

InterScan Web Security Suite 2.0



Trend Micro™ Sales Training Module

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Welcome to Trend Micro's **InterScan Web Security Suite** Sales Certification Training Module!

Trend Micro's sales certification courses 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 in your selling efforts
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 them 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 Web 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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Increased Web Traffic = Increased Risk!

As web traffic has increased, so has the risk of threats coming into the IT environment through that web traffic.

Viruses, worms, Trojans, spyware and phishing attacks can enter corporate networks through web-based e-mail or through web pages that contain hidden malicious code.

20% of all respondents identified web-browsing or internet downloads as the means of infection for their most recent virus incident.

- ICSA, 2004

36.8% of all respondents said they were hit by one or more browser-based attacks in the last six months—a 25% increase from last year's survey.

- CompTIA, 2004

Disparate Security Solutions = Different Management Consoles

To address all of these new threats coming in from the web, many companies are opting for a loose collection of security products all with their own management console. This creates a management nightmare.



Worries that Web-Scanning will Negatively Affect Web Browsing

Organizations are reluctant to implement antivirus at the HTTP and FTP gateways due to end-user performance concerns and network configuration issues, resulting in a gap in overall corporate security.








THE PROBLEM

Specific Issues and their Impact

Sales Training Module for InterScan Web Security Suite




Issue		Business Impact
Viruses can enter organizations via HTTP when employees access their web-based e-mail accounts		Employee Productivity Reduced Business Operations Disrupted Business Transactions Delayed or Lost
Viruses can enter organizations via FTP when employees download business or personal files		Employee Productivity Reduced Business Operations Disrupted Business Transactions Delayed or Lost
Web sites can contain malicious code		Employee Productivity Reduced Business Operations Disrupted IT Costs Increased
Natural latency in some virus scanning solutions can slow the network environment		Employee Productivity Reduced Business Opportunities Endangered or Lost

InterScan Web Security Suite™ is designed to deliver **high performance, scalable web security at the gateway for HTTP and FTP**  **traffic** combining antivirus, anti-phishing, anti-spyware and optional URL filtering for consolidated administration and a coordinated response to attacks.



- **Fully Integrated Platform Combines Virus Protection with new Anti-Phishing, Anti-Spyware and Optional URL Filtering Technology***
 - Faster, more coordinated response to threats
 - Easier to manage integrated solution
 - Single source of support for all applications
 - Lower Total Cost of Ownership (TCO) 


- **High-Performance Enterprise-Level Scanning**

- Uses multi-threaded scan engine technology to expand HTTP and FTP traffic scanning, improving throughput and end-user Internet experience 
- Allows routine tasks to be scheduled as “set and forget”, allowing virus pattern updates to occur automatically
- Provides different virus scanning and security options to allow the IT administrator to find the perfect balance between security level and performance

Note: Positive end-user Internet experience *plus* robust web security is achievable with IWSS




- **Enabled to Support Caching Servers using the ICAP protocol for Increased Speed**

- Provides integrated antivirus protection with caching servers supporting the Internet Content Adaptation Protocol (ICAP)
Working with ICAP caching servers can provide 5x the performance!
- Supports “Scan Once, Serve Many” methodology employed by caching servers 
- Partnerships in place with ICAP compliant vendors, e.g. Cisco, BlueCoat, Network Appliance, etc.



- **Flexible and Scalable Implementation**

- Offers automatic cleanup of HTTP and FTP virus-infected file transfers
- Uses both rule-based and pattern recognition technologies to detect viruses
- Includes heuristic scanning features that can detect and remove macro and script viruses 



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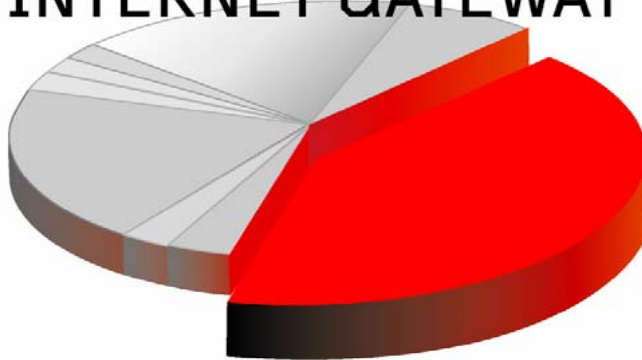


- **Trend Micro's Corporate Size, Stability and Reputation**
 - Enterprise-ready security solutions for over 14 years
 - Market leader in enterprise gateway protection
 - Less risk vs. smaller competitors
- **Trend Micro's Product Design**
 - HTTP/FTP focused solution to deliver high performance
 - Integrated protection against viruses + spyware + phishing + URL filtering
- **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


"Trend Micro has focused from day one on the server, and relatively speaking, NAI and Symantec have been late to the party."

