

## Trend Micro Call Guide

**Targeted audience:** The guide provides Trend Micro sellers and partners with suggestions of how to engage with McAfee customers and offer them additional value.

**Need help?** Contact your Trend Micro Channel Account Manager or email the Trend Micro Channel Sales Support Team at [perfectpartner@trendmicro.com](mailto:perfectpartner@trendmicro.com)

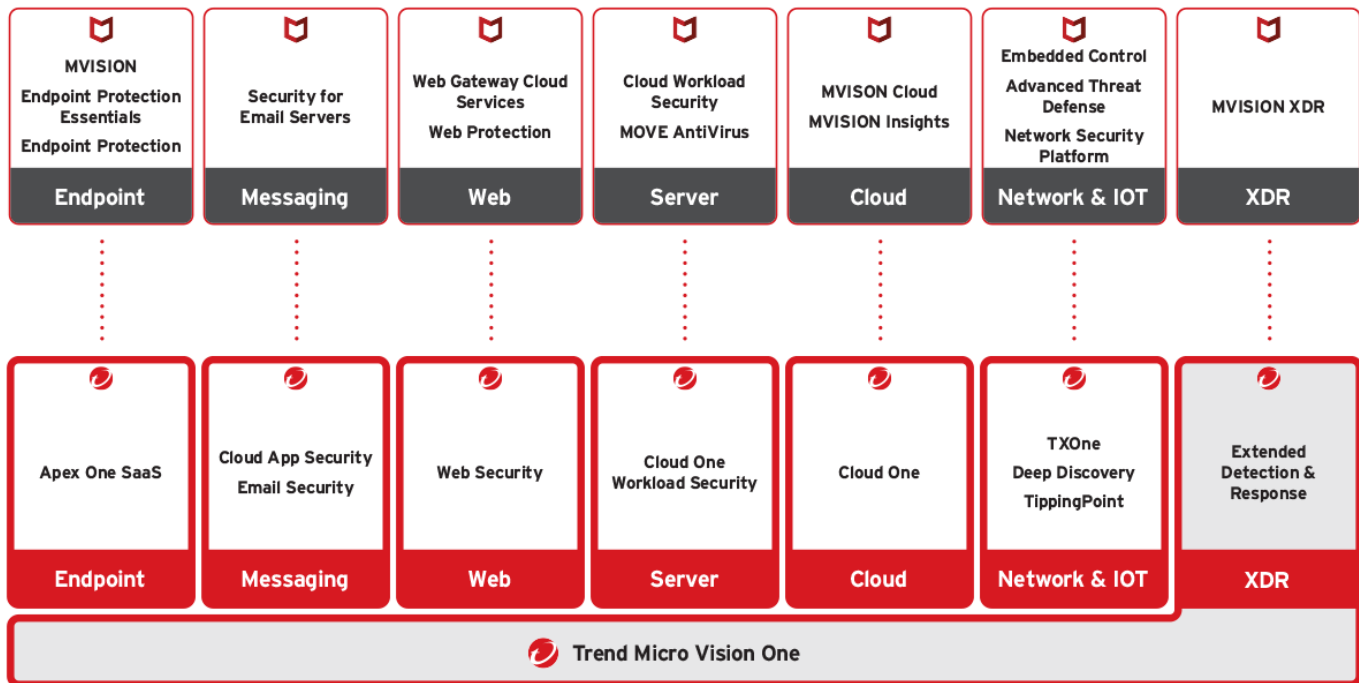
### Overview

In March of 2021 it was announced that McAfee was being acquired by Symphony Technology Group (STG). Unlike the Broadcom’s acquisition of Symantec, it is not expected that STG will make wholesale changes with McAfee causing customers to quickly seek an alternative.

However, **the acquisition means bad news to many McAfee users, especially CISOs or CTOs as it may cause disruption in their long-term strategy.** Astute McAfee customers may start looking at alternatives vendors as they try to assess STG’s commitment to McAfee’s customer base. It is important to be **empathetic** to McAfee customers as they do their vendor risk analysis.

