

ServerProtect 5.5



Trend Micro™ Sales Training Module

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Welcome to Trend Micro's **ServerProtect 5.5** 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 the Trend Micro official certification training 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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Important Company Data? Network Servers is Where it's at!

Companies use servers to store, share and distribute vast amounts of data. It's crucial to keep antivirus software properly installed, monitored and updated on every server in the company to protect the important electronic assets of an organization.



It Only Takes One Infected Server...

During a virus outbreak, administrators are competing with time and resources to contain the spread of the virus and repair the damage before it overruns the network.





And with the emergence of mixed threat attacks, like Nimda and Code Red, viruses are now capable of embedding themselves throughout the network and can easily re-infect the company even after an initial cleaning.

THE PROBLEM

Specific Issues and their Impact

Sales Training Module for ServerProtect



Issue		Business Impact
Security gaps from not confirming that every server 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 Business Opportunities Endangered or Lost



ServerProtect™ delivers the industry's most reliable virus protection solution for enterprise class servers. It detects viruses in real time and incorporates damage cleanup services to help remove malicious code and repair system damage.

ServerProtect also provides administrators with a centralized management console so they can enforce, deliver and update their antivirus program on every server in the organization from one location.





ServerProtect™ for Microsoft Windows/Novell Netware

- Antivirus detection and removal services for Microsoft Windows and Novell Netware servers

ServerProtect™ for Network Appliance Filers

- Antivirus detection and removal services for Network Appliance™ Filers

ServerProtect™ for EMC Calerra

- Antivirus detection and removal services for EMC™ Calerra™ servers

ServerProtect™ for Linux

- Real-time protection and scanning of viruses, Trojans and worms for Linux servers and desktops.

- **Reliable and Efficient Virus Protection**

- Proven Reliability
 - 14 years of experience in the server virus protection space
- Proven Compatibility*
 - Microsoft Windows 2000 Datacenter Server Certified
 - Citrix Metaframe Certified
 - IBM Server Proven
 - Compaq Server Certified
 - HP/Compaq Server Certified
- Award Winning Scan-Engine Technology



- **Cross-Platform Protection**

- Delivers enterprise-class protection with broad support for all of the major server and storage platforms:
 - Microsoft Windows .NET Server 2000
 - Microsoft Windows .NET Server NT
 - Novell NetWare
 - Red Hat Linux
 - Network Appliance Filer
 - EMC NAS
 - IBM NAS
 - HP/Compaq NAS

- **Advanced Scanning and Response Features***

- Intelligent virus scanning via Trend Micro's IntelliScan technology. Increased accuracy and efficiency by determining the true file type and scanning only those files that are potential carriers. ?
- ActiveAction identifies virus types and recommends specific actions based on how each virus infects a computer system or environment. Customized actions set by the administrator can also be put in place. ?

- **Advanced Installation, Administration and Updates***

- Silent Installation allows ServerProtect to be installed transparently from an end-user perspective ?
- Task Manager enables administrators to easily organize a series of individual antivirus management operations into a single task for easier and faster management of antivirus policy ?
- Pattern updates take place securely without creating any windows of vulnerability ?

- **Centralized Deployment, Management and Reporting using Trend Micro Control Manager***

- Centralized remote installation capability for all major Windows and NetWare servers
- Centralized management through a remote console for system monitoring, software updates, configuration changes and event reporting
- Centralized control of multiple ServerProtect Information Servers and the ability to deploy product updates to all of the servers in an organization from a single console



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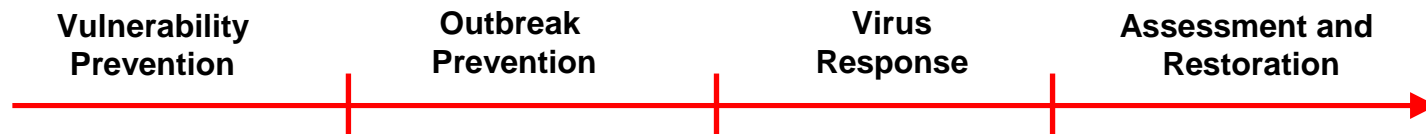
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- **Trend Micro's Leadership and Experience**
 - ServerProtect was the very first antivirus solution built specifically for the LAN server environment
 - Trend Micro has the #1 market position worldwide in the server/gateway antivirus space*
- **Trend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