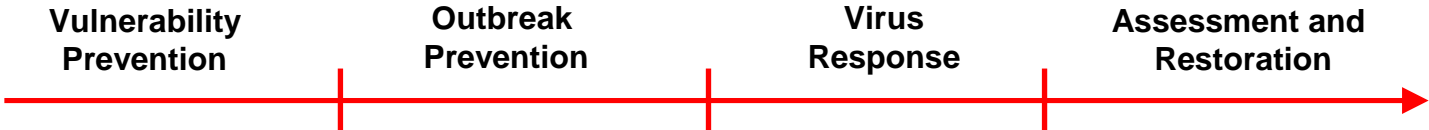
Eric Hemmendinger, Aberdeen Group



Source: IDC 2003 research, "Antivirus Software: A Segmentation of the Market"



The InterScan Web 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. 

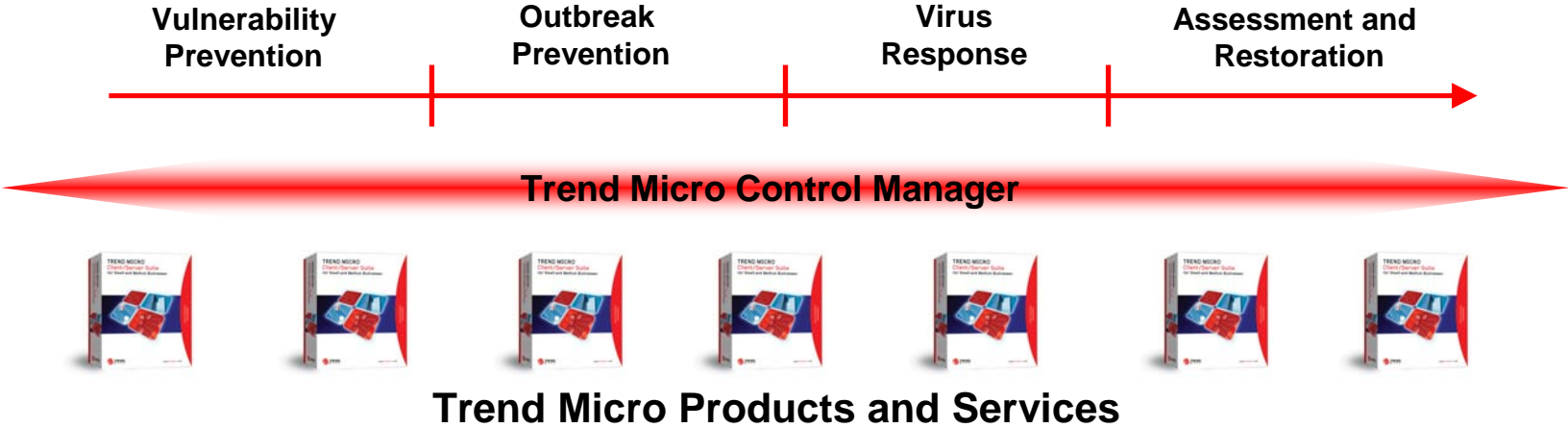


Trend Micro's award-winning Enterprise Protection Strategy spans everything from pre-empting attacks by detecting vulnerabilities in the Microsoft Operating System all the way to cleaning up virus remnants after an outbreak has been contained



