OfficeScan Corporate Edition 6.5

TREND MICRO

Trend Micro™ Sales Training Module

Press <Page Down> to Advance to Next Slide

Welcome to Trend Micro's **OfficeScan Corporate Edition 6.5** 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. <u>Understand</u> Trend Micro's award-winning security solutions
2. <u>Position</u> these solutions in your selling efforts
3. Better <u>Sell</u> 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 ⑦ 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	**TMCS Specialist Requirements**
Trend Micro Foundation Course	Trend Micro Foundation Course
Any Four Certification Modules	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

TREND MICRO

File-Based Viruses, Network Viruses, Trojans, Spyware, Adware, Hackers and more!

The number and type of threats facing the corporate desktop environment is increasing and standard antivirus protection is no longer sufficient to safeguard today's enterprise organization in all its complexity with remote offices, remote workers and third-party consultants.

Disparate Security Solutions = Different Management Consoles

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

Different Management Consoles = No Unified Security Policy!

In addition to creating a management nightmare, having different management consoles also makes it very difficult to coordinate a unified security policy and that leads to inefficiencies in installing, running, monitoring, configuring and updating client machines with the latest protection. And during a virus outbreak there's no room for any inefficiencies.

It Only Takes One Infected Mobile Client Coming in from Outside the Network…

Enterprise organizations have more mobile employees and use more external consultants than ever before and this poses a new and significant risk as they access the network. Administrators need the ability to verify the antivirus status of these mobile clients prior to their connecting to the corporate network in order to ensure security.

Issue	Business Impact
Security gaps from not confirming that every desktop 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

TREND MICRO

Trend Micro OfficeScan™ Corporate Edition is a client/server security solution that provides **comprehensive protection for desktop and mobile clients against file based and network viruses,** ⑦ **intruders, spyware and other threats.**

OfficeScan ™ offers web-based centralized management which allows administrators to automatically and transparently deploy security policies and software updates across the entire organization. ⑦

OfficeScan Corporate Edition

- Comprehensive desktop security mobile client protection

HouseCall

- Personal virus scanning utility

PC-cillin Internet Security

- Comprehensive and easy-to-use protection from viruses, hackers and other internet-based threats.

PC-cillin for Wireless

- Automatic real-time scanning to protect wireless devices and computers from potential threats that can occur when downloading files from the Internet, beaming, and during synchronization

TREND MICRO

- **Reliable and Comprehensive Desktop Security**

  - Protects desktop, laptop, wireless and PDA clients from viruses, Trojans, worms and other malicious code as well as spyware, adware, dialer attacks, jokes, hoaxes, password crackers and hackers.

  - Protects your systems from malicious code coming in from multiple entry-points, e.g. e-mail, web downloads, etc.

  - All major windows platforms supported

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

  - Centralized management of OfficeScan clients through a web-based console for system monitoring, software updates, configuration changes and event reporting

  - Allows the control of multiple OfficeScan Servers and the ability to deploy product updates to all of the servers in an organization from one console

- **Easy Migration and Deployment**

  - Provides automatic and transparent removal of existing desktop antivirus software

  - Flexible and efficient installation and deployment options allow rapid installation to multiple clients simultaneously

• **Support for Roaming Users**

- Protection always on for roaming users whether connected or disconnected from the network
- Roaming Mode
  - Settings controlled by administrator, but users can be given rights to edit if remote environment requires
  - All actions logged for upload upon connection
- Updates
  - All updates can be received from Trend Micro via the Internet if OfficeScan server not available
  - Remote Agent now integrated with the OSCE client
  - Clients behind Network Address Translation (NAT) can initiate and get updates without issues
- Scheduled Scan
  - Controlled by administrator, but user can interrupt as need requires

- ## **Integrated PDA Protection**

  - OfficeScan for Wireless 3.0

    - Supports Pocket PC, Palm, and Symbian/EPOC
    - Real-time (Palm only), Manual, and Synchronization Scanning
    - Initial deployment done by a manual click in the OSCE client
    - Pattern file
      - – Contains all "in-the-wild" viruses
      - – Updates automatically during synchronization with OfficeScan client

OfficeScan

FOR Wireless

**FREE VIRUS PROTECTION
FOR WIRELESS DEVICES**

TREND
MICRO

⑦ ActiveAction

- Different actions for different types of virus/malicious code

⑦ IntelliScan

- Supports true file type scanning

*Applies to ServerProtect for Windows only

TREND MICRO

- **Security Enforcement**
    - Support for Cisco Network Admission Control (NAC) and Network VirusWall

