

ScanMail for Microsoft Exchange ScanMail for Lotus Notes



Trend Micro™ Sales Training Module

Press <Page Down> to Advance to Next Slide

Welcome to Trend Micro's **ScanMail** 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 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!*

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



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

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.*

Desktop Antivirus Protection Not Enough!

Desktop antivirus software is great at what it does, but it's not enough when you're talking about infected e-mail attachments. Why? Because only local copies saved to the hard drive are scanned. This leaves the original file attachment, along with any viruses it carries, at the server for users to access and spread.

Snaring viruses at the server level with SCANMAIL before they are centrally duplicated and distributed is the only effective way to control them.








THE PROBLEM

Specific Issues and their Impact

Sales Training Module for ScanMail




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 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

***Total Estimated Costs Worldwide for Specific Virus Outbreaks...
Melissa = \$80M, LoveBug = \$2.6B, SirCam = \$1.05B**

ScanMail™ for Microsoft Exchange™ offers **comprehensive virus protection and content security for the Microsoft Exchange environment.** It provides real-time scanning and removes viruses, Trojans, and other malicious code with minimal server downtime. Coupled with Trend Micro eManager plug-in, it provides comprehensive content filtering to protect business integrity.




ScanMail™ for Lotus Notes™ offers **comprehensive virus protection and content security for the Lotus™ Domino™ environment**. It scans viruses hidden in databases and e-mail attachments, and  protects collaboration tools such as Lotus Sametime™ and Quickplace™. Coupled with Trend Micro eManager plug-in, it provides comprehensive content filtering to protect business integrity.





ScanMail for Microsoft Exchange

- A comprehensive and scalable antivirus solution for Microsoft Exchange 5.5, 2000 and 2003 messaging and collaboration environments that provides real-time protection against viruses
- Supports all relevant APIs 
 - Version 6.2 supports Microsoft Virus Scan API (VSAPI) 2.0 and 2.5
 - Version 3.82 supports Microsoft Extensible Storage API (ESE)
 - Version 3.52 supports MAPI and VSAPI

ScanMail eManager™ plug-in

- Content filtering

ScanMail for Microsoft Exchange Suite

- Bundle of ScanMail for Microsoft Exchange and ScanMail eManager



ScanMail™ for Lotus Notes

- A comprehensive and scalable antivirus solution for the Lotus Notes/Domino messaging and collaboration environments that provides real-time protection against viruses

ScanMail eManager™ plug-in

- Content filtering

ScanMail™ for Lotus Notes Suite

- Bundle of ScanMail for Lotus Notes and ScanMail eManager

- **High-Performance Virus Scanning**

- Multi-threaded memory scanning makes for fast virus scanning and minimizes the impact on server performance ?
- Servers that do not require scanning can be identified to eliminate redundant scanning ?
- “Incremental” scanning of only those documents that have been modified ?





- **Real-Time Detection and Removal of Viruses plus Recommendations for Action**
 - Detects and removes viruses in real-time from e-mail messages and attachments passing through your e-mail 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

