

Trend Micro's SMB Solutions



Trend Micro™ Sales Training Module

Press <Page Down> to Advance to Next Slide

Welcome to Trend Micro's **Small Business Solutions** Sales Training Module!

Trend Micro's sales training 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 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 Trend Micro's SMB Solutions

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 Module
Any Four Certification Modules

TMCS Specialist Requirements

Trend Micro Foundation Module
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 SMB Profile
- The Problem
- The Trend Micro Solution
 - *Elevator Pitch*
 - *Product Overview*

2.

Positioning the Product

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

3.

Selling the Solution

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



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THE PROFILE

Understanding the SMB Market

Sales Training Module for Trend Micro's SMB Solutions



- Healthcare facilities/Medical clinics
- Retail firms/outlets
- Small construction companies
- Legal establishments
- Local county offices
- Small financial consulting firms
- ...etc





- Lack of in-house IT staff and resources
- Inadequate security and business continuity plans
- Limited budget to try pilot projects
- Rarely early adopters of technology
- Tend to “buy” rather than “build”
- Look for solutions that work right out of the box
- Little compromise to their existing infrastructure

THE PROFILE

Understanding the SMB Market

Sales Training Module for Trend Micro's SMB Solutions

A large, light blue silhouette of the United States map, centered on the slide. Inside the map, the following statistics are displayed:

7.58M Small Businesses
103K Medium Businesses

Small: <100 employees

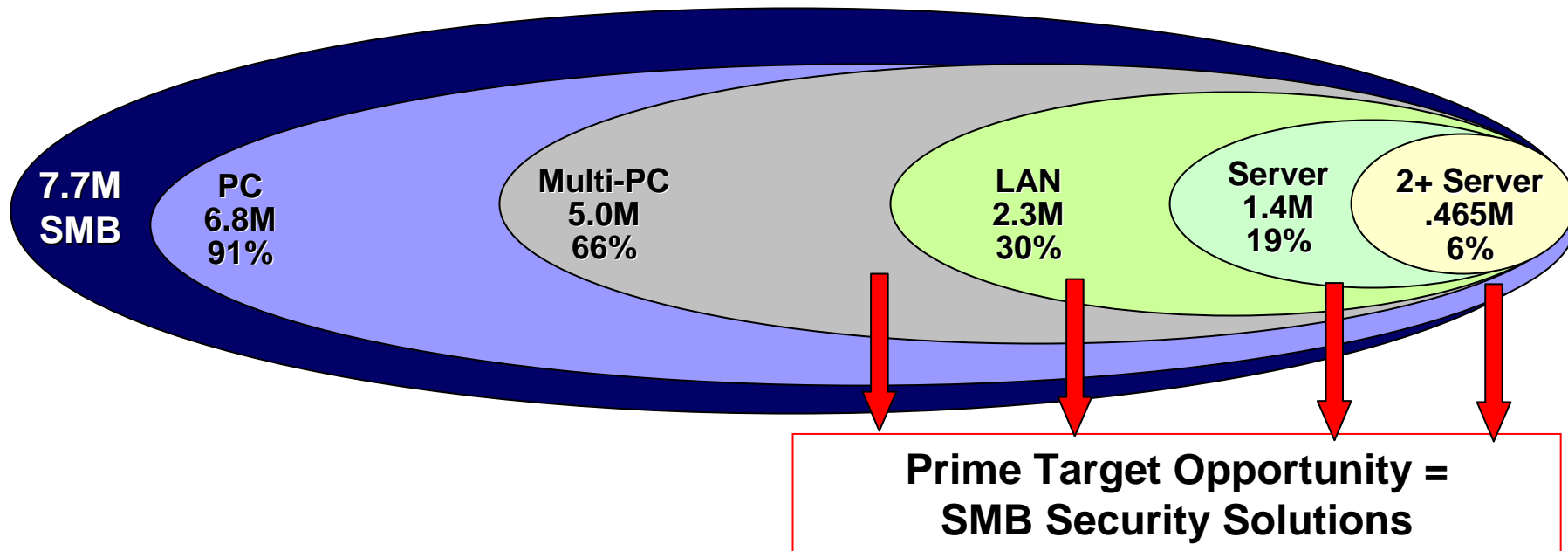
Medium: 100-999 employees





Sizable Business Opportunity :

7.58M Small Businesses, 103K Medium Businesses in U.S.



200 New Viruses are created every month... and the Primary Target is your Desktop/Mobile Computer!*

The number of viruses, Trojans, worms and other malicious code has increased exponentially over the past decade. In fact, recent studies have suggested that 200 or more viruses are “born” every month. And the primary target for all of these viruses? Your desktop and laptop computer!



Important Company Data? Network Servers is Where it's at!