- **Additional Threat Protection including Spyware and Adware**
    - Signature-based Protection

- **Integrated Enterprise Client Firewall**
    - Port and packed filtering

- **Network Monitoring and Network Virus Elimination**
    - Monitors machine-to-machine network traffic and eliminates network viruses (worms)

TREND MICRO

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 Corporate Size, Stability and Reputation**
  - Enterprise-ready security solutions for over 14 years

- **Trend Micro's Product Design**
  - Innovative product design incorporates comprehensive security protection at the desktop
  - Integrated support for NAC

- **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
  - OfficeScan CE helps manage the outbreak lifecycle by supporting EPS Services like Damage Control Services and Outbreak Prevention Services
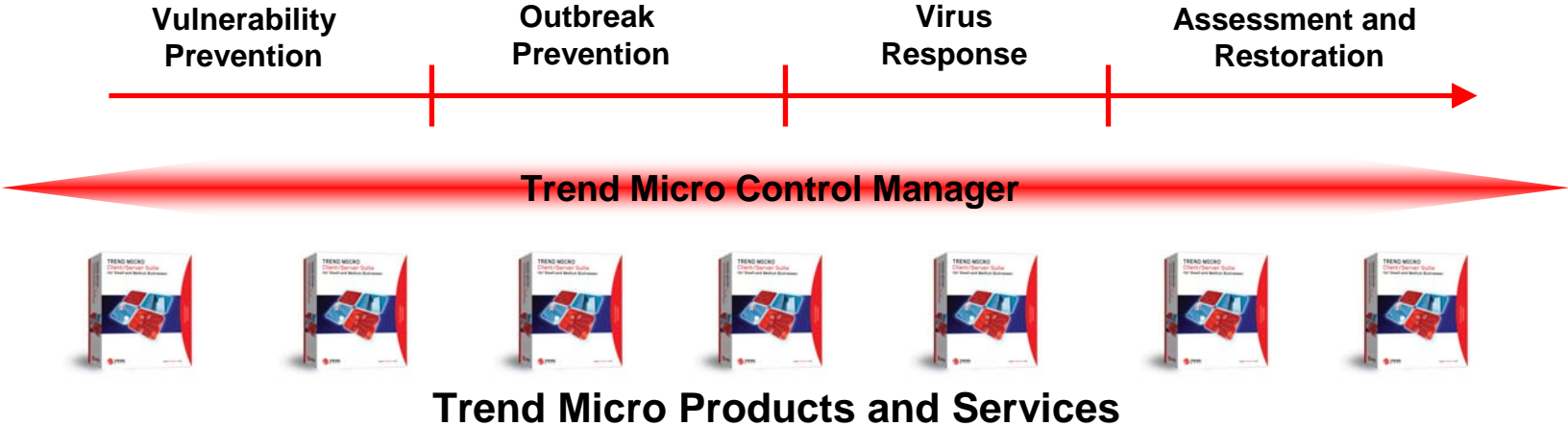
OfficeScan CE is a key component of the <u>Enterprise Protection Strategy (EPS)</u>, which is an end-to-end, layered defense strategy against viruses and other threats to your customer's IT environment for the entire lifecycle of those threats.

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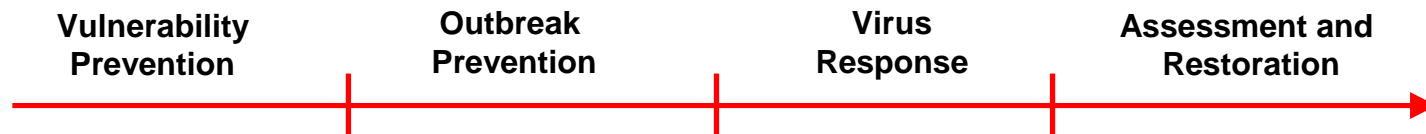
Trend Micro's award-winning Enterprise Protection Strategy spans everything from pre-empting attacks by detecting vulnerabilities in the Microsoft Operating System all the way to cleaning up virus remnants after an outbreak has been contained.

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 Prevention	Outbreak Prevention	Virus Response	Assessment and Restoration

Trend Micro Control Manager

Trend Micro Products and Services

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

Copyright 2004 – Trend Micro Inc.

