

# Trend Micro Licensing Program



Trend Micro™ Sales Training Module

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Welcome to the **Trend Micro Licensing Program (TMLP)** Sales Training Module!

Trend Micro's licensing program training module is designed with the sales professional in mind and will address the following:

1. Key Concepts Related to Software and Volume Licensing
2. Trend Micro's Licensing Program, Overview and Details
3. Trend Micro Licensing and Pricing Scenarios

Following this course, you should be better prepared to sell Trend Micro's award-winning security solutions using the Trend Micro Licensing Program.


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 30 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.

### ***An Overview of Licensing***

- Software Licensing
- Volume Licensing

2.

### ***Trend Micro's Licensing Program***

- Program Overview
- Program Details
  - Purchasing Customer Types
  - Product Types
  - License Program Tiers
  - Cumulative Purchasing
  - Maintenance

3.

### ***Licensing Examples***

- Case Studies in Licensing
- Summary



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## What is a Software License?

A software license grants the user the legal right to use a piece of software. For each Trend Micro software program used, a license is granted to the user and documented in an End User License Agreement (EULA). Software is protected by copyright law, which states that the product cannot be copied without permission from the copyright holder.



## What is Volume Licensing?

Volume licensing is a way of purchasing software product at a price that is discounted to reflect the volume of software product being purchased. Software product purchased through a volume licensing program traditionally consists of the actual product media and a software license.





## **What are Some of the Common Advantages of Purchasing Software through a Volume License Program?**

- Increasing discounts as larger volumes of software are purchased
- The ability to purchase the exact number of licenses needed
- The ability to purchase upgrade protection/maintenance
- The ability to purchase other services, e.g. tech support, consulting.



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Trend Micro's volume licensing program is referred to as the **Trend Micro Licensing Program** or **TMLP**. Trend Micro's licensing program emphasizes ease-of-use and value.

The Trend Micro Licensing Program is a transactional program which means that customers are not required to submit usage reports/forecasts or sign long-term, highly involved agreements. And with increasing discounts as more software is purchased and some competitive trade-in options, Trend Micro's licensing program offers real cost benefits.

The Trend Micro Licensing Program has four major categories that are defined by customer type.

- **Standard**
  - Any standard buying entity including commercial accounts
- **Academic/Non-Profit**
  - Accredited schools, accredited hospitals and formal non-profit organizations
- **State and Local Government**
  - Chartered state and local government agencies
- **Federal Government**
  - Federal Government agencies or other entities authorized by the Federal Government to make purchases using Federal contracts or pricing

As with most volume license programs, institutional customers in the categories shown above enjoy a larger purchasing discount, i.e. they receive 25% off of the “standard” price.\*

In addition to breaking down licensing by customer type, Trend Micro's products also fit into two major product categories—enterprise software products and SMB solutions.

## **Trend Micro Enterprise Software Products**

***Most Trend Micro solutions fit in this category including:***

- Client/Server/Messaging Suite
- InterScan Messaging Security Suite
- InterScan Web Security Suite
- Network VirusWall
- Spam Prevention Solution
- Client/Server Suite
- OfficeScan
- ScanMail
- NeatSuite
- ServerProtect

## **Trend Micro SMB Products**

- InterScan VirusWall for SMB
- Client/Server for SMB
- Client/Server/Messaging for SMB

How a particular product is purchased is determined by the product type under which it is categorized.

## Trend Micro Enterprise Software Products

For Trend Micro's Enterprise Software Products, pricing is determined on a **per user\*** basis. *Per user refers to an employee or independent consultant who uses a computer to perform work for the customer.*



## Trend Micro SMB Products

For Trend Micro's SMB Products, pricing is determined on a **per computer\*\*** basis. *Per computer refers to the number of computers—including PC's, workstations and servers—that are to be protected by the Trend Micro solution.*



\*The term "seat" may be used in some of the other training modules to refer to a "user"

\*\*The term "node" may be used in some of the other training modules to refer to a "computer"

## Program Tiers

Although pricing is done on a per user basis (per computer for SMB solutions), the exact price per user is determined by the total number of users. These pricing bands are called program tiers.

