

# Top Five Subscription Benefits for Businesses

Cyberthreats are becoming more sophisticated and difficult to detect as cybercriminals use advanced technologies (e.g. artificial intelligence (AI) and automation) to improve the effectiveness and frequency of their attacks. That's why modern cyber protection requires constant vigilance – your solutions must be updated continuously to protect your business from today's threats. By switching to a subscription-based approach, you can achieve that end – and more.

- 1 Convenience**
  - Stop worrying about maintenance or product updates
  - Use the solution immediately
  - Pay one fee for access, upgrades and support
  - Streamline your active licenses
- 2 Lower barriers to purchase**
  - Spend less upfront
  - Deduct the expense (OPEX)
  - Save significantly with multi-year subscriptions
- 3 Flexibility**
  - Choose between different subscription periods (1, 3, or 5 years)
  - Upgrade/downgrade easily
  - Increase/reduce the number of licenses as needs change
- 4 Superior customer experience**
  - Gain transparency with no hidden costs or extra fees
  - Ensure that your software and protection is up-to-date
  - Benefit from regular updates and fixes
- 5 Security**
  - Get up-to-the-minute protection against the latest cyberthreats
  - Count on having the latest version of the software
  - Keep mission-critical assets safe and secure