Small businesses use servers to store, share and distribute their most important company data. It's crucial to keep antivirus software properly installed, monitored and updated on these servers to protect the important electronic assets of the business.



All Messaging Systems are Vulnerable to Viruses!

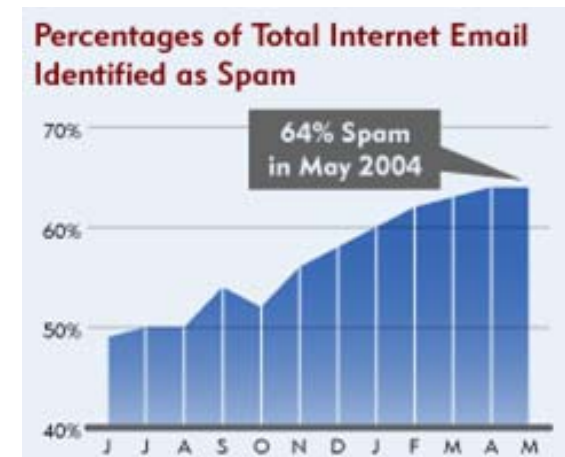
All messaging systems are vulnerable to virus infections.
In fact, 83% of all viruses come from e-mail attachments.

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.

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





Viruses & Worms

- 85% of all viruses come from the Internet*
- Difficult to maintain current antivirus versions and to protect all possible access points

Spam

- 50% of all Internet e-mail is spam...and the percentage is growing*
- Spam clogs resources and drains productivity

Unwelcome Visitors

- Firewall ensures that unauthorized users/hackers can't gain access to internal corporate network



System Vulnerabilities

- Monitoring for and applying patches to applications and OS as soon as they are made available

Remote Access







- VPN ensures that employees may securely access company data on the road or from home.

THE PROBLEM

Specific Issues and their Impact

Sales Training Module for Trend Micro's SMB Solutions



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

THE PROBLEM

Specific Issues and their Impact

Sales Training Module for Trend Micro's SMB Solutions

Issue		Business Impact
Security gaps from not confirming that every system has been properly installed and configured with current antivirus	➔	Employee Productivity Reduced Business Operations Disrupted IT Costs Increased
System-wide outbreak from not containing the spread of a new attack before a pattern file exists	➔	Increased IT Expenses IT Productivity Reduced Employee Productivity Reduced Business Operations Disrupted
Eradicating new viruses using manual/slow processes	➔	IT Costs Increased IT Productivity Reduced Business Opportunities Endangered or Lost
System-wide re-infection after the initial clean process	➔	IT Costs Increased IT Productivity Reduced Employee Productivity Reduced Business Operations Disrupted



Client/Server Suite for SMB

- Workstation and server virus protection and elimination built specifically for the small-to-medium business customer

Client/Server/Messaging Suite for SMB

- Workstation and server virus protection and elimination plus spam protection for the Microsoft Exchange messaging environment built specifically for the small-to-medium business customer

