

Free Email/Cloud App Security (CAS) Assessment

Campaign Guidelines

- **Use case:** talk about email threats and use the assessment to open a conversation about email security and user protection with your prospects, existing Office 365 customers or file-sharing app users (Dropbox, Google Drive, etc.).
- **The Assessment:** it's a free assessment to evaluate your customer's email and cloud-based application security. The goal is to find out the gap in their current security policy. The set-up will take around 15 minutes. Allow it to run for 2 weeks in order to get the optimal report.
 - Risks covered by the assessment:
 - Phishing
 - Business email compromise (BEC), such as fake CEO emails and wire transfer scams
 - Malware (known malware and unknown malware)
 - Ransomware; malicious URL's
- **Sales Talks:** Based on the analysis, advise your customer to look into some areas, including:
 - Employee training: suggest they use Trend Micro [Free Phish Insight](#) tool to test their employees and roll out compliance training
 - Re-evaluating their existing endpoint solution: recommend a complete endpoint solution such as Worry-Free Services Advanced, which includes email security, cloud app security (CAS) and integrated data lost prevention (DLP).
 - If “rip and replace” isn't an option, you can offer the standalone products, CAS or Hosted Email Security (HES).
- **Recommended Next Step:** Don't do it alone! **Register your customer opportunity** in our [partner portal](#) and a Trend seller will help you with the sales pitch, product recommendation and POC.

Sales Toolkit

Type	Assets	Use Case	Subject Line	Links
Email	Prospecting Email for Sellers	Sales reps customized and send to prospects	Your Local Security Advisor	https://www.dropbox.com/sh/cifvr7vn683eop0/AAB9ng2_-r2kR4ejlACMx8GJa?dl=0
Email	Cross-selling Email for Sellers (to existing Office 365 customers)	Sales reps customized and send to their Office 365 customers	Security Health Check	
Datasheet	Cloud App Assessment Datasheet	Attach this datasheet to your emails if applicable		
Datasheet	Worry-Free Services Advanced	A completed endpoint and email protection		Download here
Datasheet	Cloud App Security	Advanced threat and data protection for Office365 and file-sharing services		Download here
Analysis	Analysis: Trend Micro Cloud App Security Report 2018	A deeper look of email risks caught by Trend Micro's Cloud App Security that were missed by other vendors		View the report here
Press Release	Press Release – Writing Style Analysis	Share with your customers about Trend's Industry-first writing DNA technology	Trend Micro Unveils Industry's First AI-Powered Writing Style Analysis to Halt Email Fraud	View the Press Release here
Blog Post	Blog Post/ Video: Outsmarting Email Hackers	Educate your customers about email threats	Outsmarting Email Hackers with AI and Machine Learning	Blog Post Video
Video	YouTube Video - BEC	Share with your prospects through social media or emails	Office BEC Attack Video	Trailer: https://youtu.be/Edwijk-oCgn4 Full video: https://youtu.be/7TCE5qMC4IU
Video	YouTube Video - Ransomware	Share with your prospects through social media or emails	Hospital Ransomware Attack Video	Trailer: https://youtu.be/YQrJ9clFaM Full video: https://youtu.be/hlzlUVH5MRQ
News	Some current events related to BEC, Phishing, Whaling, etc. to share with your prospects/ customers (A quick search on Google will give you more examples to share!)	<ul style="list-style-type: none"> https://www.bankinfosecurity.com/maryland-man-sentenced-for-leading-42-million-bec-scheme-a-12335 https://www.bbc.com/news/uk-scotland-glasgow-west-47161340 https://www.cnbc.com/2019/03/20/reuters-america-lithuanian-pleads-guilty-in-u-s-to-massive-fraud-against-google-facebook.html https://securityboulevard.com/2019/03/can-victims-of-phishing-scams-be-fired-for-falling-prey/ https://healthitsecurity.com/news/business-email-compromise-hacking-group-expands-executive-targeting https://www.zdnet.com/article/trickbot-trojan-profits-from-the-tax-season/ 		

How to Request a CAS Assessment or Trial License for Your Customers

CAS/ Office 365 Assessment

Option 1: Do it Yourself

Are you a “Do it Yourself” type person? Follow the **Step-by-step Guide** in the sales toolkit to do the assessment for your customer and update the sample **Customer Presentation** for the review meeting with your customer.

