

# InterScan Messaging Security Suite 5.5

*and the Spam Prevention Solution Module*



Trend Micro™ Sales Training Module

Press <Page Down> to Advance to Next Slide

## Welcome to Trend Micro's **InterScan Messaging Security Suite** Sales Training Module!

Trend Micro's sales training modules are designed with the sales professional in mind and will help you do the following:

1. Understand Trend Micro's award-winning security solutions
2. Position these solutions and compare them with the competition
3. Better Sell these solutions to your customers.

Following this course, you should be better prepared to address the virus and Internet content security threats facing your customers and provide your customers with the information and technology they need to respond to these threats.


This training module has been designed to be taken instructor-led or as a self-paced “independent study” training module. If you are taking this course independent study, there’s a few things you should know....

**Prerequisite:** The Trend Micro Foundation Course

**Length:** Approximately 45 minutes, depending on your reading speed

**Format:** Adobe Acrobat PDF format

**Testing:** 15 question certification exam available online, details to follow

In addition, “Notes from the Instructor” have been provided throughout the course in the form of standard PDF notes. To view these notes, just place your mouse over or select the  symbol that appears throughout this training module. *Try it on this page!*

# TREND MICRO SALES CERTIFICATION

Sales Training Module for InterScan Messaging Security Suite

As one of Trend Micro's official certification modules, this course can move you closer to receiving your status as a Trend Micro Certified Salesperson (TMCS) or as a Trend Micro Certified Sales Specialist (TMCS Specialist).

## **TMCS Requirements**

Trend Micro Foundation Course  
Any Four Certification Modules

## **TMCS Specialist Requirements**

Trend Micro Foundation Course  
Any Eight Certification Modules

## **Why get certified with Trend Micro?**

- Credibility as a specialist in the security space
- Confidence in working with your customers
- Information on the latest-and-greatest coming out of Trend Micro
- Sales Opportunities and Promotions specific to TM Certified Salespeople





1.

## ***Understanding the Technology***

- The Problem
- The Trend Micro Solution
  - *Elevator Pitch*
  - *Product Overview*

2.

## ***Positioning the Product***

- Leverage Points
- Understanding EPS
- Market Opportunity
- Target Customers
- Competitive Positioning

3.

## ***Selling the Solution***

- Summary of Key Selling Points
- Handling Objections
- Product Licensing Model



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## ***All Messaging Systems are Vulnerable to Viruses!***

All messaging systems are vulnerable to virus infections. In fact, 83% of all viruses come from e-mail attachments.

These malicious programs attach themselves to legitimate programs and/or data files and spread from computer to computer following the same electronic pathways that carry your e-mail information. These viruses often carry “payloads” that range from displaying unwanted messages to wiping out all of the data on your hard drive.



## ***Mixed-Threat Attacks Coming in Through the Messaging Gateway Pose a Significant Threat***

IT managers are struggling to combat today's mixed-threat attacks. These sophisticated attacks employ malicious code, spam and other tactics to breach security at critical network entry points, such as the messaging gateway.







## ***Single-Function Point Products can be Time Consuming and Expensive***

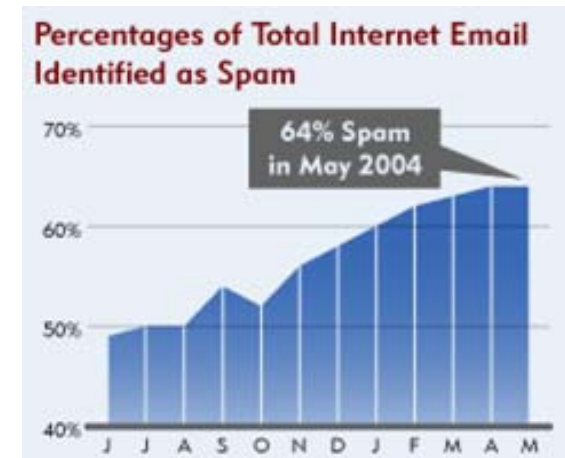
The time, cost, and administrative burden associated with deployment of single-function point products to combat these attacks has created a major headache for IT departments. IT managers require an integrated approach that addresses all the components of today's mixed-threat attacks



## *Spam, Spam and More Spam...*

The amount of spam received by the average e-mail user has increased exponentially and is leaving lost productivity, company liability and increased IT expenses in its wake.