### Trend Micro OfficeScan Corporate Edition Example

Decreasing Per-User Price ↓


Program Tiers	Number of Users	Price per User*
<i>Tier #1</i>	5 – 25	\$25.00
<i>Tier #2</i>	26 – 50	\$22.50
<i>Tier #3</i>	51 – 100	\$21.25
<i>Tier #4</i>	101 – 250	\$19.58

*Program Tiers Continue to 50,000+ Users*




The current Price List and a full listing of program tiers can be found at Trend Micro's PartnerWeb web site, [www.trendmicro.com/partners](http://www.trendmicro.com/partners)

## Trend Micro License Program Customers Enjoy a Low Buy-In Amount

- The initial purchase must be for at least 5 users 
- Re-orders also have a 5 user minimum purchase level



## Trend Micro License Program Customers also Enjoy Cumulative Purchase Pricing as they Buy Additional Software

- The customer's first purchase determines the initial discount level. As the customer purchases the same software for additional users, the price of those incremental licenses is determined by the total number of users then protected by that product.\*
- Customers purchasing additional licenses of the same product are entitled to achieve the next discount tier if the additional purchase reaches the next pricing band. 



## **Maintenance Support Included the First Year**

### ***Maintenance = Upgrade Protection, Update Protection and Technical Support***

- Maintenance support is included in the initial purchase of product licenses and consists of one year of virus pattern file updates (including pattern files for newly emerging virus threats), product version upgrades and telephone and online technical support
- For the second year of maintenance, the cost to the customer is 30% of the then current suggested retail price for that product. Maintenance is due 12 months from the original purchase and every year thereafter.

## **Premium Support Option Available for Proactive, Personalized Technical Support**

- For those organizations looking for a higher level of technical support than is afforded under the maintenance program, Trend Micro offers multiple levels of premium support—Priority Support, Silver Premium Support, Gold Premium Support, Platinum Premium Support, Diamond Premium Support and Trend Micro's Virus Response Service Level Agreement (SLA).
- Trend Micro's premium support programs provide proactive, personalized services which combine rapid response times with antivirus, content security and technical expertise

## Premium Support Pricing

- Pricing for Trend Micro's premium support services is done on a per-account, per-year basis depending on the level and type of support the end-user customer requires.

Program Level	Annual Price*
<i>Priority Support</i>	\$7,000
<i>Silver Premium Support</i>	\$25,000
<i>Gold Premium Support</i>	\$45,000
<i>Platinum Premium Support</i>	\$60,000
<i>Diamond Premium Support</i>	\$185,000

Program Level	Annual Price*
<i>Trend Micro Virus Response Service Level Agreement (SLA)**</i>	\$12,000

\*\*Trend Micro's Virus Response Service Level Agreement offers customers a two hour, penalty-backed virus support service guarantee. It comes, at no additional charge, with Gold, Platinum and Diamond Premium Support. It can be Purchased for \$12,000/year by all other customers.

The program deliverables for the Trend Micro License Program include a license certificate and media.



### **License Certificate**

Once the order process is complete, the end user receives a Trend Micro license certificate electronically that includes the following detail:

- Product purchased
- Total number of licenses purchased
- Serial number
- Start and end date of contract



### **Media**

Trend Micro electronic media is obtained via download. Download details are provided with the license certificate. (An order for CD-based physical product media can be placed with the license order for \$25 SRP per product.)

## Network VirusWall, Unique Pricing Model

One of the unique Trend Micro solutions, from a licensing perspective, is Network VirusWall which is sold as a combination of both hardware appliance and software.

Network VirusWall software is an enterprise software solution, so it is sold on a **per user** basis. Network VirusWall hardware appliances drive the Network VirusWall software and are sold on a **per unit** basis. Customers buy the number of Network VirusWall appliances they need from a performance perspective and the number of Network VirusWall software licenses they need according to the number of users to be protected.



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Lexington Corporation is interested in purchasing 1,200 users of ServerProtect along with some CD-based media. Based on the pricing schedule below, Lexington Corp's total cost would be calculated as follows: (1,200 users x \$12.28 per user) + \$25 for media = \$14,761

### ServerProtect Multi-Platform

Program Tier	# of Users	Price per User*
Tier #1	5 – 25	\$22.00
Tier #2	26 – 50	\$20.90
Tier #3	51 – 100	\$20.46
Tier #4	101 – 250	\$18.02
Tier #5	251 – 500	\$16.06
Tier #6	501 – 1,000	\$14.08
Tier #7	1,001 – 2,000	\$12.28
Tier #8	2,001 – 5,000	\$9.68