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

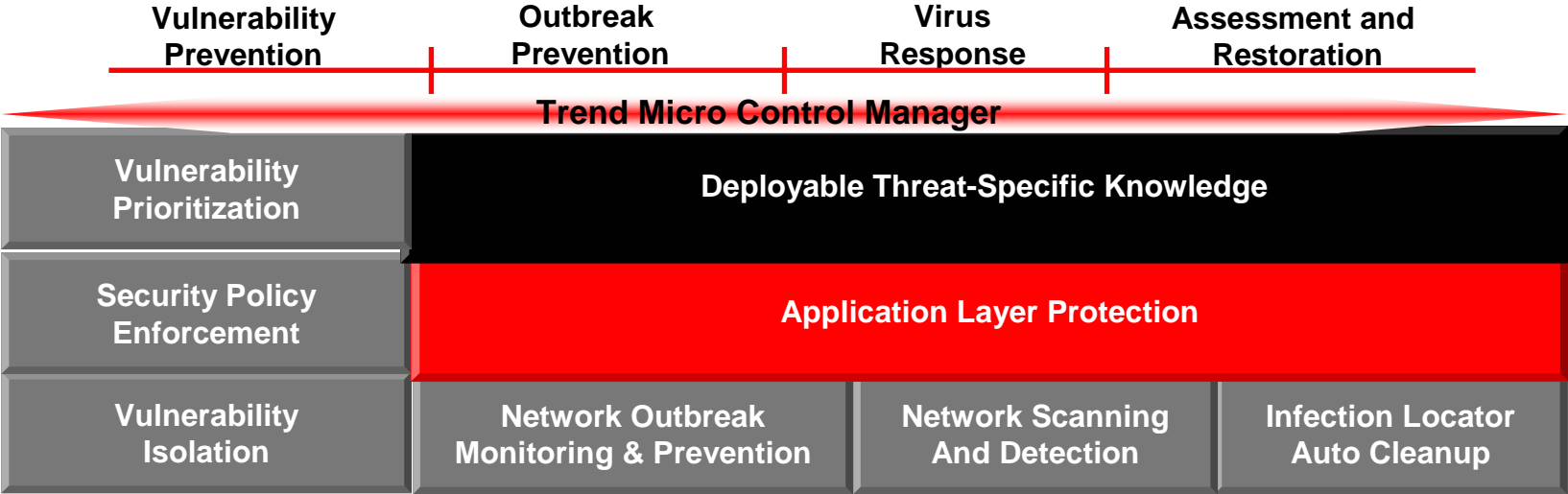


*IWSS customers can order Trend Micro Control Manager Standard at no charge

- ❓ **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
- ❓ **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
- ❓ **Virus Response Services** – provides customized virus information from TrendLabs 24x7 regarding potential threats, suspicious activity and strategies for outbreak protection.
- ❓ **Damage Cleanup Services (DCS)** – assesses damage and can automatically clean up worms, virus remnants, Trojans and memory registries to help prevent re-infection.

The InterScan Web Security Suite plays a pivotal role in the Outbreak Prevention and Virus Response segments of the Enterprise Protection Strategy (EPS)

