

Conversation

Starters

General:

- How many Windows and Mac laptops, desktops or servers does your business use?
- Do you secure all the devices with security software?
 - If yes, what security controls do you presently have on your endpoints and email?
 - If no, please can I walk you through some option?
- Are you using Office 365 or GSuite? Describe any issues with the security you are having?
- Do you use any file sharing services like Dropbox, Box, Google drive etc?
- Do you have business supplied mobile phones or tablets?

Productivity:

- Do you have controls in place to define and enforce which websites employees can access?

Threats:

- What do you use to protect your business from ransomware and other advanced threats and malware?
- Have you ever been impacted by ransomware, what happened?
- Are you concerned about phishing emails that might end up with user log in information being stolen?
- Have you heard of Business Email Compromise (BEC) and the financial loss it can cause? Explain.
- Do you see value in preventing BEC?
- Does your business ever receive spam and phishing emails?
- Do you worry about mobile device threats and do you have security on your mobile devices?

Data Protection:

- Does your business worry about GDPR and data loss/theft?
- Have you got too many or too complex security tools? Do you see value in consolidating with a simpler integrated solution?
- Do your present security tools enable you to investigate threats?
- Do you have skills to do the threat investigation and threat hunting?
- Do you feel your current security protection is state of the art for endpoint, web, email and cloud environments?

Common customer issues

How Trend Micro solve

Customer has too many security product consoles that aren't integrated.

- Worry-Free Services Advanced is a single solution covering endpoint, web, email and cloud services.

Moving to Office 365/GSuite or ineffective current security controls on existing Office365/GSuite deployments.

- Cloud App Security integrates directly into Office 365/GSuite simply via API offering advanced Anti-Malware, Anti-Phishing, Anti-BEC and Data Protection that will significantly improve security posture over existing controls.
- Worry-Free Services Advanced includes Cloud App Security. As additional value they also get endpoint protection and an hosted email gateway with this bundle.

Lack of or poor web security and filtering for internal and roaming users.

- The endpoint solution, Worry-Free Services, includes website filtering security controls which check whether a site is malicious or inappropriate and blocks where required.

No protection against advanced email threats including BEC, phishing, credential theft, malware, ransomware.

- If customer is using Office365 or GSuite, propose Worry-Free Services Advanced which Cloud App Security or Email Security Standard.
- If customer is using on-prem Exchange, propose Email Security Standard which again is included in Worry-Free Services Advanced, which also includes endpoint protection.

Is not able to detect data such as financial and personal information being moved around or out of the business?

- Worry-Free Services Advanced endpoint, email and cloud security components all include Data Loss Prevention technology to stop information like this being moved. Sell Worry-Free Services if this is just required for the endpoint

Objection

Handling

Why should I trust Trend Micro for my security needs?

Security market leader with multiple independent industry recognised awards with products designed for the Soho/SME market.

Products too expensive? What's the cost of the alternative, e.g. suffering a breach, facing a fine, having money stolen or your files encrypted?

Microsoft's standard security is good enough: We have stats we can share to prove otherwise. TM is also simpler and more integrated.

MacOS doesn't need security. There is plenty of malware for Macs. Malware should not be your only concern, for example, what about web security and device controls?

There are no threats for mobiles devices: There is lots of Android malware and we have stats we can share to demonstrate this.

My existing endpoint security is good enough: Is it a state of the art integrated solution that can detect and block the latest threats including ransomware and file-less attacks? Do remote users get the same security protection as internal users? e.g. Web filtering. Can it prevent data loss?

Too hard to change / install new software: All solutions are SaaS meaning no management software to locally install, no new servers to spin up etc. Endpoint agents automatically removes previous agent on install.

I'm only interested in "Next-Gen" security: Trend Micro's longevity in the security market does not mean ineffectiveness. Trend's solutions include all the latest, so called "Next-Gen", detection techniques such as machine learning and AI as well as proven techniques such as signatures and Behaviour Monitoring. With the added benefit of productivity and Data Protection tools like URL filtering and DLP/Device control.

Identifying an opportunity

Things to listen out for?