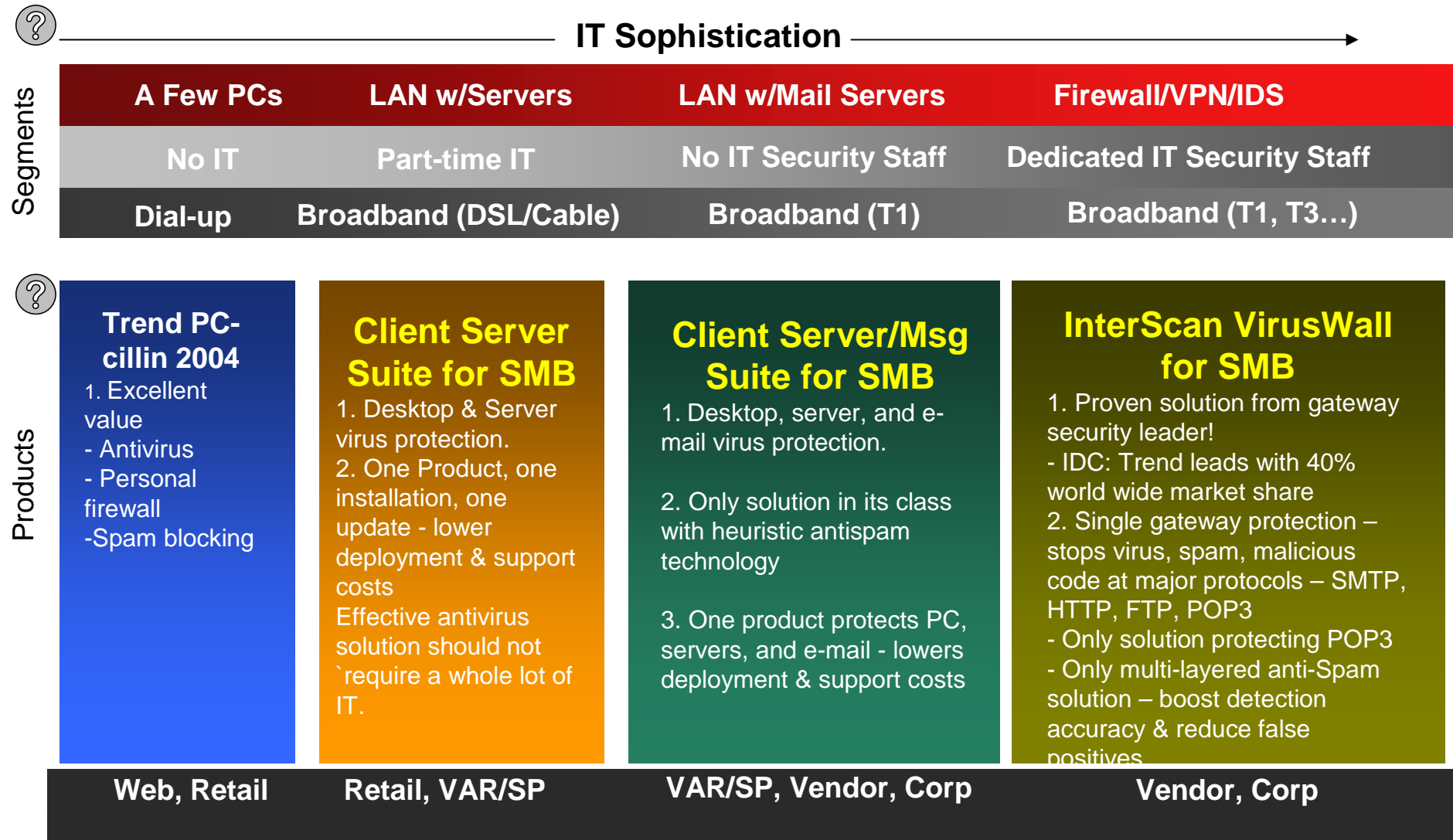
InterScan VirusWall for SMB

- Comprehensive virus protection and elimination at the gateway server built specifically for the small-to-medium business customer

PRODUCT OVERVIEW

The Trend Micro SMB Solution Map

Sales Training Module for Trend Micro's SMB Solutions



The Trend Micro Client/Server Suite for Small and Medium Business combines workstation and server virus protection into a single solution, empowering small business owners to deploy and manage an effective antivirus strategy with limited IT investment.

It can automatically deploy virus pattern, scan engine, and software patch updates and provide a single point of management. It also has built-in system cleaning capabilities designed to automatically restore systems to their original state if the network does become infected.



THE ELEVATOR PITCH

Client/Server/Messaging Suite for SMB

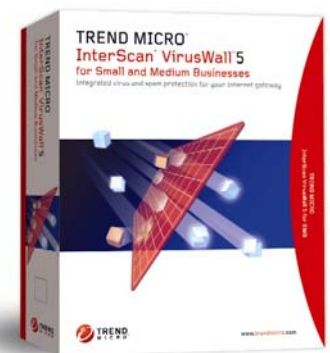
Sales Training Module for Trend Micro's SMB Solutions

The Trend Micro Client/Server/Messaging Suite for Small and Medium Business is an integrated antivirus and anti-spam solution for networked workstations, servers, and Microsoft™ Exchange mail servers.

It not only scans and eliminates viruses at the desktop and server levels within a company's network, but it is also designed to block spam at the Exchange mail server before it reaches users. For spam detection, it uses an advanced heuristic anti-spam engine and signature lookup capabilities for superior results.



Trend Micro InterScan VirusWall for Small and Medium Business is the most comprehensive gateway antivirus, anti-spam and content filtering solution of its breed. It protects against malicious threats at the gateway, before they reach the interior of your network. Designed for growing companies, it filters Internet e-mail and web traffic, ensuring that e-mail and web content are free of viruses and spam.



TREND MICRO



Client/Server Suite


for Small and Medium Business


Desktop and Server Security for the SMB environment

**Integrated Antivirus Solution
for the Desktop and Server**



- **Built Specifically for Small-to-Medium Sized Companies**
 - Easy Installation and Administration
 - Integrated package for an individual server with a consolidated/single install 
 - Interoperable with proprietary SMB software packages, e.g. SMB finance and database applications, etc. 