- Junk mail decreases employee productivity
- Pornographic spam can create liability concerns in the workplace
- Increased spam volume means increased server and storage costs





## ***Spam is Now Carrying More than Unwanted Advertising***

In six months, the amount of spam containing malicious code increased 500%. “Infected” Spam could include any or all of the following:









- Payloads such as worms, scripts, etc.
- Spyware and other user-tracking features
- Hidden Internet shortcuts and “go-tos”

Estimated Cost of  
SPAM During 2003  
**\$20 Billion**

# THE PROBLEM

## *Specific Issues and their Impact*

Sales Training Module for InterScan Messaging Security Suite

Issue		Business Impact
Receiving malicious code via e-mail, e.g. viruses, worms, Trojans, etc. 		Employee Productivity Reduced Business Operations Disrupted Business Transactions Delayed or Lost
Receiving unsolicited commercial e-mail (a.k.a. spam)		Employee Productivity Reduced Company Resources Wasted, e.g. network bandwidth and storage
Receiving e-mails containing offensive content		Employee Productivity Reduced Company Liability for Content
Leaking sensitive information via e-mail		Competitive Disadvantage Realized Company Liability for Compromised Data Regulatory Compliance Compromised
Sending inappropriate or non-representative messages via the corporate e-mail system		Employee Productivity Reduced Company Liability for Information Flow Business Opportunities Endangered or Lost

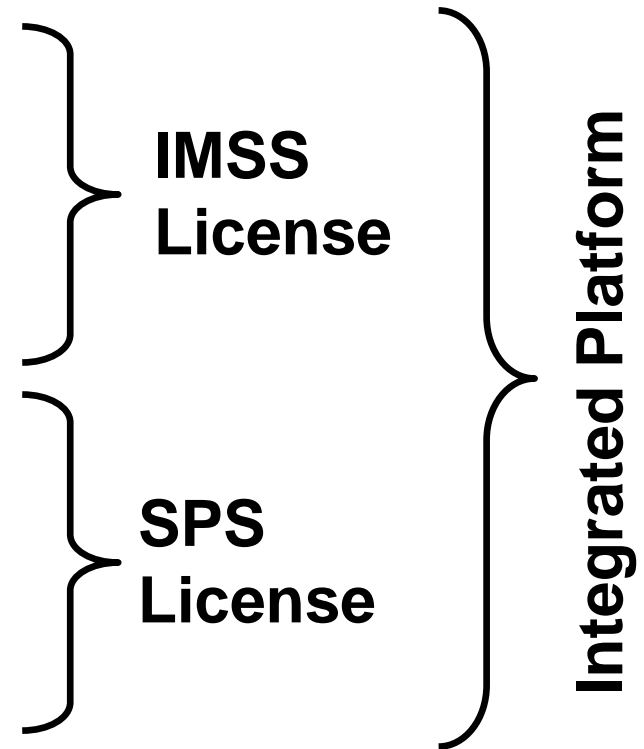
InterScan™ Messaging Security Suite is a **sophisticated security platform for the messaging gateway** that delivers coordinated policies for antivirus, anti-spam, and content filtering. ?

Because the InterScan Messaging Security Suite is an integrated platform, it offers enhanced protection from mixed-threat attacks; and, when deployed with the Trend Micro Control Manager, it provides centralized management and reporting capabilities enterprise wide.







- **Antivirus**
  - Scans e-mails inbound and outbound
- **Content filtering**
  - Keeps secrets from leaving the company
  - Keeps offensive material from entering
- **Anti-spam**
  - Blocks commercial offers
  - Blocks pornography
  - Blocks “get rich quick” schemes
  - Blocks racist material



- **Comprehensive Messaging Security Platform**

- A fully Integrated offering with antivirus, anti-spam and content filtering
-  Proactive SMTP/POP3 scanning to protect an organization's internet e-mail environment
-  "Anti-relay" and connection restrictions to help prevent attacks that rely on unauthorized access and/or the unauthorized transfer of malicious code

- **Enterprise-Level Virus Protection**

- Fast performance/high message throughput



- Leading virus protection powered and supported by the security expertise of TrendLabs



- ActiveAction detects and identifies viruses, including mass-mailer viruses, and can recommend specific actions to take depending on the type of virus encountered





## • **Powerful Policy-Based Management**

- ① Messaging Security Policies are rules that the IT administrator can put in place to determine what files can and cannot enter or leave the network by way of e-mail and who has access to that information.
- ①
  - Policy-based management helps the administrator enforce messaging security policies based on the needs of unique users or groups of users
  - Different actions can be taken depending on what type of file is being addressed and who's receiving or sending the information. Filter "actions" include storage, deferral, delivery, notification, and/or message alteration