Negative comments about present security solutions

- Present security solution ineffective
- Too many consoles, want to consolidate vendors
- Products too complicated, need to be easier to deploy and configure
- Products not integrated
- Challenges of managing and securing multiple device types including mobiles
- Ineffective native security in Office 365 and endpoint
- Lack of user control, for example surfing inappropriate websites
- Difficulty in securing roaming users

Threat and protection concerns

- Customer hit by malware / ransomware
- Customer hit by Business Email Compromise (BEC) / email threats
- Theft of user log in information via phishing / email threats / poor email hygiene
- Unacceptable levels of spam

Data protection concerns

- GDPR required "state-of-the-art" security controls to be deployed
- Data loss / device loss - Device control and encryption
- Need to control movement and/or distribution of confidential information, e.g. Intellectual Property, Personal data, Financial information

Needs / Requirements

- Moving to Office 365 or GSuite
- Single solution with consolidated controls
- Need detection information more integrated

Skills shortage

- Lack of inhouse security expertise. Need a simple integrated solution

Competitive Information

Selling to someone using consumer grade standalone product in their business

- Trend Micro offers a single hosted management console
 - See all protected machines in one screen
 - See consolidated threat detections across all devices and cloud services
 - Enforce consistent security policy across all devices, in or out of the office
- Includes business class features like URL filtering, Data Loss Prevention, Application control, Device control, encryption enforcement etc.
- Supports server operating system and well as clients
- Secure email, endpoint and cloud services from a single solution with enterprise class protection
- Stop newer threats like ransomware, Business Email Compromise, credential (User log in information) theft from a single solution

Selling to someone with inferior business security products installed

- Trend Micro is 100% cloud based, so no on premise management required
- Trend Micro has been a leader in the Endpoint Gartner magic quadrant for the last 17 years
- Trend Micro is a leader in email security based on the Forrester Wave
- Trend Micro provides a single management console for comprehensive endpoint, cloud and email Security controls
- Industry leading layered security to stop known and unknown threats
- Includes Data protection controls: Encryption Enforcement, Device control and Data Loss Prevention

Which Product to Sell



Product selection

Mobile • Tablet • Laptop • Desktop • Server



Endpoints



Email Gateway



Cloud Email & Collaboration
(O365 / G Suite)

Protection Point	Description	Product Name
	Endpoint only	Worry-Free Services
	Endpoint + Email Gateway	Worry-Free Services Advanced
	Endpoint + Cloud Collaboration	Worry-Free Services Advanced
	Endpoint + Email Gateway + Cloud Collaboration	Worry-Free Services Advanced

Why Trend Micro Security Solutions

General

- Worry-Free solutions are built specifically for Soho/SMB market.
- This reduces complexity, making it easier to deploy and manage and ultimately more secure
- A leading supplier of SMB security solutions over the last 15 years
- Industry-leading Soho/SMB solution based on analyst research, e.g. Gartner and Forrester etc
- Industry-leading protection based on security effectiveness testing, e.g. AV-Test and NSS Labs
- Integrated solution with single console for endpoint, email, web and cloud protection. Supports Windows desktop and server, Mac desktop and server, iOS and Android devices
- Layered security controls, e.g. machine learning, sandboxing, ransomware protection, web protection, Data Loss Prevention to provide highly effective protection against advanced threats, delivered via a single lightweight agent.

Features

- Unified computer endpoint & mobile security with integrated cloud and email security controls
- Layered Next-Gen Security controls: Predictive Machine Learning & AI for Unknown Ransomware Prevention
- Data Loss Prevention capabilities for controlled or regulated data transmission & storage
- Device control capabilities to prevent data Loss via removable media like USB's
- Web Reputation to keep user safe online, stopping them going to phishing, C2C and malware delivery sites
- URL Filtering on the endpoint to ensure organisational compliance by controlling web site access
- Advanced anti-malware and application behaviour analysis to detect Cryptojacking and ransomware malware
- Application white and black listing capabilities to control what applications are allowed to run on endpoints
- Full Disk encryption control using Bitlocker agent to reduce risk when a device is lost