24

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
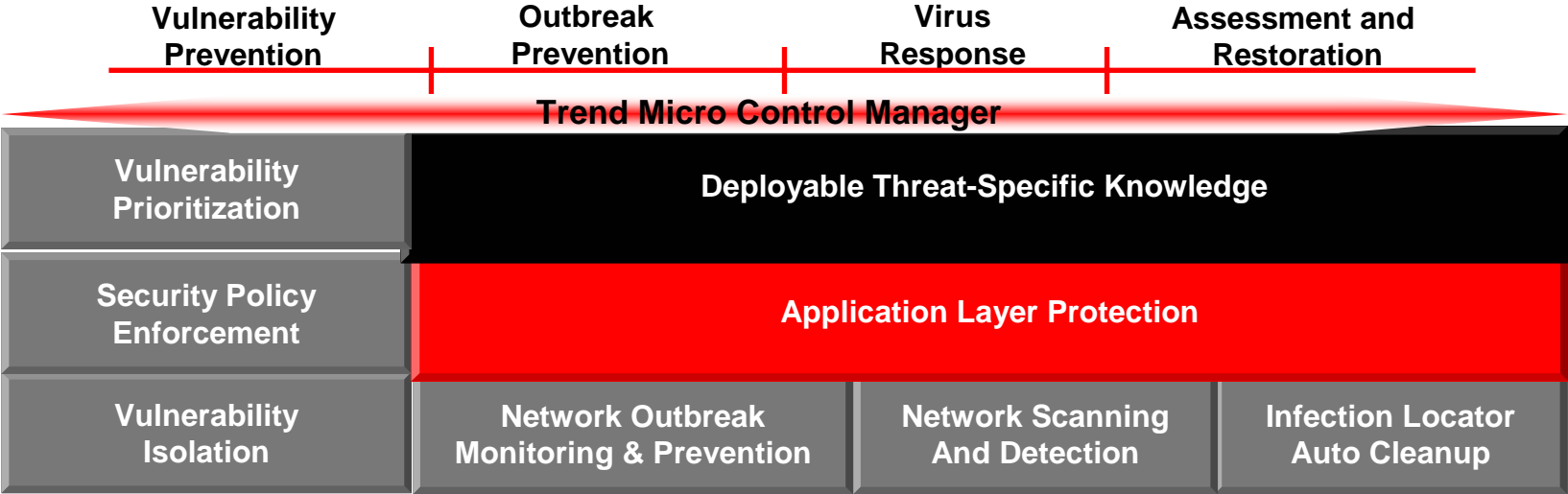
TREND MICRO

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

Vulnerability Prevention = OSCE + Vulnerability Assessment
Outbreak Prevention = OSCE + Outbreak Prevention Services
*Virus Response = OSCE**
Assessment and Restoration = OSCE + Damage Control Services

Vulnerability Prevention	Outbreak Prevention	Virus Response	Assessment and Restoration
Trend Micro Control Manager			
Vulnerability Prioritization	**Deployable Threat-Specific Knowledge**		
Security Policy Enforcement	**Application Layer Protection**		
Vulnerability Isolation	**Network Outbreak Monitoring & Prevention**	**Network Scanning And Detection**	**Infection Locator Auto Cleanup**

TREND MICRO

*Add Virus Response Services for enhanced response capabilities!

Copyright 2004 – Trend Micro Inc.

26

WHERE DOES OFFICESCAN CE FIT INTO YOUR CUSTOMER'S IT ENVIRONMENT?