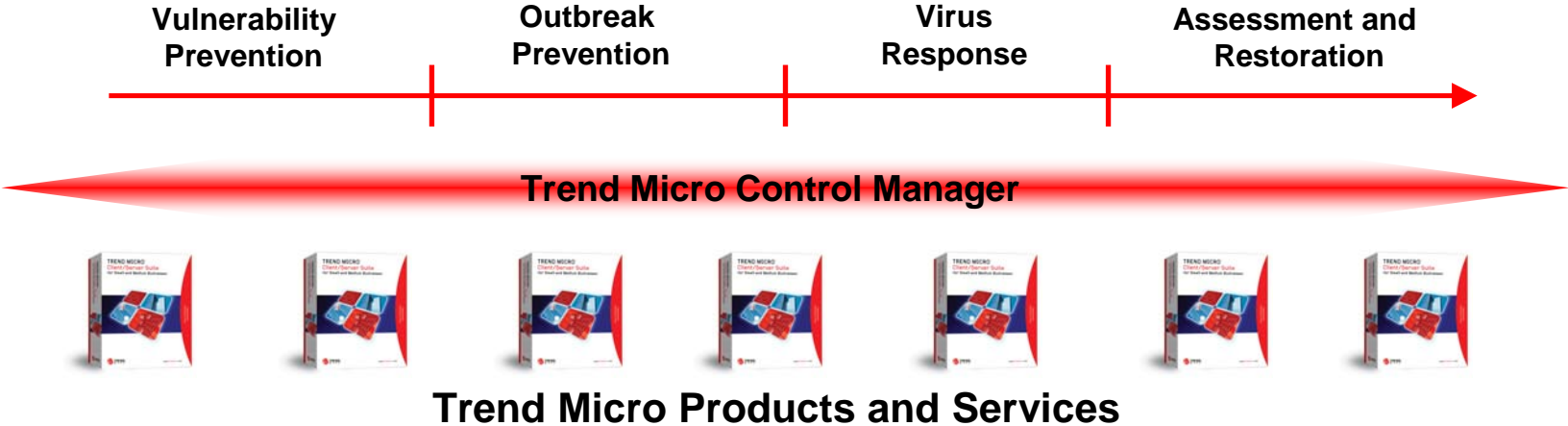
- ① **ServerProtect is a key component of the Enterprise Protection Strategy (EPS), which is an end-to-end, ② layered defense strategy against viruses and other threats to your customer's IT environment for the entire lifecycle of those threats.**



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



*Applies to ServerProtect for Windows only

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

- 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
- ① **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
- ① **Virus Response Services** – provides customized virus information from TrendLabs 24x7 regarding potential threats, suspicious activity and strategies for outbreak protection.
- ① **Damage Cleanup Services (DCS)** – assesses damage and can automatically clean up worms, virus remnants, Trojans and memory registries to help prevent re-infection.

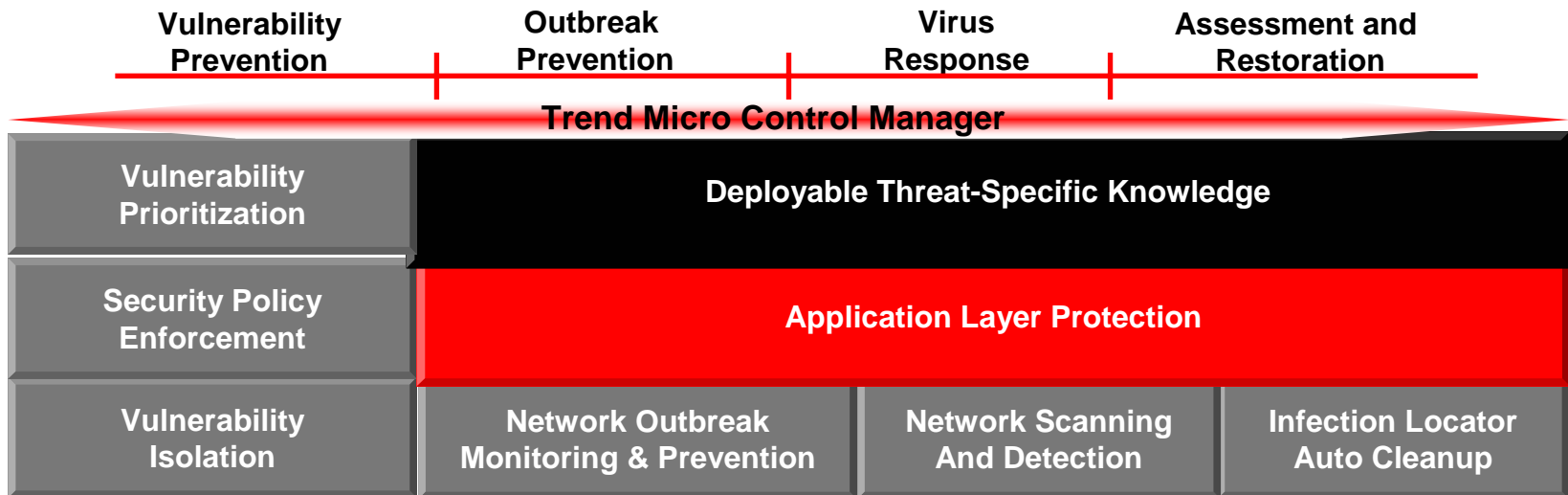
Thanks to the Enterprise Protection Strategy, ServerProtect can protect corporate desktop users during all phases of the Outbreak Management Lifecycle