- **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



- **Content Filtering using eManager**

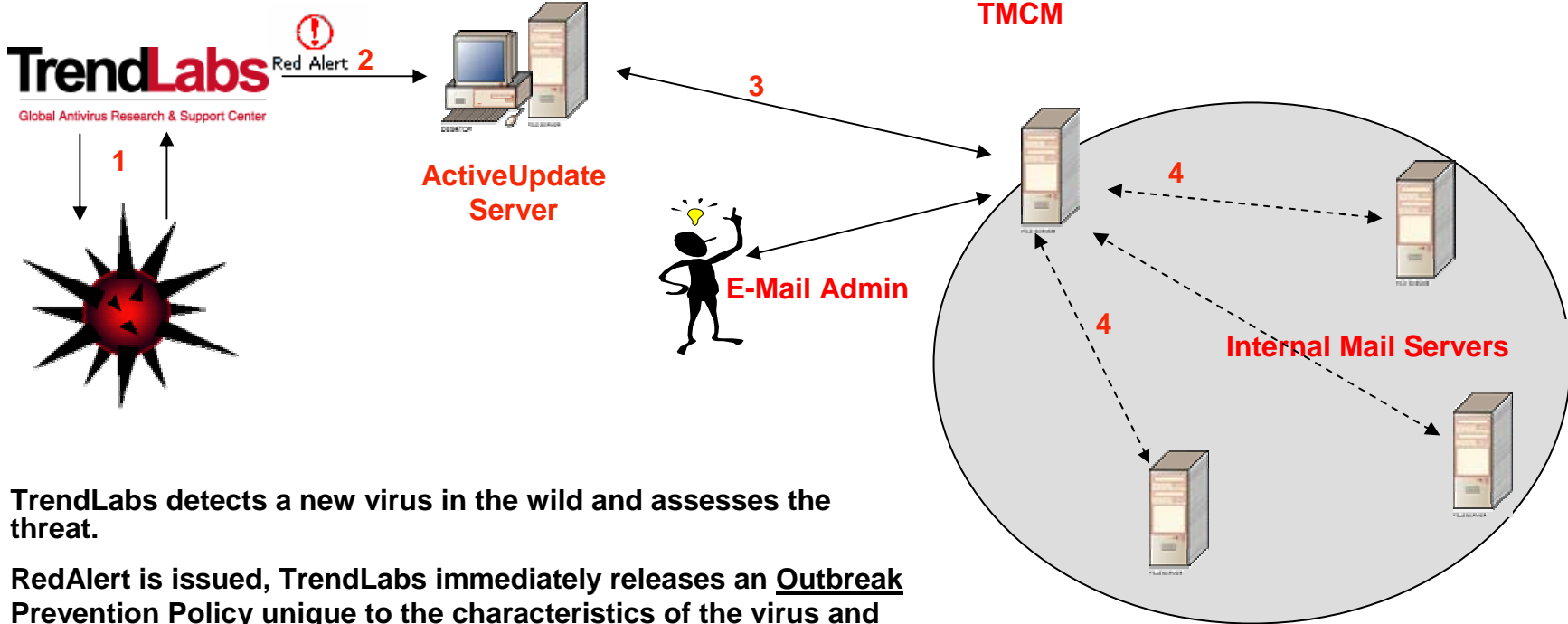
- ScanMail is designed to work with eManager for comprehensive content filtering
- Scans both e-mail message content and attachments
- Allows e-mail administrators to designate the types of files and/or content that is allowable/not allowable for both incoming and outgoing mail


- **Centralized Web-Based Administration using Trend Micro Control Manager**
 - Remote management from any workstation
 - Configure multiple ScanMail servers simultaneously
 - Monitor the status of ScanMail servers in real-time
 - Create enterprise-wide consolidated logs and reports

PRODUCT OVERVIEW

The Impact of EPS

Sales Training Module for ScanMail



1. TrendLabs detects a new virus in the wild and assesses the threat.
2. RedAlert is issued, TrendLabs immediately releases an Outbreak Prevention Policy unique to the characteristics of the virus and uploads the policy to the ActiveUpdate Server.
3. TCMC downloads the outbreak prevention policy and analyzes the policy to see what kind of action it requests for ScanMail to perform based on the virus characteristics. Notification sent to e-mail Admin. 
4. TCMC automatically or manually distributes the outbreak prevention policy to all ScanMail Servers and starts to protect and shield the corporate e-mail servers, desktops and servers from the new virus.



PRODUCT OVERVIEW

Supported Platforms for ScanMail for Lotus Notes

Sales Training Module for ScanMail



Supported Platforms for ScanMail for Lotus Notes

	SMLN	TMCM Agent	eManager, full	eManager, txt, html, rtf
NT/W2k	✓	✓	✓	
Linux, Intel	✓	✓	✓	
Solaris	✓	✓	✓	
AIX	✓	✓		✓
AS400	✓	✓		Planned
S390	✓	Not planned in 2.6		✓
Linux for zSeries	✓	Not planned	Not planned	Not planned



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

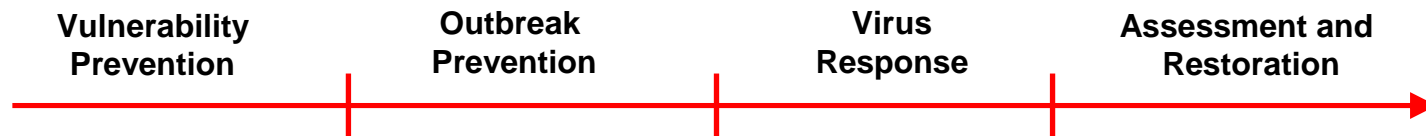
- Summary of Key Selling Points
- Handling Objections
- Product Licensing Model