### Policy-Based Configuration

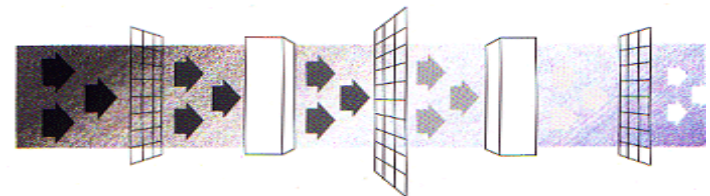
*An Example*





	Financial Information	Resumes	VBscript
Executives	✓	X	X
HR department	X	✓	X
IT developers	X	X	✓

- **Advanced Content Filtering with eManager\***

- Scans the content of inbound and outbound e-mail at the Internet gateway to prevent the loss of confidential information and/or trade secrets
- ? Allows administrators to create rules to check for word strings such as “Internal Use Only”, etc.
- ? Contextual scanning allows for the filtering of non-business or inappropriate messaging by keyword, true file type, attachment name, attachment size, and more



- **Intelligent and Adaptive Anti-Spam Filtering using the Spam Prevention Solution**

-  Spam Prevention Solution, an optional module, contains an integrated, high-performance, heuristics rules-based anti-spam engine
- Policy-based administration provides customizable spam tolerance levels
-  Suspicious messages can be “quarantined” in mail server-side folders where end-users can review and manage at their discretion

- **How does “Heuristics” work?**

- ① Heuristic rules check conditions in the e-mail header, SMTP envelope, the Multipurpose Internet Mail Extensions (MIME) structure, and the content of the message.

Then, a finely tuned statistical formula is applied to the results of the heuristic engine, which determines the probability that the e-mail in question is spam.

**Heuristic technology is better equipped to proactively identify and manage new types of spam attacks**

# PRODUCT OVERVIEW

## Spam Prevention Solution Features and Key Selling Points

Sales Training Module for InterScan Messaging Security Suite

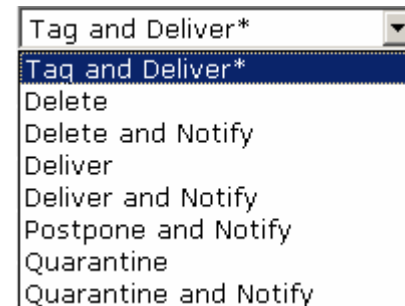
### Spam actions

Default	Tag and Deliver*
Sexual content	(Default)
Most confident	Delete
Very confident	Delete
Confident	Quarantine
Least confident	Quarantine
Make Money Fast	(Default)
Most confident	Delete
Very confident	Delete
Confident	Quarantine
Least confident	Tag and Deliver*
Commercial offer	(Default)
Most confident	Delete
Very confident	Quarantine
Confident	Tag and Deliver*
Least confident	Tag and Deliver*
Racist content	(Default)
Most confident	Delete and Notify
Very confident	Delete and Notify
Confident	Delete and Notify
Least confident	Quarantine and Notify

## Multiple spam filters, all of which can be independently managed!

- Up to 16 “buckets”
- Each ‘bucket’ can have its own setting

### Eight Filter Actions



### EXAMPLE:

“If *high confidence* that message is *pornography*, then *delete* message”

- **End-User Quarantine Capabilities**

- Gives users easy access to quarantined, but potentially legitimate, messages



- Allows users to manage their own “Approved Senders List”
- End-user involvement improves Spam Prevention Solution accuracy by providing user feedback to administrator



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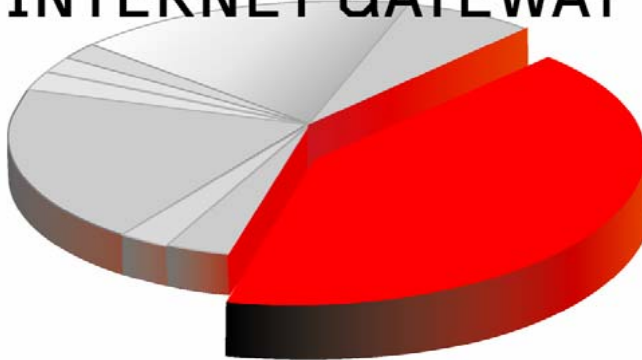