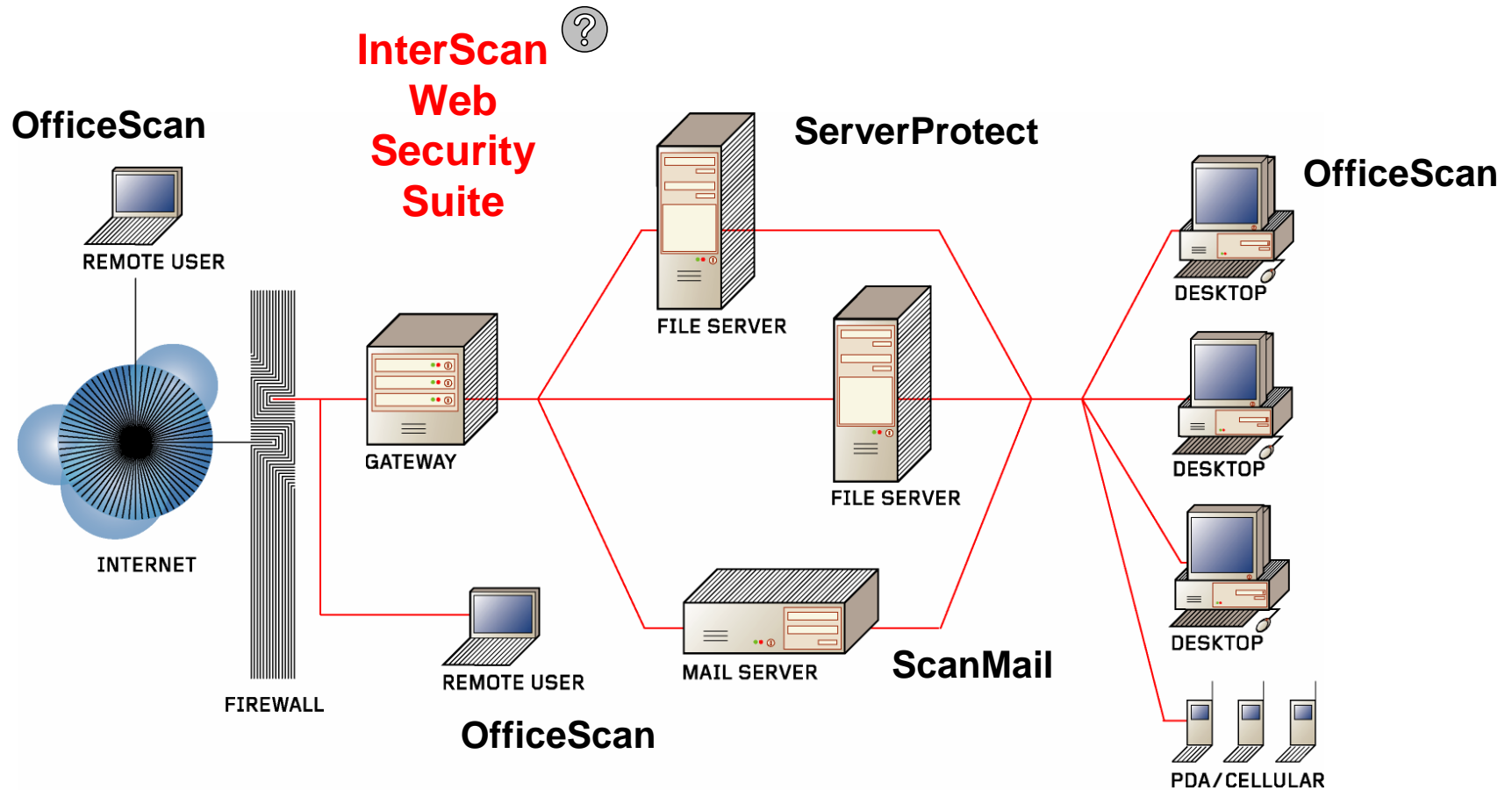
Outbreak Prevention = IWSS + Outbreak Prevention Services
*Virus Response = IWSS**



*Add Virus Response Services for enhanced response capabilities!

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

Sales Training Module for InterScan Web Security Suite





Target Customer Type

➤ Trend Micro Install based

- IMSS Install base with no web security solution
- IMSS Install base with no URL filtering solution
- IMSS Install base with competitive URL filtering solution
- ISVW customers, migration
- WebManager customers, migration

➤ New prospects

- Organizations with no web security solution
- Organization with Competitive web security solution
 - Bundle with IMSS to displace competitive SMTP solution
 - Displace competitive AV and/or URL filtering option

Customer Size

- Enterprise-sized Accounts
 - 1,000+ users

Key Influencers

- Manager in charge of Perimeter Security
(Traditionally, this is the IT manager in charge of the network.)

TARGET CUSTOMERS

Qualifying Questions

Sales Training Module for InterScan Web Security Suite

- What type of web traffic gateway security are you using today? (If none, have you considered this type of protection as a necessity for full gateway security? Were you aware that at least 15% of malware comes in through web browsing and internet downloads?)
- Has your organization experienced virus attacks entering via web based e-mail or do you try to block this activity? (Were you aware that many employees also check their non-company e-mail while at work?)
- Are you concerned about new phishing and spyware attacks that can steal confidential information

COMPETITIVE POSITIONING

Overview

Sales Training Module for InterScan Web Security Suite

- Higher performance
 - Trend Micro is focused on HTTP/FTP. All-in-one SMTP/HTTP/FTP solutions lead to lower performance
 - At the gateway...performance matters!
- Flexible, scalable, configurable software solution
- Integrated platform with single management console
- Single point of support
- Part of Trend Micro's Enterprise Protection Strategy for support during and after outbreaks
- Lower initial cost and lower TCO vs. competitive URL filtering options





TREND MICRO

InterScan
Web Security Suite

vs.