Trend Micro is a more than capable alternative to McAfee. We know that McAfee customers tended to be “shops” purchasing multiple McAfee solutions. Because of this and our broad portfolio Trend Micro is the perfect security **partner** for McAfee customers to **migrate** too.

### Part 1: McAfee to Trend Micro Migration Chart and Competitive Comparison



McAfee Strength	McAfee Weakness
<b>Unified management - Endpoint Security and ePO are highly customizable, and ePO can be used to manage most McAfee business products</b>	Management complexity - The ePO management console is complex, time consuming and targeted towards very large enterprises
<b>Broad security portfolio - Can offer most common endpoint protection features</b>	Weak XDR solution – Mvision XDR is a glorified EDR solution gathering data from endpoint and cloud only. They claim to include network too but have found no proof. Email is completely missing from their story and a huge hole in their XDR strategy
<b>Established brand - McAfee is a widely known brand among businesses and consumers alike</b>	MVision undefined – The Mvision platform sub-brand appears to be simply that – a brand with nothing behind it other than a name. This platform is limited to endpoint, cloud and Sec Ops solutions. It does not include network, web, data and cloud infrastructure security.

## Part 2: Guided Questions and Responses

### Immediate Opportunities:

3 areas where Trend Micro can help you add value to your McAfee customers. We recommend you prioritize to engage with these McAfee customers first.

- **After the 1<sup>st</sup> Call:** If your customers show interest, please set up a meeting for the customer with a Trend Micro Account Manager.
- **Meeting Spiff:** You will receive a **\$500 cash reward** for every meeting you set up for Trend Micro.

Solution	How Trend Micro adds value	Available offers for your customers
McAfee Cloud Workload Security	<ul style="list-style-type: none"> <li>• <b>Trend Micro Vision One – XDR</b> can co-exist with McAfee protection agents to offer the customers a complete visibility into threats from a single pane of glass.</li> <li>• By connecting email, endpoints, servers, cloud workloads and networks, <b>McAfee customers can gain a broader perspective and a better context to an attack-centric view</b> of an entire chain of events with the power to investigate and action response from a single place. The solution will accelerate threat detection and response <b>reduces the constraints on SOC and IT security teams.</b></li> </ul>	<p><b>Free Access to Trend Micro Vision One</b></p> <ul style="list-style-type: none"> <li>• No rip and replace or purchasing commitment required</li> <li>• 3-month access. Check with a Trend Micro Account Manager for longer trial.</li> </ul> <p><b>Migration Assistance Program</b></p> <ul style="list-style-type: none"> <li>• <b>McAfee Network IPS:</b> Free migration services for the entire project (6 months) to migrate to Trend Micro TippingPoint</li> <li>• <b>Other McAfee solutions:</b> Free professional services (Trend Micro QuickStart)</li> </ul> <p><b>Special Competitive Pricing</b></p> <ul style="list-style-type: none"> <li>• Contract Buy-out</li> <li>• Special Pricing</li> </ul>
McAfee Endpoint Protection		
McAfee Network IPS		

### Guided Questions and Responses

Questions to help start the conversation
Is the news about Symphony’s acquisition of McAfee good news or bad news for you?
Has McAfee reached out to you and given you an update on their vision?
Many of my customers are reevaluating whether McAfee is still their best choice for a long-term security partner. Are you starting this discussion internally?

If the McAfee customer have	Targeted question to ask	Why McAfee will stumble	Why Trend Micro
MVision	How are you correlating your email and endpoint events today?	Most likely the customer is doing this through a SIEM or SOAR solution. Which is probably identifying these attacks as two separate events.	Trend Micro Vision One can provide you a single view of the attack showing you how the threat came in from an email and spread across the endpoints
MVision	How is McAfee giving you visibility to unmanaged endpoints like IoT devices or contractor systems on the network?	There is no way this can be done from the endpoint. McAfee’s Network Security Platform is really just their IPS working their standalone sandbox. It isn’t providing visibility to unmanaged endpoints, nor is it part of their XDR solution.	Deep Discovery can provide visibility to unmanaged systems that are part of an attack. Reaching beyond the scope of EDR, Deep Discovery Inspector provides visibility to BYOD systems, contractor systems, printers, OT and IoT devices compromised in an attack. If you can’t see it, how can you detect it or respond?