- **Trend Micro's Leadership and Experience**
 - ScanMail for Microsoft Exchange was the very first antivirus solution built specifically for Microsoft Exchange.
 - Trend Micro has the #1 market position worldwide in the server/gateway antivirus space*
- **Trend Micro's Corporate Size, Stability and Reputation**
 - Less risk vs. small competitors
- **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



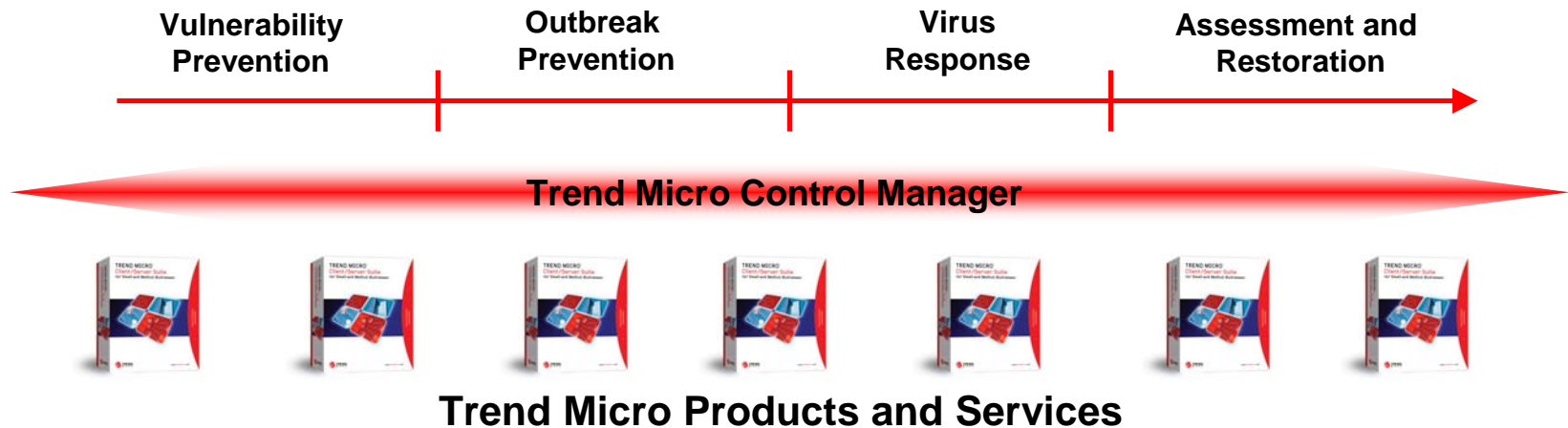
ScanMail is a key component of the Enterprise Protection Strategy (EPS), which is an end-to-end, layered defense strategy against viruses and other threats to your customer's IT environment for the entire lifecycle of those threats. ?



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



- ❓ **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.