- **Trend Micro's Corporate Size, Stability and Reputation**
  - Less risk vs. small anti-spam-only and/or content-filtering-only competitors
- **Trend Micro's Innovative Platform Approach**
  - Integrated products (antivirus + content filtering + anti-spam) are easier to manage, cheaper to own, and provide better security
- **Trend Micro's Enterprise Protection Strategy**
  - A comprehensive end-to-end solution for assessing vulnerabilities, preventing outbreaks, responding to viruses and restoring systems to health





## TREND MICRO NUMBER ONE AT THE INTERNET GATEWAY



IDC Bulletin, "Antivirus Software 2002: A segmentation of the Market" — August 2002

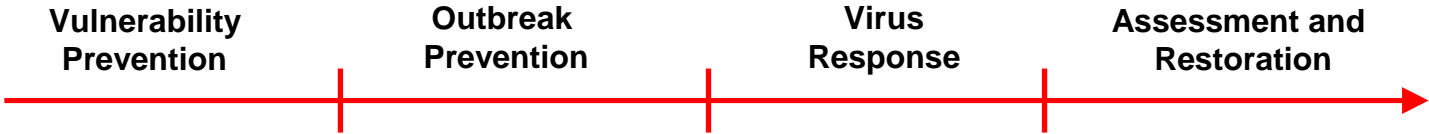
**#1 in the overall Antivirus Server Market**

**#1 in the Internet Gateway Market**

**#1 in the E-mail Server Market**



**The InterScan Messaging Security Suite is a key component of the Enterprise Protection Strategy (EPS), which is an end-to-end, layered defense strategy against viruses and other threats to your customer's IT environment for the entire lifecycle of those threats.**

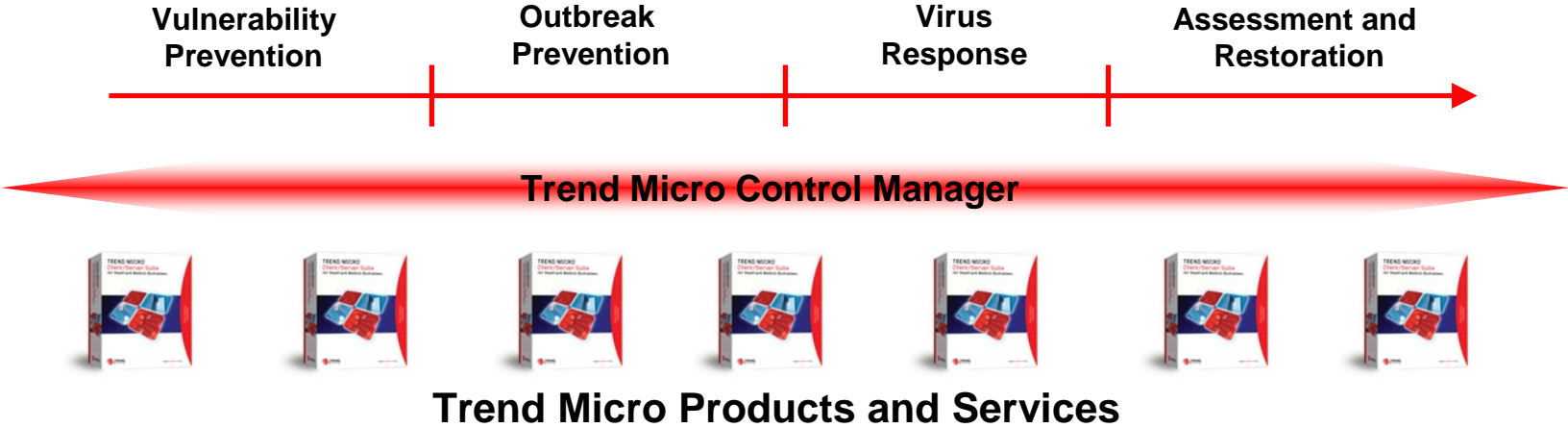


Trend Micro's award-winning Enterprise Protection Strategy spans everything from pre-empting attacks by detecting vulnerabilities in the Microsoft Operating System all the way to cleaning up virus remnants after an outbreak has been contained.



## Centralized Management is a Key Element of the Enterprise Protection Strategy

Trend Micro Control Manager™ is a centralized outbreak management console designed to simplify enterprise-wide coordination of outbreak security actions and management of Trend Micro products and services.