<p><b>McAfee Cloud Workload Security</b></p>	<p>For cloud workloads how many agents do you have to deploy to for threat prevention, host IPS, app control? How does that fluctuate with Windows and Linux environments?</p>	<p>With McAfee cloud workload security, you need to deploy and agent and then have to deploy more agents for additional controls. For example, Threat Prevention for Windows and Linux are separate agents. As is Host IPS, App control, change control, Adaptive Threat Protection and Policy Auditor</p>	<p>With Trend Micro Cloud One - Workload Security this is all one agent and one deployment for complete control.</p>
<p><b>McAfee Cloud Workload Security</b></p>	<p>Does your security get configured and deployed automatically when new workloads are instantiated?</p>	<p>McAfee requires a separate install and management for all new workloads.</p>	<p>Trend Micro Cloud One -Workload Security assures this will happen, even as a part of the build process or through your favorite deployment tools.</p>
<p><b>McAfee Cloud Workload Security</b></p>	<p>How are you protecting your cloud infrastructure beyond the workloads (e.g. containers, serverless, cloud file storage, cloud networks and cloud misconfiguration)?</p>	<p>McAfee does not provide cloud infrastructure security capabilities beyond the workload or server leaving cloud services exposed, containers, serverless, cloud file storage and cloud networks unprotected or forcing users to use disparate and unintegrated solutions.</p>	<p>Trend Micro Cloud One is a security services platform that includes protection across cloud configurations, cloud workloads and application, compliance management, containers, serverless, cloud file storage, and cloud networks. All cloud native and seamlessly integrated with your cloud infrastructure.</p>
<p><b>McAfee Endpoint Protection</b></p>	<p>How do you handle endpoint updates with your McAfee endpoint solution?</p>	<p>On-premises McAfee customers complain of difficult and frequent updates.</p>	<p>Apex One as Service is always updated with the latest protection and no on-premises infrastructure to manage.</p>
<p><b>McAfee Endpoint Protection</b></p>	<p>When ransomware strikes, do you have the ability to rollback protection?</p>	<p>McAfee does not include ransomware rollback protection as a last resort against malware which makes it through defenses.</p>	<p>Apex One includes multiple levels of protection against ransomware and can restore files using rollback if a behavioral detection is made after encryption starts or as a last resort. With rollback, you can restore endpoint to just before the breach saving the data and saving you from paying the hackers.</p>
<p><b>McAfee Network IPS</b></p>	<p>How does your McAfee IPS protect you from undisclosed threats?</p>	<p>McAfee does not have a focus on security research and provides little to no zero-day disclosures. Meaning McAfee IPS can only protect you from known threats and is vulnerable to zero-day/unknown threats.</p>	<p>Trend Micro leverages Trend Micro Research, Trend Micro™ Smart Protection Network™, and the Zero Day Initiative to discovery zero-day vulnerabilities and provide protection to the TippingPoint IPS before the vulnerabilities have been disclosed.</p>

**Part 3: Sales Resources**

<p><b>To Share with McAfee Customers:</b></p>	<p><b>Sellers and Partner Resource Center</b> (Spiffs, Incentives, Customer Offers and Email campaign assets)</p>
<ul style="list-style-type: none"> <li>• <b>Trend Micro Vision One:</b> <a href="https://www.trendmicro.com/en_us/business/products/detection-response.html">https://www.trendmicro.com/en_us/business/products/detection-response.html</a></li> <li>• <b>Why Trend Micro for McAfee:</b> <a href="https://resources.trendmicro.com/reliable-security.html">https://resources.trendmicro.com/reliable-security.html</a></li> <li>• <b>Trend Micro vs CrowdStrike:</b> <a href="https://resources.trendmicro.com/XDR-See-More-Respond-Faster.html">https://resources.trendmicro.com/XDR-See-More-Respond-Faster.html</a></li> </ul>	<p><b>McAfee Resource Center:</b> <a href="https://resources.trendmicro.com/mcafee-migration.html">https://resources.trendmicro.com/mcafee-migration.html</a></p>