- **Easy Upgrade, Migration and Deployment Tools**
 - Flexible and efficient installation and deployment options allow rapid installation to multiple servers and/or clients simultaneously
 - Installs remotely onto networked desktops and servers
 - Provides automatic and transparent removal of existing desktop antivirus software when upgrading from an older version or displacing a competitive product 

- **Reliable and Comprehensive Virus Protection for Networked PC's and Servers**
 - Protects networked desktops/laptops and servers from viruses, Trojans, worms and other malicious code
 - Protects your systems from malicious code coming in from multiple entry-points, e.g. e-mail, web downloads, file sharing, etc.
 - All major desktop and server/storage platforms supported 

- **Automatic Transparent Updates**

- Maintains up-to-date virus protection without user intervention
- Performs hourly virus update checks through TrendLabs
- Fast update process helps mitigate risk of potential outbreak

- **Damage Clean-Up Capability**

- Designed to automatically clean and restore infected systems to their original state
- Removes virus remnants from computers to reduce the chance of re-infection



- **Centralized Web-Based Administration**

- Remote management from any workstation
- Configure multiple servers or clients simultaneously
- Monitor the status of servers and clients in real-time
- Create company-wide consolidated logs and reports

TREND MICRO

Client/Server/ Messaging Suite

for Small and Medium Business

Desktop, Server and Messaging Security for the SMB environment

Integrated antivirus, anti-spam and content filtering for the Microsoft Exchange environment added to the desktop/server protection strategy



- **Real-Time Detection and Removal of Viruses plus Recommendations for Action at the Mail Server**

- Detects and removes viruses in real-time from e-mail messages and attachments passing through your Microsoft Exchange servers
- Minimizes system resource usage by checking all files, but only scanning the ones that are potential virus carriers
- Recommends specific actions—such as delete, clean, or remove—based on the virus type



- **Comprehensive Content Filtering**

- Comprehensive content filtering that scans both e-mail message content and attachments
- Allows e-mail administrators to designate the types of files and/or content that is allowable/not allowable for both incoming and outgoing mail

- **Quarantine Management to Contain the Spread of Viruses**
 - Prevents new viruses from spreading by quarantining and storing infected attachments while waiting for a new pattern file to be released
 - Prevents the deletion of any valid information that may have come over with the infected files
 - Provides options to resend, forward or delete quarantined items automatically



- **Intelligent and Adaptive Spam Filtering**

- 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 them at their discretion

TREND MICRO

InterScan VirusWall


for Small and Medium Business

Comprehensive Gateway Protection for the SMB environment

**Integrated antivirus, anti-spam
and content filtering protection at
the Internet Gateway**

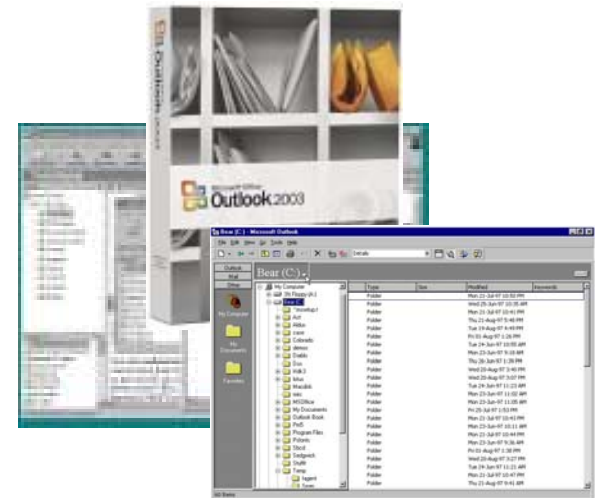


- **Solid Security at the Perimeter of your Network**

- Helps prevent viruses, worms and spam from entering your network through vulnerable Internet gateway access points
- Integrates antivirus, anti-spam, and content filtering into a single gateway solution, simplifying security strategy and extending the lifetime value of your investment
- Scans unprotected protocols—including SMTP, HTTP, FTP and POP3—that can be exploited by attackers to carry malicious code 
- Logs Internet usage, enabling employers to monitor and enforce resource use policies

• E-mail System Protection


- Protects your internal e-mail servers from viruses and spam attacks through effective scanning of SMTP traffic ?
- Scans POP3 e-mail to prevent virus attacks through personal Internet e-mail accounts or from ISP hosted e-mail ?



- **Highly Effective Anti-Spam Capabilities**

- Integrates high-performance heuristic anti-spam engine with signature database and allowable e-mail address table
- Filters spam from both SMTP and POP3 e-mail traffic
- Blocks or tags spam at the gateway before it reaches the desktop
- Prevents spam attackers from using your mail server as a relay point for spam

- **Web Protection**

- Actively scans downloaded Internet files for malicious content
- Prevents employees from accidentally introducing viruses through personal Internet e-mail
- Scans suspicious web programming codes such as Java scripts and applets 
- Tracks and logs Internet URL visits, facilitating enforcement of security policies



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LEVERAGE POINTS

Why Buy from Trend Micro?