Sales Training Module for OfficeScan CE
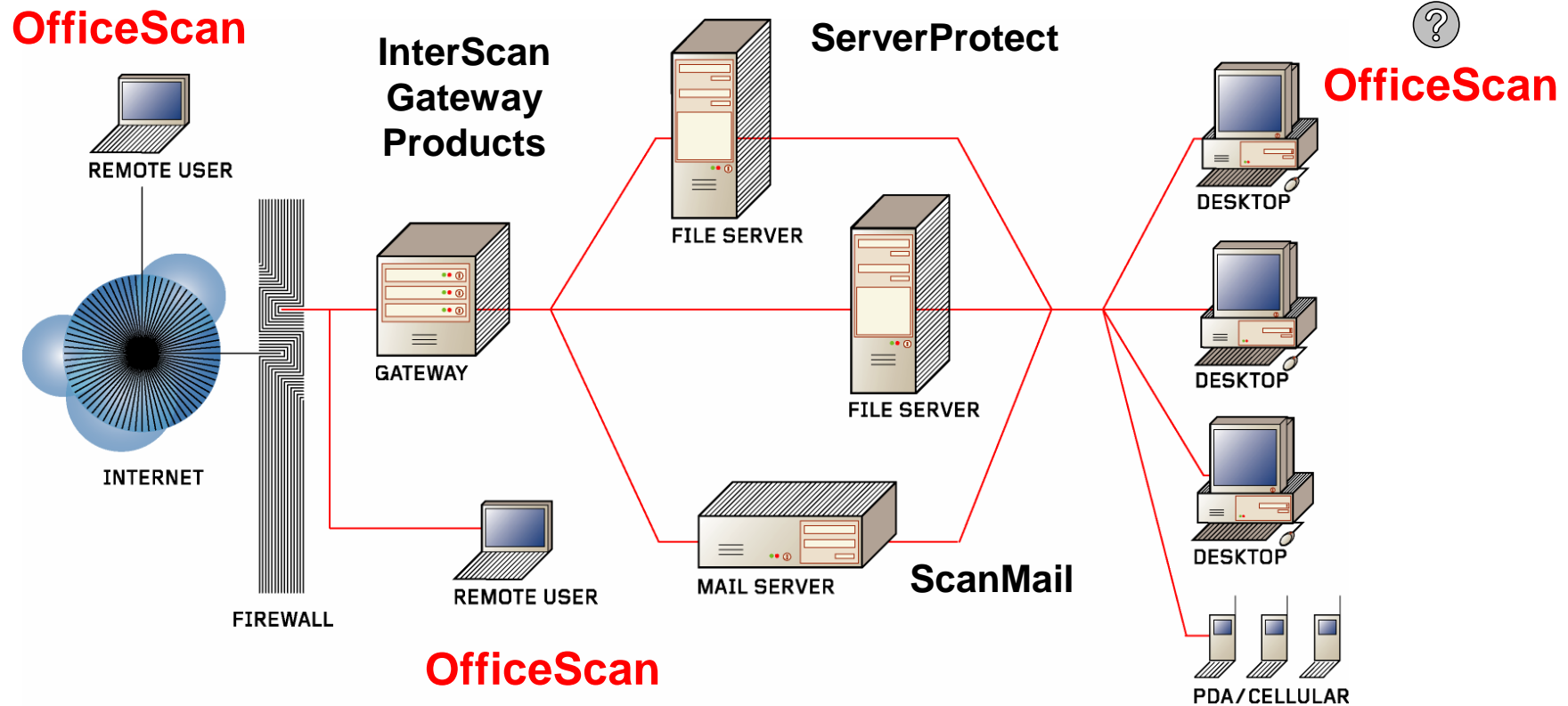
Target Customer Type

➢ Existing Trend Micro customers (Upsell)

➢ Customers currently running Network Associates or Symantec solutions

    - Suffering from weaker protection and management

    - Reduce cost while having improved protection and integrated enterprise client firewall

➢ Check Point SecureClient customers

➢ Palm, Pocket PC and Symbian corporate customers

➢ Customers looking for Cisco NAC support

Customer Size	Key Influencers
➢ Enterprise Customers ➢ SMB Customers	➢ CIO ➢ IT Director

TREND MICRO

Competitive Comparison Chart

Key Features	Trend Micro OfficeScan 6.5	Symantec Client Security 2.0	McAfee VirusScan Enterprise 7.1
Price per seat (2500 seats)	**$11**	**$25**	**$39 (includes pricing for PFW, ePO)**
Integrated Protection against spyware, adware, password attacks, dialers, jokes	✓	✓	✓
Integrated Firewall	✓	✓	
Integrated Security Enforcement through CISCO NAC	✓		**Yes, with limited features on client side only**
Centralize and flexible policy-based deployment for AV and Access Security Policies by Host Name, Login Name, Domain, IP, and Connection Status	✓		
All security components can be manage centrally via web browser from virtually anywhere	✓		