- ① **Vulnerability Assessment** – helps pre-empt attacks by detecting major threats associated with vulnerabilities in Microsoft Operating Systems and ranking them by severity and likelihood to invite a virus attack
- ② **Outbreak Prevention Services (OPS)** – delivers outbreak prevention policies to help IT managers prevent and/or contain outbreaks during that critical period before the patch, pattern file, or network signature is available for a new virus
- ③ **Virus Response Services** – provides customized virus information from TrendLabs 24x7 regarding potential threats, suspicious activity and strategies for outbreak protection
- ④ **Damage Cleanup Services (DCS)** – assesses damage and can automatically clean up worms, virus remnants, Trojans and memory registries to help prevent re-infection

# UNDERSTANDING EPS

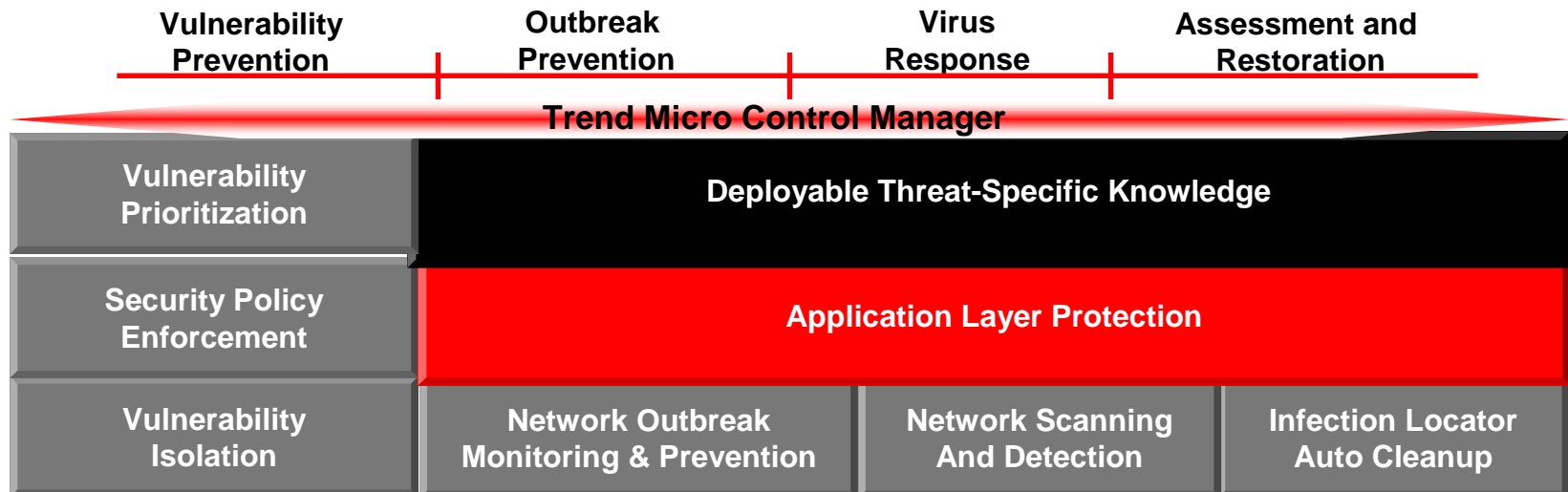
## Where Does the InterScan Messaging Security Suite Fit In?

Sales Training Module for InterScan Messaging Security Suite

The InterScan Messaging Security Suite plays a pivotal role in the Outbreak Prevention and Virus Response segments of the Enterprise Protection Strategy (EPS). Thanks to EPS, customers with the InterScan Messaging Security Suite were able to stop the MyDoom virus just 32 minutes after it was first identified!