Major Antivirus Competitors *Symantec and NAI/McAfee*

- Not designed as enterprise-ready solution from ground up. Lack enterprise class performance.
- Less scalable
- Lack comprehensive pre- and post-outbreak support (Enterprise Protection Strategy)

TREND MICRO
InterScan
Web Security Suite

vs.

Appliance-Based Competitors *Symantec and Fortinet*

- Lack enterprise class performance
- Proprietary “appliance” hardware can become obsolete
- Lack scalability, flexibility and feature set of a software solution
- More complex licensing scheme
- Lack comprehensive pre- and post-outbreak support (Enterprise Protection Strategy)

TREND MICRO
InterScan
Web Security Suite

vs.

URL Filtering/EIM-centric Competitors *Websense and SurfControl*

- Lower performance
- Lack integrated protection platform
- Lack proven enterprise-ready antivirus
- Do not own and control all product components (Subscribe to 3rd-party product resale approach)
- More complex licensing scheme
- Lack comprehensive pre- and post-outbreak support (Enterprise Protection Strategy)

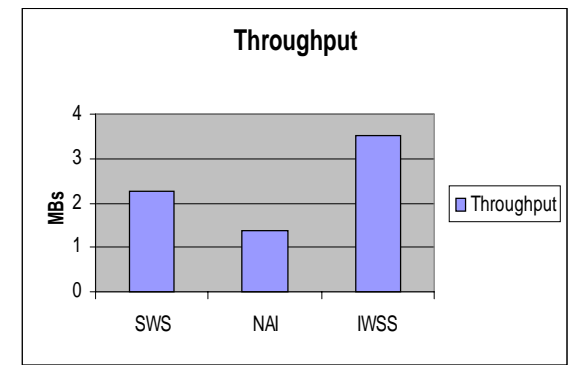
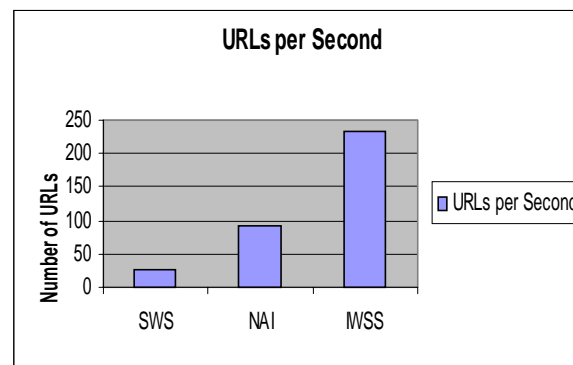
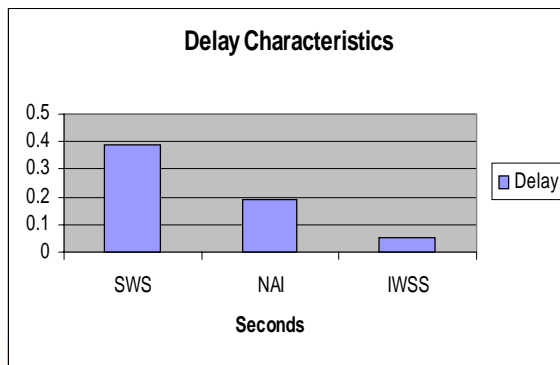
COMPETITIVE POSITIONING