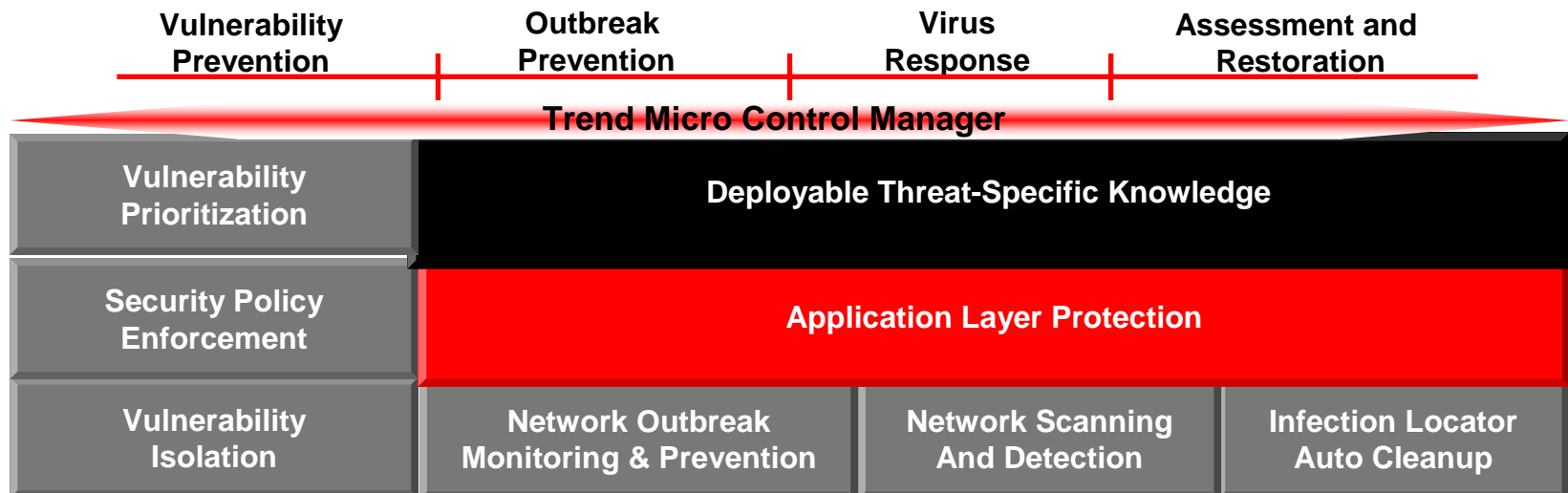
Thanks to the Enterprise Protection Strategy, ScanMail can protect your customer's IT environment during all phases of the outbreak management cycle...

Vulnerability Prevention = ScanMail + Vulnerability Assessment

Outbreak Prevention = ScanMail + Outbreak Prevention Services

*Virus Response = ScanMail**

Assessment and Restoration = ScanMail



*Add Virus Response Services for enhanced response capabilities!

WHERE DOES SCANMAIL FIT INTO YOUR CUSTOMER'S IT ENVIRONMENT?