A year later, Lexington Corporation is interested in purchasing another 900 users of ServerProtect. Based on the number of licenses already owned and the pricing schedule below, the total cost for the incremental licenses would be calculated as follows: 900 users x \$9.68 = \$8,712

### ServerProtect Multi-Platform

Program Tier	# of Users	Price per User*
Tier #1	5 – 25	\$22.00
Tier #2	26 – 50	\$20.90
Tier #3	51 – 100	\$20.46
Tier #4	101 – 250	\$18.02
Tier #5	251 – 500	\$16.06
Tier #6	501 – 1,000	\$14.08
Tier #7	1,001 – 2,000	\$12.28
Tier #8	2,001 – 5,000	\$9.68



If at the close of year one Lexington Corporation has 1,200 users of ServerProtect, then maintenance would be calculated as follows:

$$1,200 \text{ users} \times \$3.68 = \$4,416$$

If at the close of the second year Lexington Corporate has 2,100 users of ServerProtect, then maintenance would be calculated as follows:

$$2,100 \text{ users} \times \$2.90 = \$6,090$$



### ServerProtect Multi-Platform

Program Tier	# of Users	Maintenance Price per User*
<i>Tiers #1, #2, #3</i>	5 - 100	...
<i>Tier #4</i>	101 – 250	\$5.41
<i>Tier #5</i>	251 – 500	\$4.82
<i>Tier #6</i>	501 – 1,000	\$4.22
<i>Tier #7</i>	1,001 – 2,000	\$3.68
<i>Tier #8</i>	2,001 – 5,000	\$2.90



Independent Consulting Services (ICS) is a small business interested in buying Client/Server Suite for SMB along with some CD-based media for a total of 30 computers (including PC's, workstations and servers). Based on the pricing schedule below, ICS's total cost would be calculated as follows: (30 computers x \$26.50) + \$25 for media = \$820

### Client/Server Suite for SMB

Program Tier	# of Computers	Price per Computer*
Tier #1	5 – 25	\$28.00
Tier #2	26 – 50	\$26.50
Tier #3	51 – 100	\$24.00
Tier #4	101 – 250	\$22.50
Tier #5	251 – 500	\$21.50



Blanding Community College is interested in buying 1,500 users of ScanMail for Microsoft Exchange for their Business Department. Based on the pricing schedule below, total cost would be calculated as follows: 1,500 users x \$12.56 per user = \$18,840

## ScanMail for Microsoft Exchange *Academic Pricing*

Program Tier	# of Users	Price per User*
<i>Tier #1</i>	5 – 25	\$22.50
<i>Tier #2</i>	26 – 50	\$21.38
<i>Tier #3</i>	51 – 100	\$20.93
<i>Tier #4</i>	101 – 250	\$18.43
<i>Tier #5</i>	251 – 500	\$16.43
<i>Tier #6</i>	501 – 1,000	\$14.40
<i>Tier #7</i>	1,001 – 2,000	\$12.56



Sterling Controls is interested in buying 8 Network VirusWall hardware appliance units and 1,800 users of software. Based on the pricing schedules below, total cost would be calculated as follows: (8 units x \$4,995) + (1,800 users x \$21.42) = \$78,516

## Network VirusWall Hardware

Program Tier	# of Units	Price per Unit*
<i>Tier #1</i>	1 – 5	\$5,995
<i>Tier #2</i>	6 – 10	\$4,995
<i>Tier #3</i>	11 – 25	\$3,495
<i>Tier #4</i>	26 – 50	\$2,495
<i>Tier #5</i>	51 – 100	\$1,995
<i>Tier #6</i>	101+	\$1,595

## Network VirusWall Software

Program Tier	# of Users	Price per User*
<i>Tiers #1, #2</i>	5 – 50	...
<i>Tier #3</i>	51 – 100	\$40.53
<i>Tier #4</i>	101 – 250	\$36.08
<i>Tier #5</i>	251 – 500	\$30.00
<i>Tier #6</i>	501 – 1,000	\$24.21
<i>Tier #7</i>	1,001 – 2,000	\$21.42

### What are the key features of Trend Micro's Licensing Program?

#### Ease of Use

*Transactional Program  
No Forecasting/Reporting  
No Long-term, Complicated Contracts*

#### Powerful Program Elements

*Low Buy-In Amounts  
Cumulative Purchase Pricing  
First Year Maintenance Included*

#### Value

*Increasing Discounts with Volume  
Some Competitive Trade-In License Options*



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



**THANK YOU!**

And good selling...