TREND MICRO

Competitive Comparison Chart

Key Features	Trend Micro OfficeScan 6.5	Symantec Client Security 2.0	McAfee VirusScan Enterprise 7.1
Integrated Security Enforcement through CISCO NAC	✓		**Yes, with limited features on client side only**
Centralize and flexible policy-based deployment for AV and Access Security Policies by Host Name, Login Name, Domain, IP, and Connection Status	✓		
All security components can be manage centrally via web browser from virtually anywhere	✓		

TREND MICRO

Competitive Comparison Chart

Key Features	Trend Micro OfficeScan 6.5	Symantec Client Security 2.0	McAfee VirusScan Enterprise 7.1
Outbreak Prevention Services and Damage Cleaning Services	✓		
Network Session Monitoring (scanning for unknown threats)	✓		
Network Virus Scanning and Elimination: •Port Filtering Firewall •Packet Filtering using build-in IDS like attack rules •Packet Filtering using TM network virus scanning engine and pattern (scanning for known network viruses and IDS like attack rules)	✓ ✓ ✓	✓ ✓	✓ ✓

TREND MICRO

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

Don't forget EPS!

- High-quality, reliable and scalable enterprise-level virus protection

- Simple, yet powerful, centralized management of all business desktop, laptop, wireless and PDA systems

- Stops re-infections and enforces security policies by preventing network access to non-compliant machines

- File-based and network-based antivirus protection

- Protection against spyware, adware, dialer, password attacks, jokes

- Enterprise client firewall

- Network virus scanning and elimination

- Supports EPS through TMCM Integration

- Flexible policy-based management

- Supports Apache Web Server

- Supports NAC or Network VirusWall for security policy enforcement

- Prevents re-infection by denying access to non-compliant machines

Trend Micro OfficeScan 6.5 includes all the features we need to feel secure in a world of increasing viral threats. With protection against viruses, worms, Trojans, spyware and adware, OfficeScan 6.5 delivers an integrated solution for our desktop environment.

— Sean Cox

Community America Credit Union

We have been very pleased with the support, documentation and added features that Trend Micro OfficeScan CE 6.5 has to offer. Some noteworthy benefits are the streamlined management console layout and the added functionality of the enterprise client firewall. The ability to identify threats of spyware and adware for increased security protection, along with damage cleanup services, are extremely helpful. All of the added functionality and performance make OfficeScan 6.5 a success!

— Sarah Simpson

Maricopa County DOT

I OBJECT

Objection: I've already got desktop antivirus software. Why would I want to move from my existing antivirus software to OfficeScan CE?

Answer: The move to OfficeScan CE brings all of the following:

1. Comprehensive and Integrated Security for the desktop
2. Network virus scanning and elimination
3. Better centralized management for all security components
4. Flexible deployment policy: Domain, User Group, IP or IP Range

I OBJECT

Objection: Why should I upgrade from OfficeScan 5.5?

Answer: The upgrade to OfficeScan CE 6.5 brings you to a whole new level of protection—from desktop antivirus to comprehensive desktop security which includes protection from spyware, adware, dialer, password attacks, jokes as well as network viruses.

TREND MICRO

I OBJECT

Objection: Policy enforcement is important to me. Should I purchase OfficeScan CE or Network VirusWall?

Answer:

If you want to protect the segment layer and ensure quick deployment to shield each segment from new threats, then you will want to buy Network VirusWall.

If you want to compliment and enforce the security from each segment down to the desktop for a complete end-to-end solution, then you will want to buy OfficeScan CE

TREND
MICRO

I OBJECT

Objection: I'm not a Cisco shop and I don't want to change out my network infrastructure.

Answer: You don't have to. OfficeScan CE and Network VirusWall can work together to provide complete security policy management and enforcement

Product Licensing Model

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

Number of Seats	OfficeScan Corporate Edition *Per Seat Price*	OfficeScan Corporate Edition Competitive Upgrade *Per Seat Price*
5 - 25 seats	$25.00	$12.50
26 - 50 seats	$22.50	$11.25
51 - 100 seats	$21.25	$10.63
101 - 250 seats	$19.58	$9.79
251 - 500 seats	$16.25	$8.13
501 - 1000 seats	$13.75	$6.88

TREND MICRO

Note: all pricing SRP
Valid as of June '04

- Online Testing for **OfficeScan CE** can be found at the following URL: http://certification.trendmicro.de

- 15 Questions

- 80% is passing score

- Immediate results!

THANK YOU!

And good selling…

TREND MICRO