*Outbreak Prevention = IMSS + Outbreak Prevention Services*

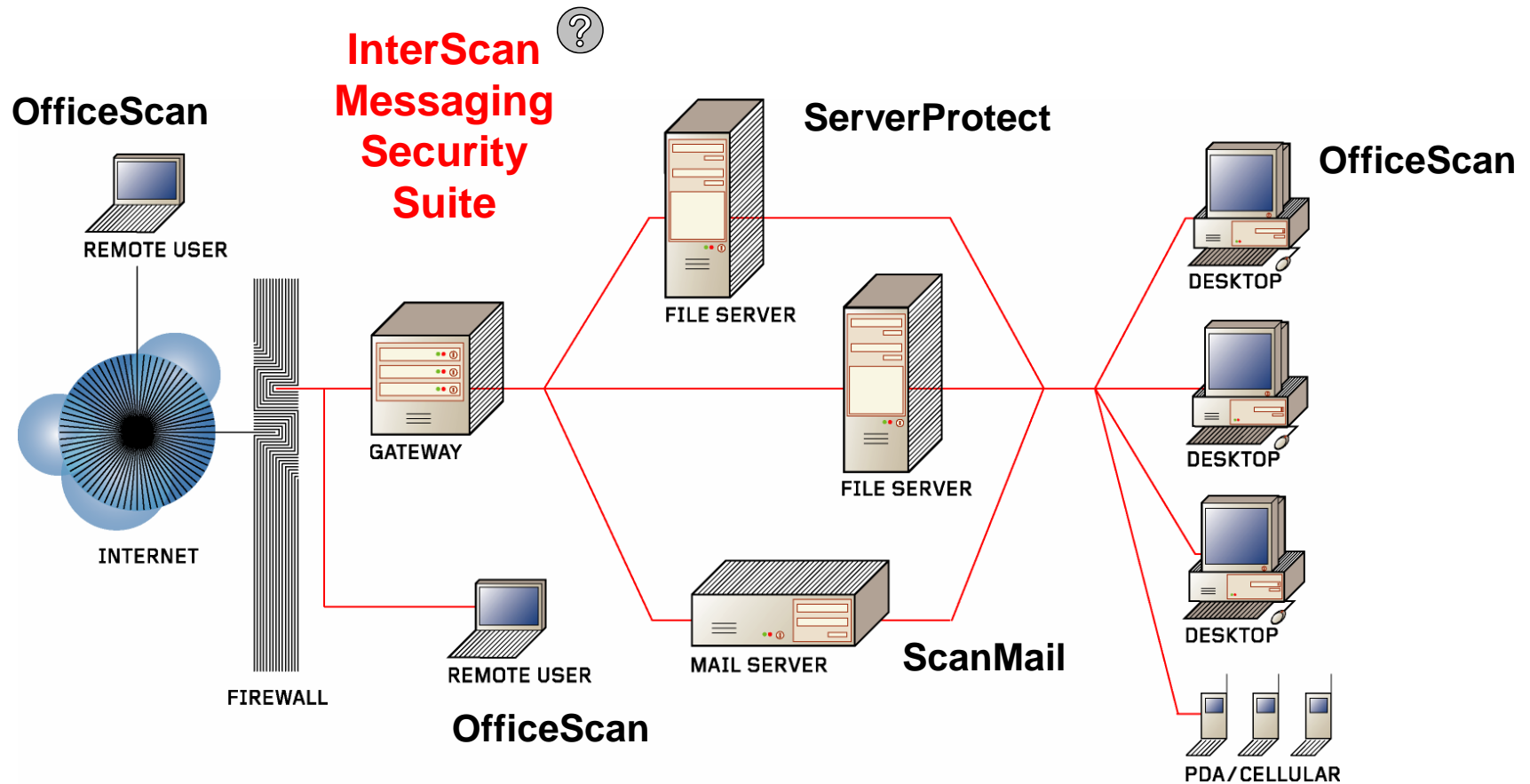
*Virus Response = IMSS\**



\*Add Virus Response Services for enhanced response capabilities!