Sales Training Module for ScanMail

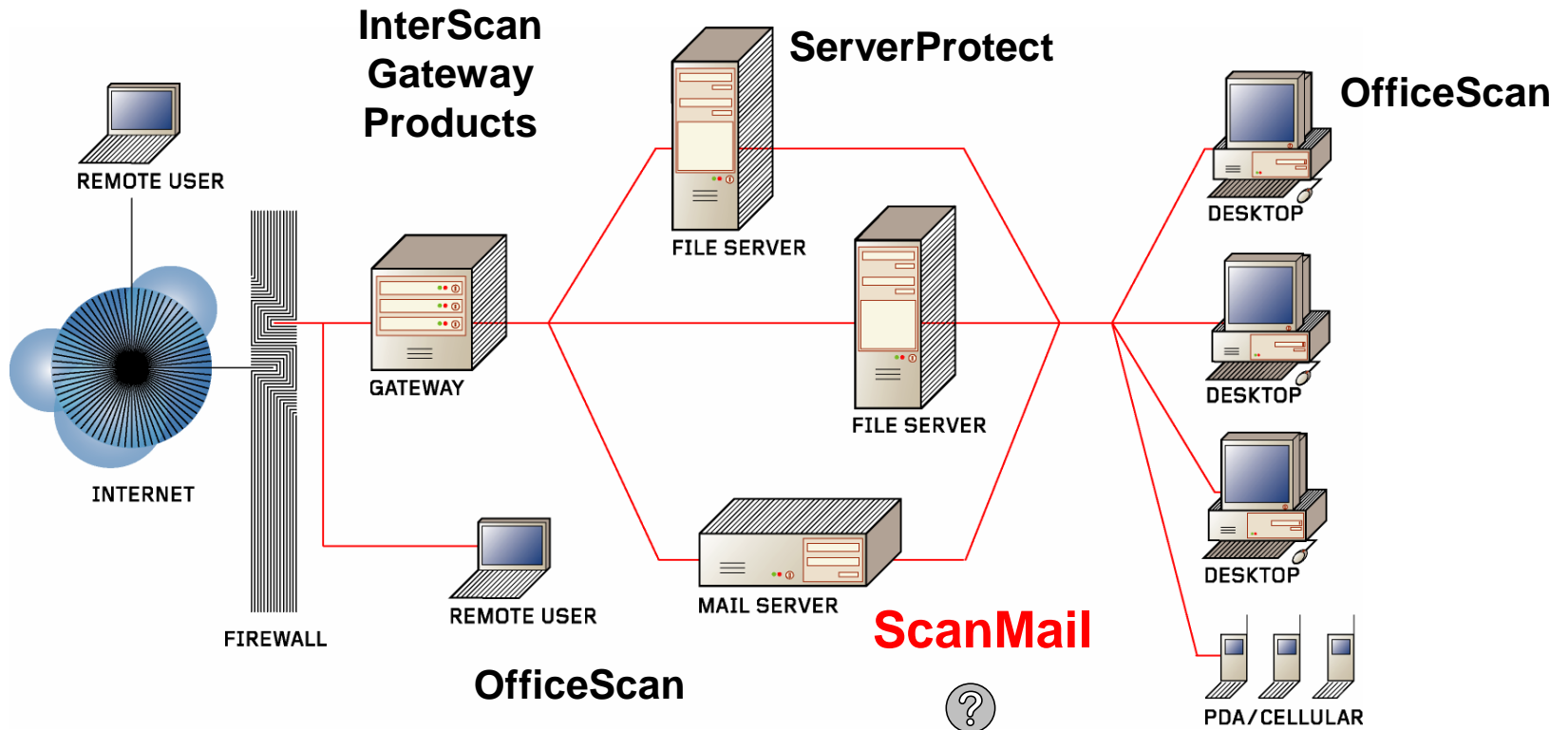
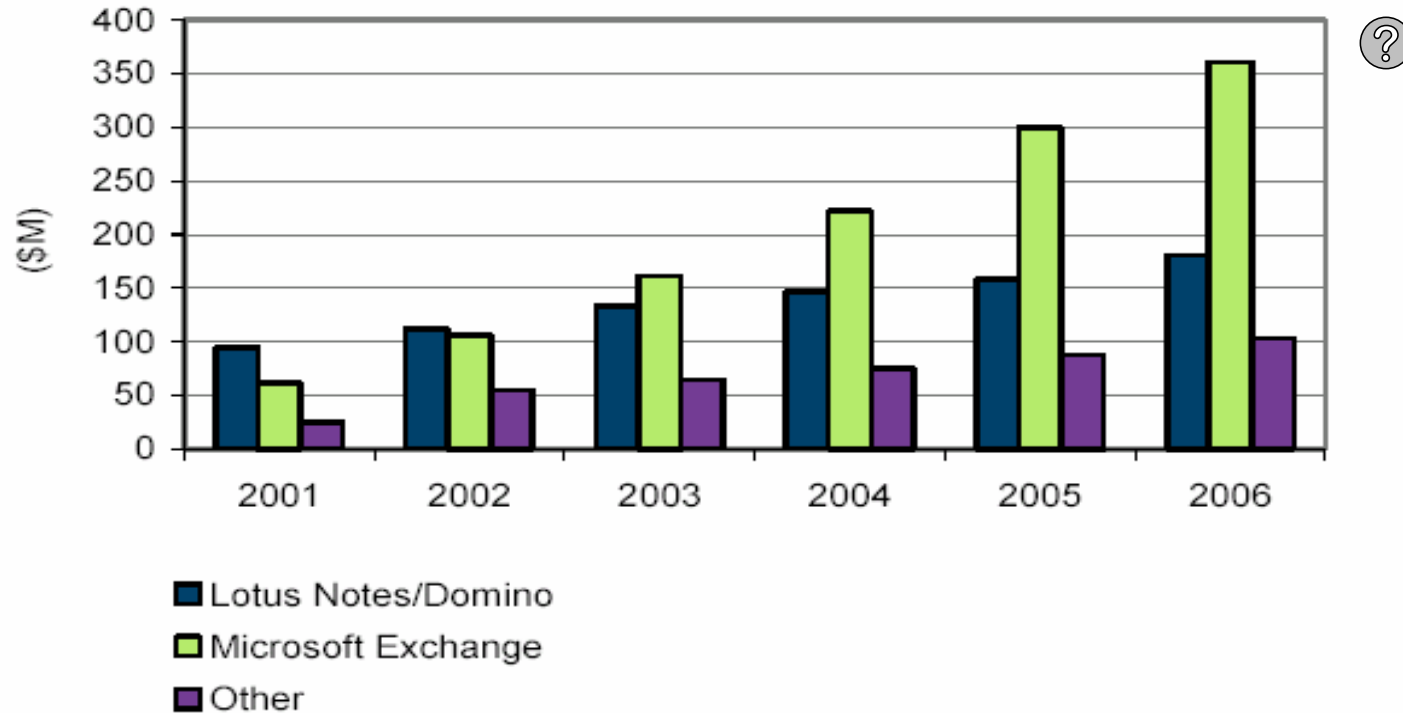