- Download the **Step-by-step guide** [here](#)
- Download the **sample customer presentation** [here](#)

Option 2: Leverage Trend Micro to do the assessment

- Step 1: **Email your Trend Micro iCAM** to request the assessment
- Step 2: Coordinate with your customer to **set a date and time for a meeting**
- Step 3: Confirm the meeting with your iCAM, who will get on the call and walk the customer through the assessment

Product Trial Licenses

- Email your Trend Micro iCAM what product you’d like to request: Worry-Free Services, Worry-Free Services Advanced, Smart Protection Suites, Cloud App Security.
- Provide the customer info: End-User Company name, First Name, Last Name, Address, Trial period: 30 days, # of Seats
- Your iCAM will send you the license key for the end-user and activation instructions.

Questions Contact your Channel Account Manager or call our partner hotline at 888-977-4200.

Marketing Kit: Lead Gen & Nurturing Campaigns

What:	How:	Have questions
These assets are created for partners to customize and launch a lead gen campaign targeting their customers and prospects.	<p>The campaign kit includes a landing page and 3 email templates to generate and capture leads.</p> <ul style="list-style-type: none"> Landing page: Partners replicate the landing page in their email tool and add a contact form to capture leads. Email templates: Partners recreate the emails, customizing the content when applicable, in their email tool and set up the campaign. <p>Lead follow-up: Form submissions should be routed to your sales team for following-up.</p>	Contact Trend Micro Channel Marketing Manager, Yen Pham yen_pham@trendmicro.com

Asset Type	Subject Line/ Content	CTA	Links
Landing page (LP)	Free Assessment Landing Pages	Sign up for a free assessment	Get the landing page template here Get the Thank-you page template here
Email	8,920,792 Reasons to Protect Your Business	Get a free assessment	Download HTML and Outlook templates here
Email	The Numbers Don't Lie	Get a free assessment	Download HTML and Outlook templates here
Email	Is Your Company Prepared to Defend Itself?	Take a test drive	Download HTML and Outlook templates here

Social Media Posts

Channel	Template	Note
Twitter/ LinkedIn	While email hacking is a commonly used malicious tactic, it has become prevalent in the healthcare sector. Learn how #TrendMicro uses machine learning to boost your email security: http://bit.ly/2N6GZs5 . Get a free assessment, [add your LP]	
Twitter/ LinkedIn	Phishing, a social engineering tool used in business email compromise (BEC) scams, is continuously evolving. The FBI reports that businesses worldwide have already lost US\$12.5 billion to BEC scams. Read on: http://bit.ly/2U1Tr41 #GoldPartner #[partnername]. Are you safe? Get an assessment, [add your LP]	
Twitter/ LinkedIn	Cybercriminals are leveling up tried-and-tested social engineering tactics, such as phishing, to increase the likelihood of users falling for fraud, identity theft, or spoofing. Details: http://bit.ly/2U1Tr41 . Check if you're protected, [add your LP] #Goldpartner #[partnername] #TrendMicro	
Twitter/ LinkedIn	Find out how you can have complete threat protection against email and file sharing risks: http://bit.ly/2xWTOSf #GoldPartner #[partnername] #TrendMicro	
Twitter/ LinkedIn	A fraudster used a #BEC scheme to steal over US\$100 million from Google and Facebook. Details: http://bit.ly/2JN0lpS Are you protected? Get an assessment, [Add your LP] #GoldPartner #[partnername] #TrendMicro	
Twitter/ LinkedIn	Email is still a popular infection vector for #malware operators, with malware accounting for 12% of email threats detected by @TrendMicro Cloud App Security in 2018. Report: http://bit.ly/2SPARHC #Goldpartner #[partnername] #TrendMicro	
Twitter/ LinkedIn	Cryptocurrency-mining attacks against cloud infrastructure can be prevented if individuals and organizations prioritize security by design. More here: http://bit.ly/2JsQMfB #GoldPartner #[partnername] #TrendMicro	
Stock Images		https://www.dropbox.com/sh/xerxzc24v1j63bg/AAAGVEVZwUq9IE3jZe_bVjNua?dl=0