



Trend Micro™

WORRY-FREE SERVICES - SELL SHEET

Smart and simple security, powered by XGen™, from your trusted security partner

TREND MICRO GIVES CUSTOMERS

Simple: All-in-one cloud solution provides maintenance-free, comprehensive threat protection in one hassle-free bundle.

Smart: Endpoint security, powered by XGen™, blends machine learning into other threat protection techniques plus optional protection for email and collaboration.

Trusted: The latest protection from a trusted security partner with over 25 years of innovation.

CUSTOMER PAIN




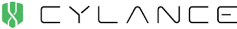
- Too many ransomware incidents that their existing solutions should have caught
- Difficult to deliver user security with the consumerization of IT: BYOD, cloud-based apps, working from multiple locations and networks.
- Need too many products and management consoles, resulting in complexity that is difficult/expensive to manage.
- Existing solution has a negative impact on device and network performance.
- How do you leverage the cloud today/future?

IDEAL CUSTOMER

- Small businesses (2-250 users)
- Dissatisfied with existing solution (McAfee, Symantec, Sophos, Kaspersky)
- Using an on-premises solution
- Migrating to Office365

PRODUCT	Worry-Free Services	Worry-Free Services Advanced
Cloud-based	○	○
Endpoint Security, powered by XGen™, for Windows, Mac, iOS, and Android.	○	○
Email Security		○
Office365 Security		○
Collaboration security, including Office 365, Box, Dropbox		○

COMPETITIVE POSITIONING

	<ul style="list-style-type: none"> • Inconsistent AV-TEST.org scores • Lacks application control and machine learning • Ransomware capabilities lacking compared to Trend • Lacks central visibility across security layers and deployment models • Corporate disarray creating disruption in strategy and roadmaps
	<ul style="list-style-type: none"> • Weak AV-TEST.org scores in recent years • Fell behind after lack of Intel investment • Ransomware capabilities lacking compared to Trend • Weak device and network performance, impacts user experience • Very complex central management solution, not suitable for mid-market (ePO)
	<ul style="list-style-type: none"> • Ranks lowest of big vendors on AV-Test.org scores • No machine learning • Has fewer layers of protection, and fewer protection points. Lacks: <ul style="list-style-type: none"> - Memory inspection - Machine learning - Threat sandboxing • New ransomware capabilities are 1 year behind Trend Micro and are an expensive add on instead of a core protection
	<ul style="list-style-type: none"> • AV-Test results show below average detection and high false positives (despite unbelievable claims by Cylance) • Doesn't protect against all types of threats (i.e. macro malware, multi-layer obfuscated malware) • Reliance on one detection technique can easily be defeated • Lack of reporting and misidentification of good files as bad increases management time • VC investor focus on return on funds instead of long-term protection of customers

Additional Resources

- <http://www.worryfree.com/>
- Sales Library
 - Sales Tools
 - Ransomware assessment
 - Gartner Endpoint Protection Magic Quadrant
 - InfoTech Endpoint Security Vendor Landscape
 - SC Magazine Endpoint Security Product Review
 - Video series on threat detection
- www.av-test.org/en/compare-manufacturer-results/

DISCUSSION QUESTIONS

- How are you protecting against ransomware and unknown malware? Are you looking at next gen endpoint security solutions?
- How are you securing your users today? - Explore endpoint, mail and collaboration, web and mobility.
- Do you currently need multiple management consoles to manage multiple point solutions? How well is this working for you?
- How do you leverage the cloud today? How do you see this changing in the next 5 years?

