livelihood. Protecting them is part of our responsibility - and this product helps us do exactly that," Denis said.

Customer Impact

One of A1's small business owner customers offered a firsthand look at how these solutions impact their daily operations.

"For the team behind HANNline - an Austrian brand specializing in educational toys and learning materials for babies and young children - cybersecurity always seemed out of reach, something only big companies could manage or afford. We used to worry that protecting our business meant investing time and money we simply didn't have.

That changed when we discovered A1 Business Device Security. Suddenly, it wasn't complicated or expensive. Setting it up was simple, the support was clear, and it just works. Now, whether selling through our online shop or working with partner stores across Austria, Germany, and Switzerland, we feel truly protected. Most importantly, it gives us real peace of mind, knowing that our company data and our customers are safe.

Thanks to A1 and Norton, we can focus on what matters: supporting children's development with quality learning products, while having the security and confidence every business deserves."



Andreas Romstorfer and Dagmara Wnuk-Romstorfer,
founders of HANNline
<https://hanniline.at>

A Strong Partnership, a Bright Future

The success of A1 Business Device Security powered by Norton marks the beginning of a deeper strategic collaboration. A1 and Norton are already exploring next-generation scam protection features such as Safe Call, Safe SMS, and Safe Email - capabilities that are increasingly essential for SMEs and align closely with telco-driven threat vectors.



A1 is also evaluating how this solution could extend into additional A1 Group markets in Central and Eastern Europe.

“We’re committed to expanding our security offering, and Norton will continue to be a key partner in helping us empower and protect more businesses across Austria,” said Denis.

Together, A1 and Norton are demonstrating what it means to live A1’s business claim in practice: Protecting 20,000 Austrian small businesses - out of responsibility for their business.



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- Denis Dusika, Product Manager - Security

About Gen

Gen is a global company dedicated to powering Digital Freedom through its trusted Cyber Safety brands, Norton, Avast, LifeLock, Avira, AVG, ReputationDefender and CCleaner. With four decades of consumer cybersecurity experience, our solutions protect over 500 million users in 150+ countries.