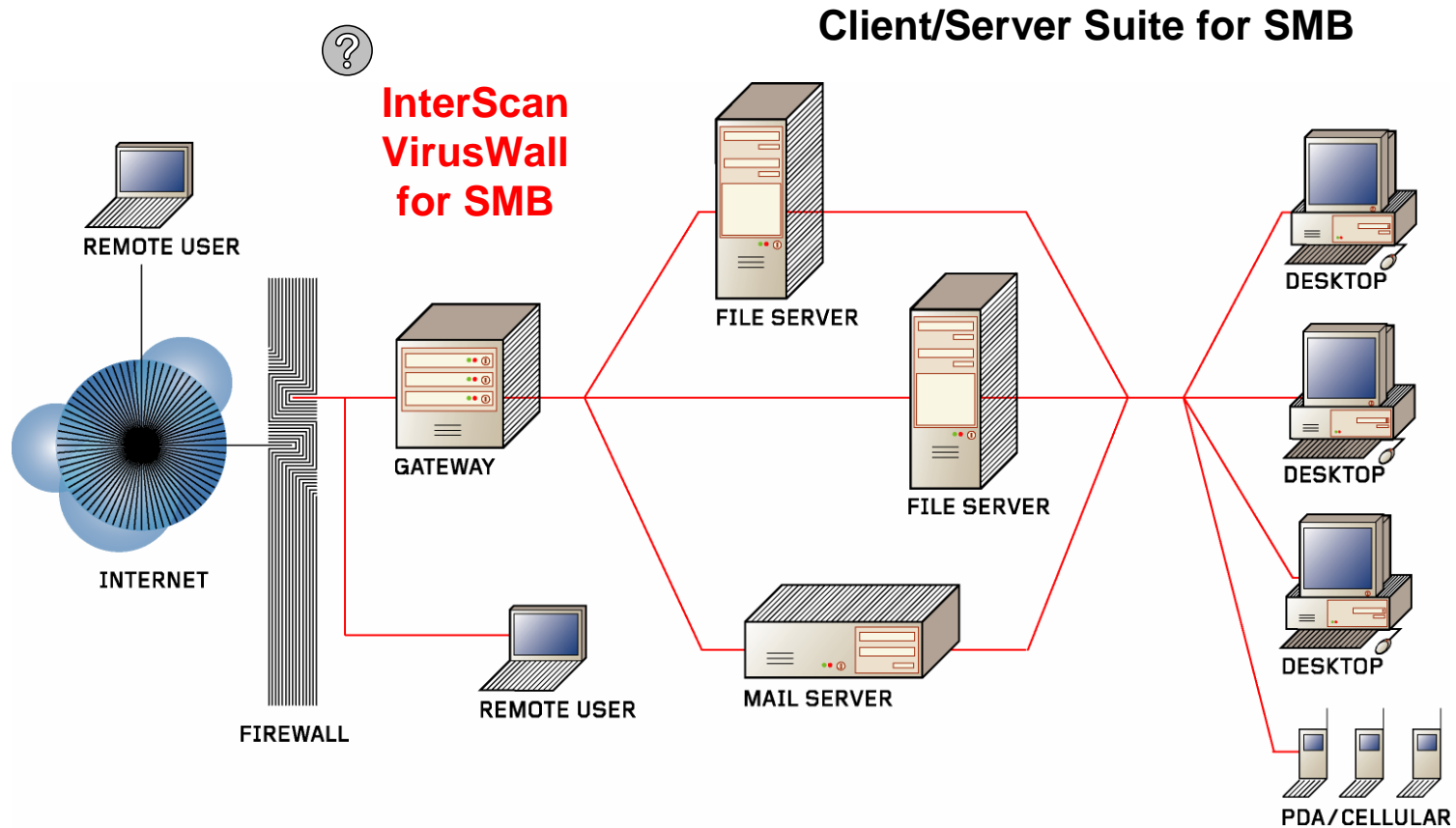
Sales Training Module for Trend Micro's SMB Solutions

- **Trend Micro's Corporate Size, Stability and Reputation**
 - Enterprise-ready security solutions for over 14 years
- **Trend Micro's Integrated Product Design**
 - Integrated products (antivirus + content filtering + anti-spam) are easier to manage, cheaper to own, and provide better security
- **Trend Micro's Technology Leadership**
 - #1 market position at the server/Internet gateway
 - First-to-market with server and gateway-specific protection products



WHERE DO TREND MICRO'S SMB SOLUTIONS FIT INTO YOUR CUSTOMER'S IT ENVIRONMENT?