Vulnerability Prevention = ServerProtect + Vulnerability Assessment

Outbreak Prevention = ServerProtect + Outbreak Prevention Services

*Virus Response = ServerProtect**

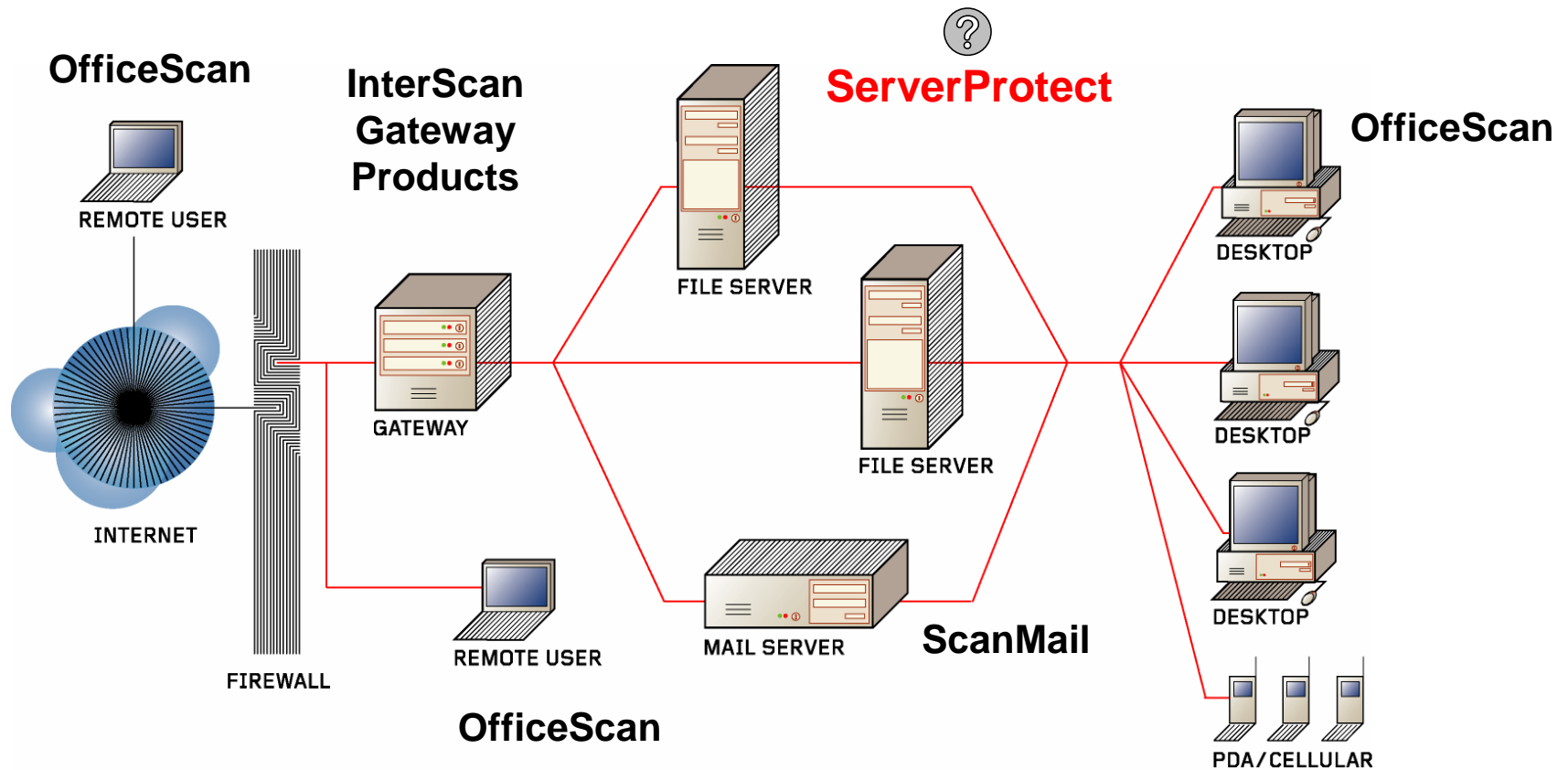
Assessment and Restoration = ServerProtect + Damage Control Services



*Add Virus Response Services for enhanced response capabilities!

