

## Whalebone Peacemaker

# How Balticom Increased Revenue by Hardbundling Its Cybersecurity Offering

**balticom**

“Providing Peacemaker Profit to all customers proved to be the right decision. It strengthened our offer immediately and helped us grow our numbers.”

MIHAILS KALININS  
COMMERCIAL DIRECTOR AT BALTICOM



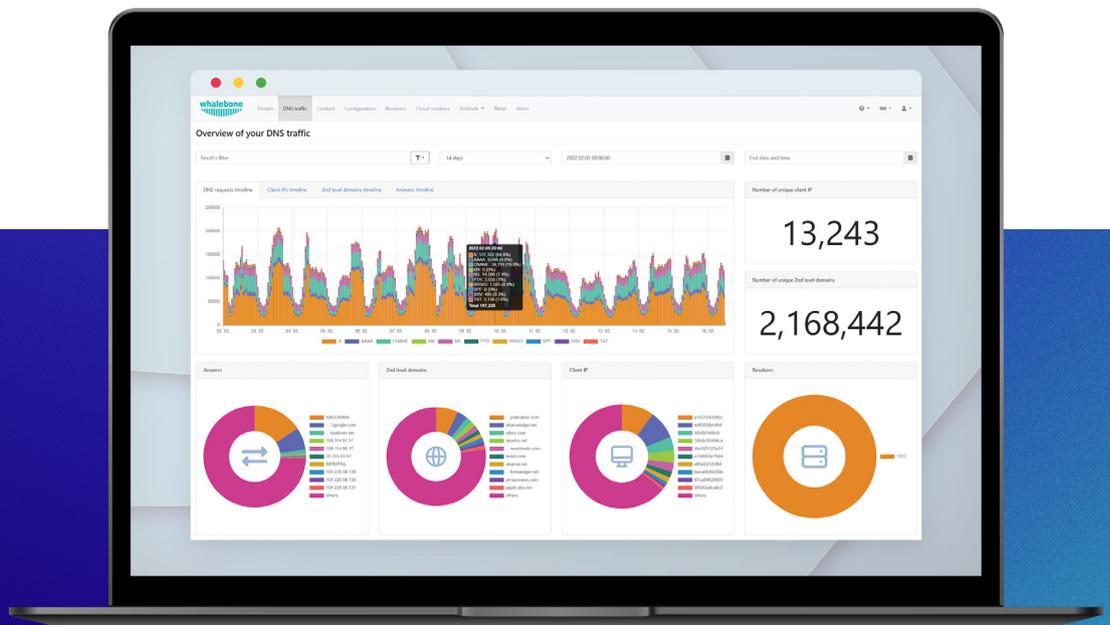
# Strengthening the value of the internet package

**Balticom wanted to enhance the value of their residential internet services and improve conversion during onboarding.**

Whalebone showed Balticom that offering protection to all customers would add immediate value with no installation required.

The growing number of fraudulent e-shops, imitation streaming pages, and similar scams made it important to offer customers a safer online experience.

The timing fit well with their annual price adjustment, where a visible new benefit strengthened communication with customers.



## GOAL

Introduce a visible, easy-to-understand benefit that strengthens customer trust, supports conversions, and improves the perceived value of Balticom's internet packages.

SOLUTION

# Introducing Peacemaker Profit as a built-in safety benefit

Balticom deployed Whalebone Peacemaker Profit across all residential customers as part of their standard internet package.

The service was positioned as a safety feature that blocks fraudulent pages, fake streaming sites, and phishing attempts.

Sales teams used two or three clear arguments that helped customers understand the benefit immediately.

The inclusion of Peacemaker Profit supported new customer acquisition, especially when customers were comparing Balticom with competing providers.

It also became a key message during the annual price update.

**The inclusion of Peacemaker led to an 8% higher acceptance rate, with conversion increasing from 60% to 68% and smoother customer conversations during the price change.**



“The deployment was simple. The cooperation with Whalebone’s team was smooth, and everything worked as expected.”

**MIHAILS KAĻIŅINS**  
COMMERCIAL DIRECTOR AT BALTICOM

RESULT

# A smooth rollout with clear value for customers

The rollout of Peacemaker Profit went smoothly and integrated seamlessly into Balticom's operations. Customers adopted the protection without friction, and the service became a natural part of the internet package from the first weeks.

Peacemaker Profit strengthened the value of Balticom's offering and helped distinguish their packages from competitors that charge extra for similar protection. Providing cybersecurity to every customer supported Balticom's annual price adjustment and reinforced the

perception of a more complete, higher-value service. Balticom views the decision as a clear success. The protection has become one of the most appreciated additions to their portfolio and a strong foundation for expanding with further value-added services.

“We now offer a benefit our competitors charge extra for. It helps us sell, keeps customers satisfied, and requires almost no additional workload.”

**MIHAILS KAĻIŅINS**  
COMMERCIAL DIRECTOR AT BALTICOM

1

**EXPERIENCE WHALEBONE**  
ask for an individual demo or a 14-day free trial.

2

**EASY SETUP**  
installation on a virtual machine takes less than one hour.

3

**CUSTOMIZE FOR CUSTOMERS**  
Tailor policies for individual or business needs.

4

**PROMOTE AND UPSELL**  
use online and offline channels to reach new and existing customers.

### ADDITIONAL REFERENCES



Easily redirect part of your network traffic to Whalebone resolvers and try out our trial.

[peacemaker@whalebone.io](mailto:peacemaker@whalebone.io)

Contact us to explore a demo, pricing options, and a business case designed for internal evaluation.

[www.whalebone.io](http://www.whalebone.io)

More about cybersecurity for ISPs at: [www.whalebone.io/peacemaker](http://www.whalebone.io/peacemaker)

 Follow us on LinkedIn for more information on DNS security.