Sales Training Module for Trend Micro's SMB Solutions

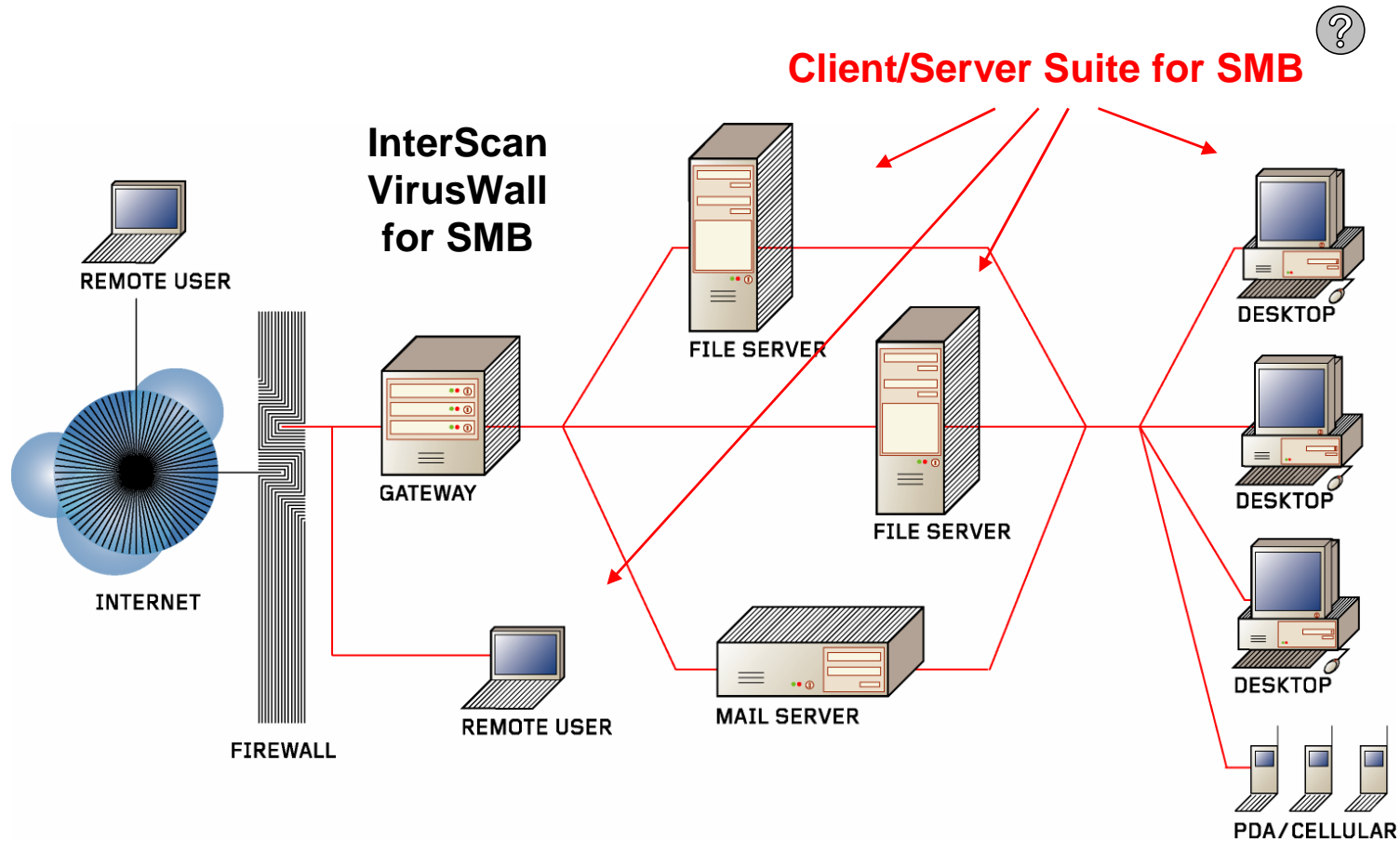


Client/Server/Messaging Suite for SMB



WHERE DO TREND MICRO'S SMB SOLUTIONS FIT INTO YOUR CUSTOMER'S IT ENVIRONMENT?