# WHERE DOES THE INTERSCAN MESSAGING SECURITY SUITE FIT INTO YOUR CUSTOMER'S IT ENVIRONMENT?

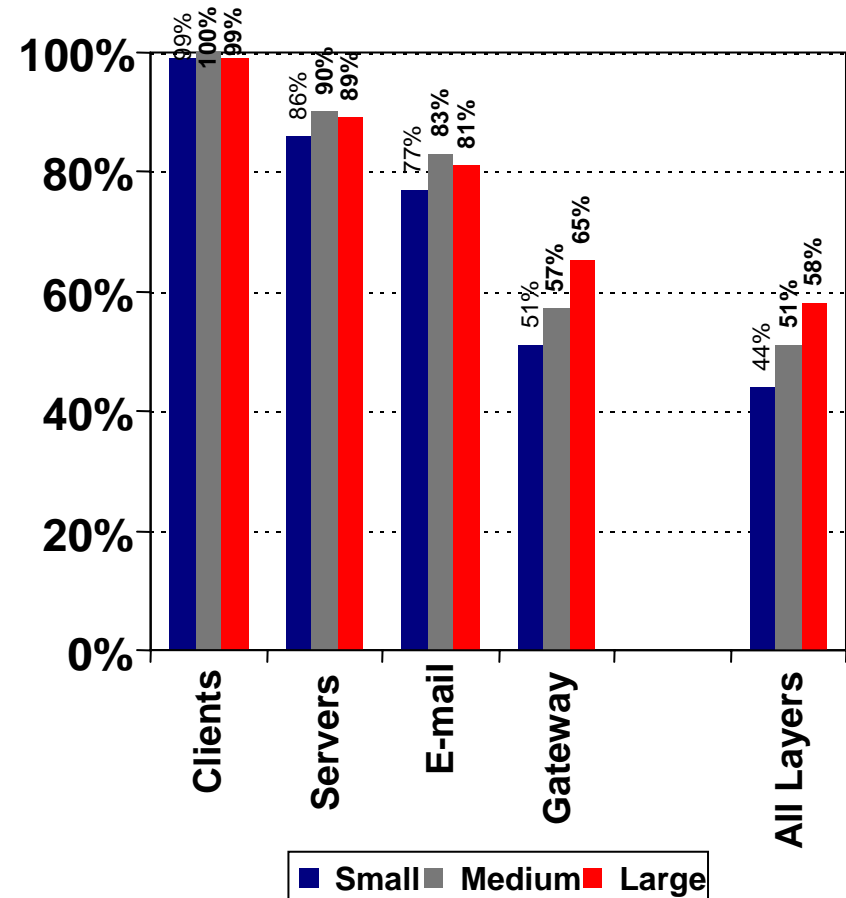
Sales Training Module for InterScan Messaging Security Suite



# MARKET OPPORTUNITY

Sales Training Module for InterScan Messaging Security Suite

- Desktop and Server antivirus markets are largely penetrated
- Gateway and e-mail antivirus markets are not fully penetrated







- Internet-based security threats like MyDoom continue to accelerate
- New legislation requires content filtering (HIPPA, Sarbanes-Oxley, etc.)
- Spam is a “white hot” issue





## Target Customer Type

- Existing Trend Micro customers (especially ScanMail) -- many do not have a gateway messaging security product! Both gateway and e-mail server security are needed for layered security.
- Any unprotected e-mail/messaging environment
- Any organization where content filtering is very important, e.g. law firms, healthcare, government agencies that need help with compliance on HIPPA and Sarbanes-Oxley regulations, etc.

### Customer Size

- Over 1000 users
- Smaller organizations that meet the target customer type specifications above

### Key Influencers

- IT Director
- E-mail System Administrator

*(Individual must have responsibility for perimeter or gateway security. In larger firms, this is typically the IT Director. In smaller firms, this may be the e-mail system administrator.)*

- Comprehensive messaging security platform—antivirus, anti-spam, content delivery—delivering low cost of ownership, easy management and enhanced protection against mixed threat attacks
- Built for the Large Enterprise
  - Policy-based administration
  - Multiple filters, all of which can be independently managed
  - Adjustable spam sensitivities and settings
- Leverages Trend Micro's security expertise, delivering the fastest and most effective response to virus outbreaks, e.g. STOPPED MyDoom virus just 32 minutes after the virus was identified!

# COMPETITIVE POSITIONING

## Comparison Chart

Sales Training Module for InterScan Messaging Security Suite



### Competitive Comparison Chart

	Trend Micro	CipherTrust	Symantec	Network Associates	BrightMail	MIME Sweeper
<b>Security Expertise</b>	✓		✓	✓		
<b>Integrated Platform</b> (AV, Anti-Spam, CF)	✓	✓				✓
<b>Enterprise Protection Strategy</b>	✓					
<b>Fine Grain Control; Enterprise Mngt.</b>	✓	✓			✓	
<b>Scalability ROI</b>	✓		✓	✓	✓	✓



TREND MICRO

**InterScan**

Messaging Security Suite

vs. **Symantec AntiVirus for SMTP**  
**McAfee WebShield SMTP**

- Limited scope
- No policy-based configuration
- No comprehensive end-to-end, multi-layered Enterprise Protection Strategy solution

(Also, Symantec has weak anti-spam solution.)