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

Sales Training Module for ServerProtect





Target Customer Type

- Existing Trend Micro ServerProtect Customers (Upgrade/Upsell)
- Windows 2003 Server and .NET Customers
- NAS Storage Customers
- NetApp Filer Customers
- EMC Celerra Customers
- Linux Customers

Customer Size

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

Key Influencers

- Network and Security Infrastructure Management
- Security Operations Professionals

COMPETITIVE POSITIONING

Overview

Sales Training Module for ServerProtect

- Only solution that offers outbreak prevention services before a pattern file exists. (via Outbreak Prevention Services)
- Only solution that supports real-time updates of pattern, engine, and program files on all machines or on selected machines
- Provides a remote/portable web-based console (via Trend Micro Control Manager Standard or Enterprise)
- Offers a damage clean-up tool which automatically repairs Trojan damage (via Damage Clean-up Services)
- Supports the most number of platforms and has been certified by the most number of vendors



COMPETITIVE POSITIONING

Comparison Table

Sales Training Module for ServerProtect



Competitive Comparison Chart

	Trend Micro ServerProtect 5.5	Symantec Norton Antivirus CE 7.6	McAfee ePolicy 2.5 w/NetShield 4.51
Microsoft/Citrix Certified	✓		
IBM/Compaq Certified	✓		
OPS	✓		
DCS	✓		
Web-Based Console	✓ (w/ TMCM)		
Real-Time Update	✓		
Customizable Report	✓ (w/ TMCM)		✓



TREND MICRO
ServerProtect

vs. **Symantec Norton Antivirus CE**

- **Not Microsoft/Citrix Certified**
- **Not IBM/Compaq Certified**
- **No OPS**
- **No DCS**
- **No Web-based Console**
- **No Real-time Update**
- **No Customizable Reporting**

TREND MICRO

ServerProtect

vs. **McAfee ePolicy w/ NetShield**

- **Not Microsoft/Citrix Certified**
- **Not IBM/Compaq Certified**
- **No OPS**
- **No DCS**
- **No Web-based Console**
- **No Real-time Update**



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SUMMARY OF KEY SELLING POINTS

Sales Training Module for ServerProtect

Don't forget EPS!

- Enterprise-level proven protection that is both reliable and scalable
- Central management of all servers
- Cross platform support for the heterogeneous enterprise network



Market Share Fast Fact!

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

Source: IDC, 2003



Trend Micro was our third choice vendor for evaluation, but ended up as our first choice, hands-down. None of the other vendors' products had all the features of the Trend Micro products, plus Trend Micro's ease-of-use, central management, and after-sale support are clearly superior.

**— Jim Crouch
IT Administrator
Tufts University**



! OBJECT

Objection: Don't most viruses target the desktop? I've already got a solid desktop antivirus solution. Why do I need ServerProtect?

Answer: Most network servers store and distribute vast amounts of data. Even viruses that don't "infect" servers can still "affect" them as it relates to performance, storage, etc. Also, servers are used to transport data around the company and can be used to transport viruses if there's no server protection in place.

! OBJECT

Objection: I'm running Linux servers and Linux is rarely targeted by malware. Do I need server protection for these boxes as well?

Answer: Yes. As with all servers, viruses can “affect” the performance and storage capacity, etc. of your Linux servers. Also, Linux servers are used to transport data within and without the company and can be used to transport viruses if they're not protected properly.

 **Product Licensing Model**

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

Number of Seats	ServerProtect Multi-Platform Windows, Linux, Netware <i>Per Seat Price</i>
5 - 25 seats	\$22.00
26 - 50 seats	\$20.90
51 - 100 seats	\$20.46
101 - 250 seats	\$18.02
251 - 500 seats	\$16.06
501 - 1000 seats	\$14.08



Note: all pricing SRP
Valid as of June '04

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



THANK YOU!

And good selling...