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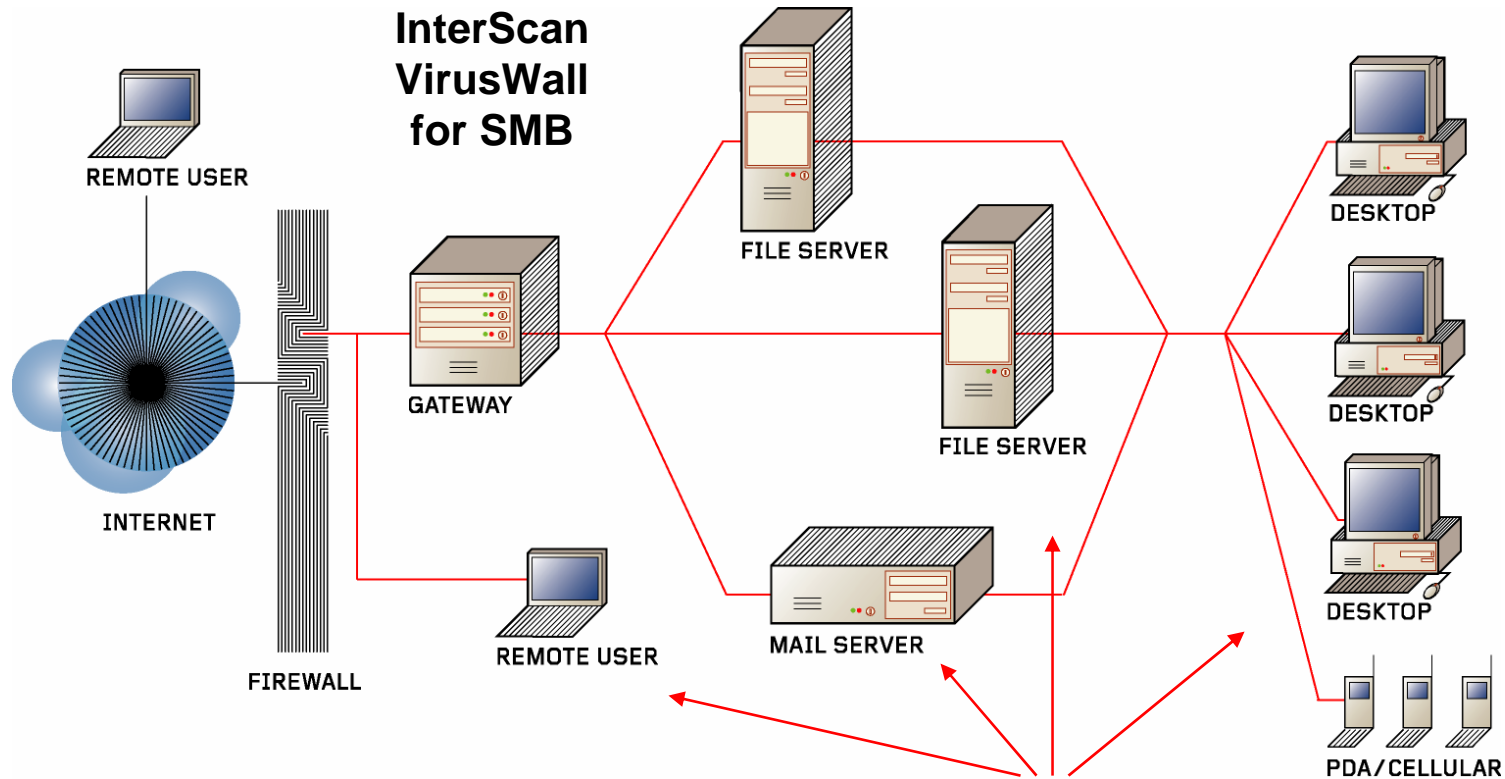


Client/Server/Messaging Suite for SMB

WHERE DO TREND MICRO'S SMB SOLUTIONS FIT INTO YOUR CUSTOMER'S IT ENVIRONMENT?

Sales Training Module for Trend Micro's SMB Solutions

Client/Server Suite for SMB



Client/Server/Messaging Suite for SMB



COMPETITIVE POSITIONING

Sales Training Module for Trend Micro's SMB Solutions



	PCs	Servers	E-mail	Antispam	Management tool	List Price 5 Users
Trend Micro C/S/M Suite for SMB	Client Server Messaging Suite for Small & Medium Business					\$46/user
Symantec Antivirus Small Biz w/ Mail Security	Antivirus Corporate Edition		Mail Security		MMC LiveUpdate Quarantine	\$55/user
McAfee Active Virus Scan	Active Virus Scan		Group Shield	Spam Killer	ProtectionPilot	\$120/user

Selling Opportunities:

- **Businesses with Microsoft Exchange e-mail server on-site**
- **Needed Complement to the sale of Microsoft Small Business Server 2000 and 2003**



COMPETITIVE POSITIONING

Sales Training Module for Trend Micro's SMB Solutions



Trend leads with 40% worldwide market share for a reason -- Gateway has been our strength.

	SMTP	HTTP	FTP	POP3	Antispam	List Price 5 users
Trend Micro	InterScan VirusWall (Complete gateway solution) for Small & Medium Business					\$24.5/user
Symantec	Antivirus for SMTP	Web Security		Unprotected		\$26/user
McAfee	WebShield for SMTP	Not available on Windows platform (Solaris Only)				\$24/user

Selling Opportunities:

- **InterScan VirusWall can be sold with every firewall sale**
- **Needed complement to customers with only desktop and/or server antivirus**
 - 85% of viruses come from the Internet, and 50% of Internet mail is spam
 - Blocking them at the gateway is effective and minimizes post-outbreak cleanup efforts
- **Complements Client/Server for SMB or Client/Server/Messaging for SMB sales**



Client/Server/ Messaging Suite

for Small and Medium Business

vs.