TREND MICRO

**InterScan**

Messaging Security Suite

vs. **Symantec Security 5400 Appliance**  
**McAfee WebShield Appliance**  
**CipherTrust IronMail Appliance**

- Hardware expensive to scale
- Poor performance when fully taxed
- No comprehensive end-to-end, multi-layered Enterprise Protection Strategy solution

TREND MICRO

# InterScan

Messaging Security Suite

vs. **Brightmail**  
**Proofpoint**

- Point products only  
(separate products from separate vendors lends itself to higher maintenance costs and less integration)
- As companies, they lack breadth and depth of security experience and expertise
- No comprehensive end-to-end, multi-layered Enterprise Protection Strategy solution

TREND MICRO

**InterScan**

Messaging Security Suite

vs. **MIMESweeper**  
**Mail Marshall**

- Point products only  
(separate products from separate vendors lends itself to higher maintenance costs and less integration)
- As companies, they lack breadth and depth of security experience and expertise
- Mature but unstable companies/company structures  
(acquisitions, lack comprehensive security road map and direction, etc.)
- No comprehensive end-to-end, multi-layered Enterprise Protection Strategy solution





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# SUMMARY OF KEY SELLING POINTS

Sales Training Module for InterScan Messaging Security Suite

***Don't forget EPS!***

- Comprehensive, Integrated Messaging Security Platform including antivirus, anti-spam and content filtering
- High Performance, Enterprise-Level Virus Protection
- Policy-Based Administration and Configuration to uniquely address the needs of individuals and/or groups
- Advanced Heuristic Spam Detection for high spam catch rate



## **Market Share Fast Fact!**

**Trend Micro holds #1 server/gateway antivirus market position with 39%.**

Source: IDC, 2003



Trend Micro's suite of network antivirus and anti-spam programs literally keeps our schools open. With over 38,000 student users and more than 20,000 staff, we can get hit with a lot of viruses, but since installing Trend Micro products, we've successfully filtered out the offenders. In one month alone, we blocked over 200,000 spam messages.

— **Carl Pittman**  
**IT Data Security Manager**  
**Fairfax County Public Schools**

After our 30-day demo period, I was completely sold on Trend Micro's Spam Prevention Solution. It worked flawlessly. Now that it's fully installed, everyone in the company is congratulating the IT Department on our effectiveness in getting rid of all their spam junk e-mail. Thanks to Trend Micro, Vendo IT scores another victory.

— **Jim Hendon**  
**IT Manager**  
**Vendo Co.**



## ! OBJECT

**Issue:** There are a lot of antivirus and anti-spam solutions on the market and some of them are a lot less expensive.

**Answer:** When compared apples-to-apples, the InterScan Messaging Security Suite is priced very competitively considering the breadth of protection offered and the product's sophistication and track record. (What's the saying? "You get what you pay for!")

- *Trend Micro Leadership.* Historic Focus on gateway products. #1 Market Position.
- *Solution Depth.* IMSS is a powerful solution with flexibility to scale with your business.

## ! OBJECT

**Issue:** When will we see integration with ActiveDirectory?

**Answer:** Full integration with ActiveDirectory via LDAP will be delivered with InterScan Messaging Security Suite 6.0. Until then, customers can import addresses as flat files from LDAP or ActiveDirectory.

## ! OBJECT

**Issue:** Isn't Trend Micro relatively new to spam blocking? Do they have enough dedicated resources and experience?

**Answer:** Actually, Trend Micro has years of experience and has been dedicating more and more staff to the problem every year. In fact, there are now over 60 engineers dedicated to anti-spam. More important, the spam threat is already starting to morph into a "malicious threat" issue (Downloader, Webber, etc.) Trend Micro is in a much better position to provide long-term solutions vs. single-point vendors who lack full security expertise at the gateway.

## ● Product Licensing Model

- Per Seat Pricing
- Perpetual License ?
- Maintenance cost at 30% of then current SRP

<b>Number of Seats</b>	<b>InterScan Messaging Security Suite</b> <i>Per Seat Price</i>	<b>Spam Prevention Solution</b> <i>Per Seat Price</i>	<b>IMSS/SPS Bundle</b> <i>Per Seat Price</i>
501 - 1,000 seats	\$12.14	\$15.18	\$27.32
1,001 - 2,000 seats	\$10.74	\$13.43	\$24.17
2,001 - 5,000 seats	\$8.71	\$10.89	\$19.60
5,001 - 10,000 seats	\$7.10	\$8.58	\$15.68



- Online Testing for **InterScan Messaging Security Suite** can be found at the following URL:  
<http://certification.trendmicro.de>
- 15 Questions
- 80% is passing score
- Immediate results!



**THANK YOU!**

And good selling...