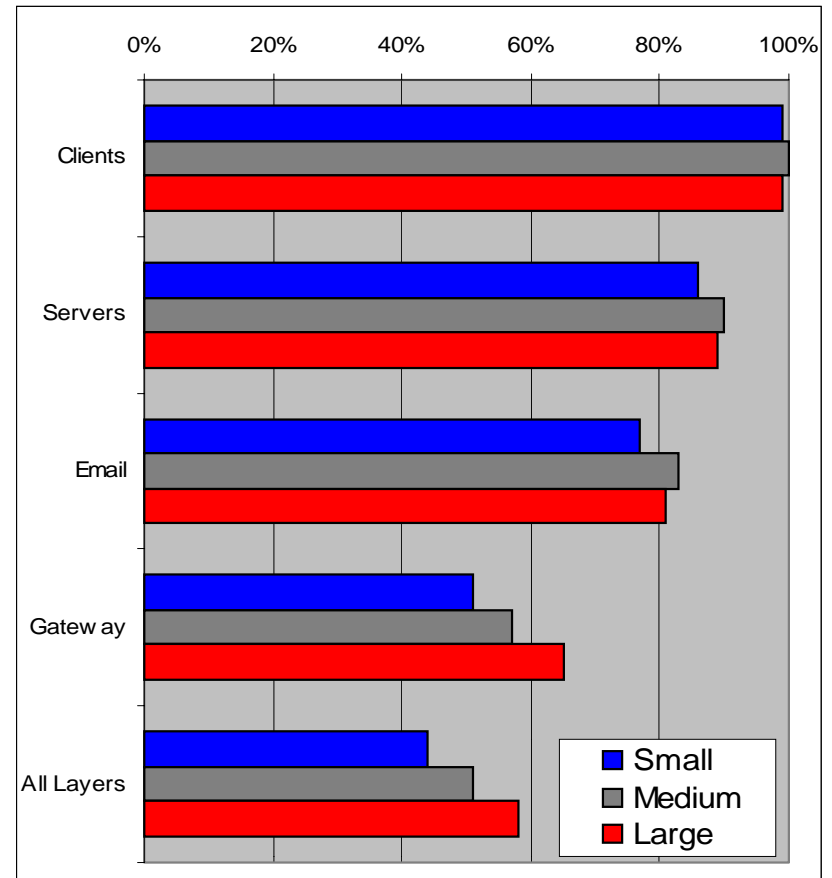
Figure 8
Worldwide Antivirus Software Revenue by Email Server Application, 2001–2006



MARKET OPPORTUNITY

Sales Training Module for ScanMail

- Desktop and Server antivirus markets are largely penetrated
- The e-mail antivirus market is not fully penetrated ?



- **Estimated Microsoft Exchange users worldwide during 2003**
 - 120 to 150 Million!
 - 41% in North America
- **Market is being energized by upgrades from Exchange 5.5 to Exchange 2000/2003** 
 - 40% of all Exchange servers are still running Exchange 5.5
 - Microsoft pushing customers to migrate
 - New antivirus, content filtering solution will be needed
 - Opportunity for either upgrade or displacement

Target Customer Type: ScanMail for Microsoft Exchange

- Existing Trend Micro Customers
- Customers with New Exchange Server Deployments
- Customers Migrating from Microsoft Exchange 5.5 to 2000/2003
- Customers Migrating from other e-mail packages, e.g. cc:Mail, Critical Path, iPlanet, etc.
- Any Customer Running Exchange Server 2000 or 2003 on Microsoft Windows 2000 or 2003
- Distributed businesses with direct connections to remote workers and/or small remote offices
- Victims of MSBlaster, SQL_Slammer, Nachi, Nimda, Code Red, Welchia or other Network worms