Symantec AV Corporate Edition with Mail Security

- Not an integrated solution. Requires five separate installs, four separate servers and four separate management consoles!
- Charges for technical support. (Trend Micro SMB customers receive free technical support.)
- Virus/Trojan clean-up is a manual process
- Anti-spam technology is separate and only uses dictionary-based detection



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SUMMARY OF KEY SELLING POINTS

Sales Training Module for Trend Micro's SMB Solutions

- Comprehensive, Integrated Solution
i.e. Antivirus and Anti-Spam and
Content Filtering to Protect the
Desktop, File Server and Messaging
Environment
- Built Specifically for SMB Customers
 - Easy installation and administration
 - Interoperable with proprietary SMB
software packages
 - Affordable
- Advanced Management Capabilities
 - Centralized management
 - Automatic updates
 - Built-in system cleaning services



CUSTOMER QUOTES

Sales Training Module for Trend Micro's SMB Solutions

We installed Trend Micro Client Server Messaging Suite for SMB on Windows SBS 2003 Server at the same time the MYDOOM virus and its variants first came out. None of our systems has suffered a virus infection, and all of the protective updates are occurring automatically every hour. The spam filter for our Microsoft Exchange environment is working well too. We've been using Trend Micro products for many years and we especially like the technical support. Trend Micro is a far superior anti-virus partner than Symantec.

— Richard Brown
Data West Corp.



CUSTOMER QUOTES

Sales Training Module for Trend Micro's SMB Solutions

As a small business with constrained IT resources, we were looking for an anti-spam solution that would work immediately and have intuitive configuration. Most of the solutions we investigated would not work right out of the box until we discovered Trend Micro Client Server Messaging Suite for SMB. It is a huge relief to find a solution that is geared towards small-to-medium businesses and is instantly workable.

— **Mike Mulvey**
Kornberg Associates



! OBJECT

Objection: As a small-to-medium sized business, why would I want to buy from Trend Micro?

Answer: Trend Micro's SMB products are purpose built and designed from the ground up to meet the needs of small-to-medium sized businesses. This results in easier installation, administration and operation at a lower overall cost. This cannot be said for many of Trend Micro's competitors.

! OBJECT

Objection: I'm trying to protect almost a thousand users. Can I still purchase and use Trend Micro's SMB solutions?

Answer: Yes, but Trend Micro's SMB solutions are only available to companies with one thousand or less protected users. Companies with more employees would be better served and would need to purchase Trend Micro's enterprise solutions.



● Product Licensing Model

- Node-based pricing*
- Perpetual license 
- Maintenance free first year. Subsequent years at 30% of then current SRP.

Number of Nodes	Client Server Suite for SMB <i>Per Node Price</i>	Client Server Messaging Suite for SMB <i>Per Node Price</i>	InterScan VirusWall for SMB <i>Per Node Price</i>
5 - 25 nodes	\$28.00	\$46.00	\$24.50
26 - 50 nodes	\$26.50	\$44.50	\$23.00
51 - 100 nodes	\$24.00	\$44.00	\$20.50
101 - 250 nodes	\$22.50	\$43.00	\$18.50
251 - 500 nodes	\$21.50	\$42.50	\$18.00

*Node = number of computers—including PCs, workstations, and servers—to be protected by the Trend Micro software.



Note: all pricing SRP
Valid as of June '04

• Competitive Upgrade Product Licensing

- Node-based pricing*
- Perpetual license
- Maintenance free first year. Subsequent years at 30% of then current SRP.

Number of Nodes	Client Server Suite for SMB Competitive Upgrade <i>Per Node Price</i>	Client Server Messaging Suite for SMB Competitive Upgrade <i>Per Node Price</i>	InterScan VirusWall for SMB Competitive Upgrade <i>Per Node Price</i>
5 - 25 nodes	\$18.20	\$29.90	\$15.93
26 - 50 nodes	\$17.23	\$28.93	\$14.95
51 - 100 nodes	\$15.60	\$28.60	\$13.33
101 - 250 nodes	\$14.63	\$27.95	\$12.03
251 - 500 nodes	\$13.98	\$27.63	\$11.70

*Node = number of computers—including PCs, workstations, and servers—to be protected by the Trend Micro software.



- Online Testing for **Trend Micro's SMB Solutions** can be found at the following URL:
<http://certification.trendmicro.de>
- 15 Questions
- 80% is passing score
- Immediate results!



THANK YOU!

And good selling...