Sales Training Module for InterScan Web Security Suite



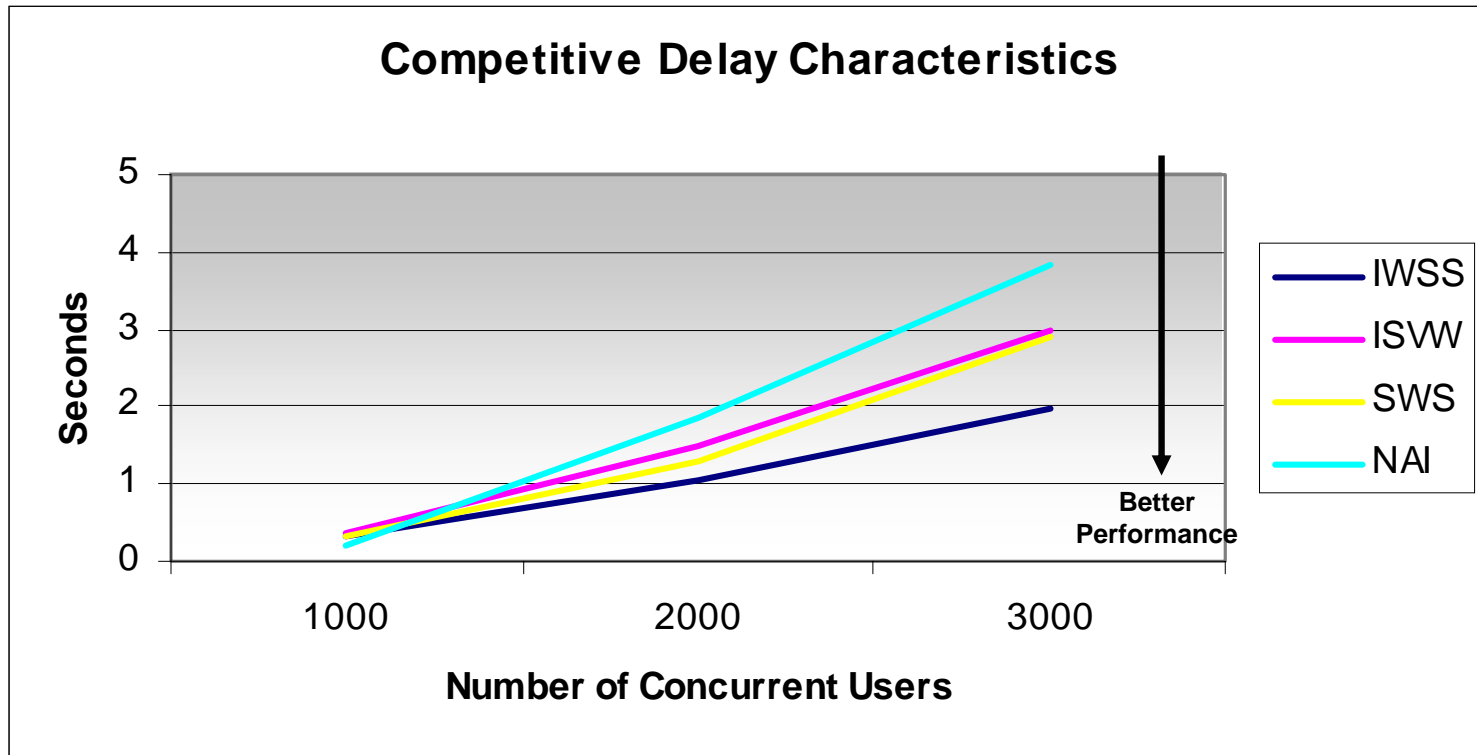
<i>Performance Test</i>	NAI e1000 Appliance	Symantec SWS
Delay	3.8x more delay than IWSS	7.8x more delay than IWSS
URLs per Second	IWSS processes 2.5x more URLs per Second	IWSS processes 2.5x more URLs per Second
Throughput	IWSS has 2.2x more throughput	IWSS has 1.38x more throughput

IWSS Outperforms the Competition!