Customer Size

- Medium- and Enterprise-Sized Organizations
- 500+ seats

Key Influencers

- Messaging System Administrator
- Network and Security Infrastructure Management
- Security Operations Professionals

Target Customer Type: ScanMail for Lotus Notes

- Existing Trend Micro Customers
- Customers Currently Running Symantec Mail Security for Lotus Notes
- Information-oriented organizations dependent on computers for daily activities
- Distributed businesses with direct connections to remote workers and/or small remote offices
- Victims of MSBlaster, SQL_Slammer, Nachi, Nimda, Code Red, Welchia or other Network worms
- Early Adopters who are open to deployment in select segments

Customer Size

- Medium- and Enterprise-Sized Organizations
- 500+ seats

Key Influencers

- Messaging System Administrator
- Network and Security infrastructure management
- Security Operations professionals

COMPETITIVE POSITIONING

Overview

Sales Training Module for ScanMail

- Field-Tested/Industry-Proven Security
- Technology leadership, e.g. higher performance/better throughput
- Market share Leader
- Centralized management via *Trend Micro Control Manager*
- Only Solution that can Automatically Deploy New Attack Policy Across all Exchange Servers During Virus Outbreak (via OPS)
- Only Antivirus Solution for Exchange that is fully certified by Microsoft on Windows Server 2003
- Remote Deployment Capabilities



COMPETITIVE POSITIONING

Comparison Chart

Sales Training Module for ScanMail



Competitive Comparison Chart

	Trend Micro	CipherTrust	Symantec	Network Associates	BrightMail	MIME Sweeper
Security Expertise	✓		✓	✓		
Integrated Platform (AV, Anti-Spam, CF)	✓	✓	✓			✓
Messaging Infrastructure Support	✓	✓	✓	✓		✓
Hybrid SPAM Detection (heuristics, W/B lists)	✓	✓		✓		✓
Fine Grain Control; Enterprise Mngt.	✓	✓			✓	
Scalability ROI	✓			✓	✓	✓



TREND MICRO
ScanMail
For Microsoft Exchange

vs.

Network Associate GroupShield for Exchange

- Not Certified for Windows 2003 running Exchange 2003
- No Comprehensive, End-to-End Enterprise Protection Strategy Capability (EPS)
- No Quarantine Management System
- Slower Performance/Lower Message Throughput

TREND MICRO
ScanMail
For Microsoft Exchange

vs.

Symantec Mail Security for Exchange

- Not Certified for Windows 2003 Running Exchange 2003
- No Comprehensive, End-to-End Enterprise Protection Strategy Capability
- No Quarantine Management System
- Limited Centralized Management Capability
- Slower Performance/Lower Message Throughput

TREND MICRO
ScanMail
For Microsoft Exchange

vs.

Sybari Software Antigen for Exchange

- Not Certified for Windows 2003 Running Exchange 2003
- No Comprehensive, End-to-End Enterprise Protection Strategy Capability
- Do Not Own and Control the Anti-virus Capabilities in their Product
- Limited Centralized Management Capability
- Slower Performance/Lower Message Throughput

TREND MICRO
ScanMail
For Lotus Notes

vs.

Symantec Mail Security Network Associate GroupShield

- Lack Comprehensive Features
- Incomplete Platform Support
- Instability in the Products, i.e. crashes
- No Centralized Management Capability
- Lower Performance and Scalability
- No Content Scanning of Attachments
- No Quarantine Manager

TREND MICRO
ScanMail
For Lotus Notes

vs. **Sybari's Antigen for Domino**

- No Antivirus Technology
- No Enterprise Protection Strategy Capability
- Point Product that Cannot Stop Network Viruses
- Incomplete Platform Support
- No Content Scanning of Attachments
- Lower Performance/Lower Message Throughput



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

SUMMARY OF KEY SELLING POINTS

Sales Training Module for ScanMail

Don't forget EPS!

- High Performance Virus Scanning
- Comprehensive Content Filtering with eManager
- Centralized Web-Based Management with Trend Micro Control Manager

Plus...

Only antivirus for Exchange that is fully certified by Microsoft on Windows Server 2003

Broadest platform support in the industry for a Lotus Notes antivirus solution



Market Share Fast Facts!