COMPETITIVE POSITIONING

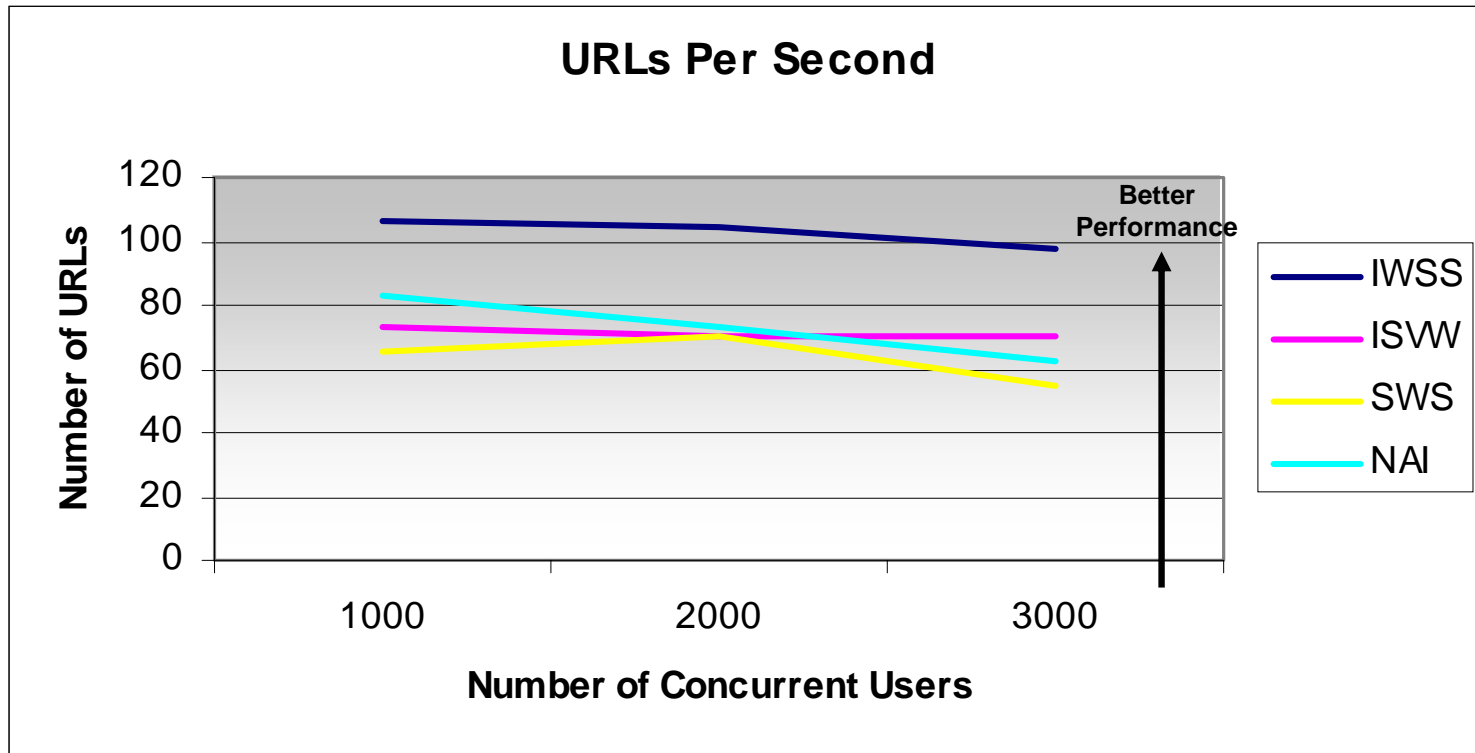
Sales Training Module for InterScan Web Security Suite



IWSS = InterScan Web Security Suite
ISWW = InterScan VirusWall
SWS = Symantec
NAI = Network Associates