1 Market Share Three Years Running!
Largest Install Base with Six Million Users



- Are you concerned about the costs associated with business down-time due to virus outbreak?
- Are you concerned about the clean-up costs associated with viral infections?
- Are you spending too much time trying to manage, deploy, support and maintain your security solution for your messaging environment?
- Are you concerned about legal liability and loss of trade secrets due to confidential company information being transferred without your knowledge?

ScanMail for Microsoft Exchange 2000 with eManager has proven to be a truly indispensable tool for protecting our network against the latest virus outbreaks trying to infiltrate the network," said Shufelt. "Additionally, with its rule-based content filtering capability, the eManager plug-in enables me to easily enforce a consistent enterprise-wide e-mail policy to ensure maximum employee productivity and uptime, as well as message flow in the Exchange 2000 environment.

— **Cary Shufelt**
Oregon State University

If you're running Microsoft Exchange 2000 without using a full-featured antivirus package, you need to have your head examined. Assuming that exhaustive therapy can restore you to sanity, your first sane act should be to run, not walk, to your nearest software emporium and purchase Trend Micro's ScanMail for Microsoft Exchange 2000.

— Ron Anderson

Senior Technology Editor,
Network Computing Magazine

The tighter integration of ScanMail provides superior scanning speed and detection rates within the Lotus Notes framework. It also offers robust reporting features; something we could not get from other products. A final, overriding consideration in selecting virus protection was central manageability and the Trend Micro Virus Control System gave us this.

— Mike Littleton,
Kelly Services®



! OBJECT

Objection: There are no Domino viruses, so why do I need AV protection?

Answer: This is not the issue. The issue is that Notes/Domino is the delivery mechanism that can transport viruses to the user desktop and infect the user's computer. (Also, ScanMail for Lotus Notes is more than just an antivirus product. It provides very flexible e-mail filtering and anti-spam policy capabilities to help companies enforce their corporate e-mail policy.)

! OBJECT

Objection: We use Domino on iSeries (AS400) and there are no viruses for this platform

Answer: Since the e-mail server is only used as a delivery vehicle, the platform it's running on is irrelevant; in fact, since mail folders and other groupware databases are stored on the servers, they should have native AV installed to keep the environment free of viruses. Otherwise, there is a risk for re-infecting users and customers.

● Product Licensing Model

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

Number of Seats	ScanMail for Microsoft Exchange <i>Per Seat Price</i>	eManager <i>Per Seat Price</i>	ScanMail Suite for Microsoft Exchange <i>Per Seat Price</i>
251 - 500 seats	\$21.90	\$7.15	\$26.28
501 - 1,000 seats	\$19.20	\$6.05	\$23.04
1,001 - 2,000 seats	\$16.74	\$4.95	\$20.09
2,001 - 5,000 seats	\$13.75	\$4.50	\$16.50

- **Product Licensing Model**

- Per Seat Pricing
- Perpetual license
- Annual maintenance cost at 30% of initial license

Number of Seats	ScanMail for Lotus Notes Windows, Linux* <i>Per Seat Price</i>	ScanMail for Lotus Notes Solaris, AIX, S/390, AS/400, zOS, zLinux* <i>Per Seat Price</i>	eManager Windows, Linux* <i>Per Seat Price</i>	ScanMail Suite for Lotus Notes Windows, Linux* <i>Per Seat Price</i>
251-500 users	\$21.90	\$26.28	\$7.15	\$26.28
501-1,000 users	\$19.20	\$23.04	\$6.05	\$23.04
1,001-2,000 users	\$16.74	\$21.20	\$4.95	\$20.09
2,001-5,000 users	\$13.75	\$20.02	\$4.50	\$16.50



- eManager requires a separate serial number to activate
- If you purchase ScanMail for Microsoft Exchange or ScanMail for Lotus Notes
 - You will get one serial number
 - Leave the eManager serial number blank when you install
 - You will receive a 30-day trial of eManager
 - You will get a message on the console when starting that the eManager license has expired – this is as it should be
 - If you later upgrade to the Suite, all that is needed is to enter the eManager serial number in the registration page and restart
- If you purchase the ScanMail Suite
 - You will get two serial numbers that you enter when installing

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



THANK YOU!

And good selling...