COMPETITIVE POSITIONING

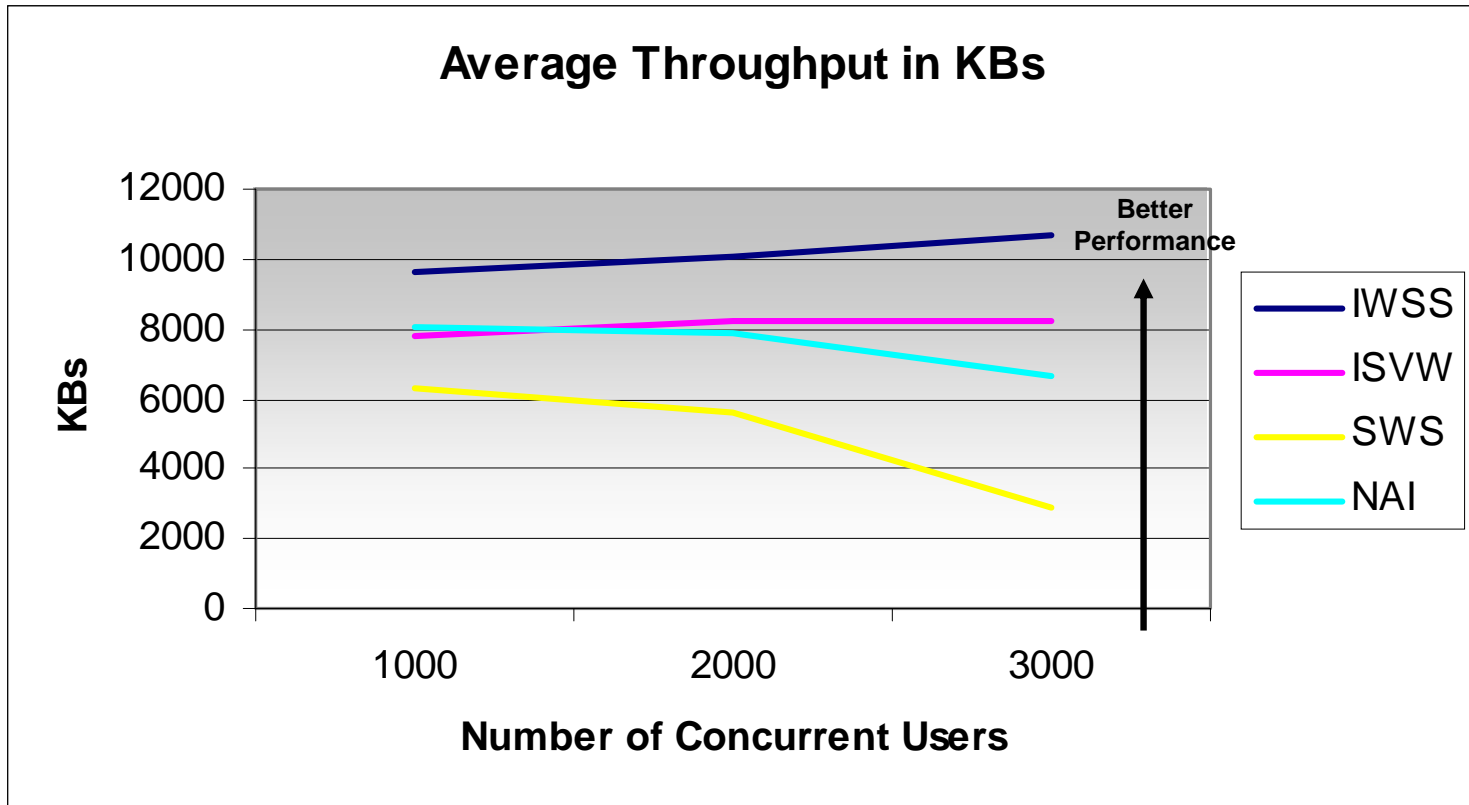
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COMPETITIVE POSITIONING

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SUMMARY OF KEY SELLING POINTS

Sales Training Module for InterScan Web Security Suite

- Fully Integrated Platform with protection against viruses, phishing and spyware as well as optional URL filtering
- HTTP/FTP focused, High Performance Scanning of browser-based attacks. Includes support for ICAP caching servers for increased speed
- Flexible, Scalable and Feature-Rich software implementation
- Smaller Initial Investment and Lower Total Cost of Ownership



Market Share Fast Fact!

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

Source: IDC, 2003



! OBJECT

Objection: I'm afraid that installing web-scanning will slow my end-user web experience

Answer: The InterScan Web Security Suite was built with one thing in mind—optimal web security with the highest level of performance possible. By scanning web content separately from more intensive SMTP-traffic, the suite delivers content without the high latency typically caused by all-in-one SMTP/HTTP/FTP security solutions. What does this really mean? Happier, more productive employees and fewer help desk calls.

! OBJECT

Objection: Why should I buy URL filtering from Trend Micro?

Answer: Trend Micro has made a significant investment in URL filtering technology to expand their existing web content security product line. It covers all of the categories that the major URL filtering solutions cover by addressing concerns around security, productivity, legal liability and bandwidth consumption...but it does it in a more concise and relevant manner without forcing you to pay the premium that other vendors charge for their solutions.

● Product Licensing Model

- Per Seat Pricing
- Annual maintenance cost at 30% of then current SRP

Number of Seats	InterScan Web Security Suite <i>Per Seat Price</i>
501 - 1,000 Seats	\$8.80
1,001 - 2,000 Seats	\$7.20
2,001 - 5,000 Seats	\$6.54
5,001 - 10,000 Seats	\$5.46



- Online Testing for the **InterScan Web 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...