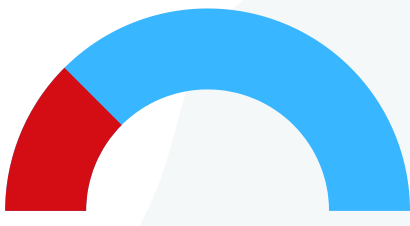


Selling Trend Micro in AWS Marketplace

Customer Benefits of Procuring Trend Micro in AWS Marketplace



100% AWS EDP Commitment Burndown

Organizations can burn down their AWS EDP (Enterprise Discount Program) at 100% with their Trend Micro software purchases in AWS Marketplace - up to 25% of the EDP can be spent on ISVs.



Flexible Payment and Consolidated Procurement

Customers can get a flexible payment scheduler and installment payments (monthly/ quarterly) with no financing charges. AWS Marketplace allows customers to consolidate procurement from multiple vendors.



Quick Product Access and Agility

Customers can quickly find, test, buy, and deploy Trend Micro solutions, with automated provisioning of eligible products

[» Share with customers](#)

CUSTOMER PROMOTION

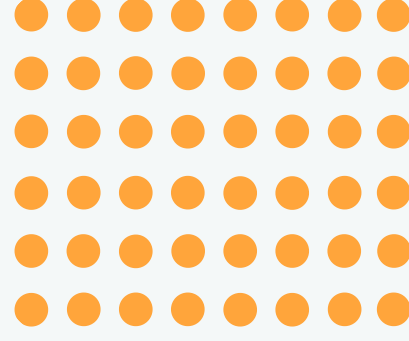
AWS Credit Incentives for Trend Micro Customers

Any approved customer who has accepted a Consulting Partner Private Offer (CPPO) for \$20K or above through an AWS consulting partner is eligible for:

3% of total contract value (TCV) in AWS Infrastructure Credits for net new customers

1% of TCV in AWS Infrastructure Credits for renewal customers

[» Read the flyer](#)



Partner Spiffs

Customer Meeting

\$250

per eligible meeting with a prospect or existing customer

Trial (\$0 CPPO)

\$250

for every Trend Micro Cloud One trial offer initiated by a partner

Closed-Won Deal

5% - 10%

of the contract value, net to Trend Micro amount (\$5,000 cap).

[» Read the flyer](#)

What can you sell in AWS Marketplace?

Talk to a Trend Micro Account Manager or Sales Acceleration Manager for any unlisted Trend Micro software!



Cloud Security

Trend Micro Cloud One (Consumption & annual subscription)

- Workload Security
- File Storage Security
- Conformity
- Container Security
- Application Security
- Network Security
- Open Source Security

[Learn more about Trend Micro Cloud One >>](#)



Endpoint Security

- Cloud One - Endpoint Security (Consumption & annual subscription)
- Service One (Annual subscription)

For renewals:

- XDR for Users (Annual subscription)
- Apex One Saas with XDR (Annual subscription)
- Smart Protection Suites Is (Annual subscription)

[Learn more about Trend Micro Endpoint >>](#)



Extended Detection & Response (XDR)

- Any XDR add-on (Annual subscription, credits)
- XDR Data Retention (annual subscription)
- Managed XDR (Annual subscription)

[Learn more about Trend Micro Vision One >>](#)

Your customers and prospects can receive a 30-day trial of Trend Micro Cloud One via a \$0 CPPO

To get a \$0 CPPO trial offer for your customers, please contact your Trend Micro Channel Account Manager or email us at perfectpartner@trendmicro.com.

Procurement Options Through Consulting Partner Private Offers (CPPOs)



Pay As You Go (Consumption-Based)

Customers consume what they need and are billed monthly. Services can be added or removed at any time. Pricing is based on service (per hour, scan, project, container, etc.).

- [View our Marketplace public listing >>](#)
- [AWS Marketplace pay-as-you-go calculator >>](#)
- [How to create Consulting Partner Private Offers >>](#)



License-Based/Seat-Based Annual Subscription

An annual/multi-year contract with AWS Marketplace as a distributor! Quote from the price list. Please submit a Deal Registration, selecting "AWS Marketplace" in the Distributor field.

- [View our price list >>](#)
- [Submit a deal registration >>](#)
- [Pricing & quoting: Please work with a Trend Micro seller.](#)



Enterprise License Agreement (ELA)

Customers get all of Trend Micro Cloud One for one price, with a minimum spend of \$250K. Please get Trend Micro approval prior to offering.

[» How to create Consulting Partner Private Offers](#)

Need help or have a question about private offers of Trend Micro products?

Please contact the Trend Micro Cloud Desk at allofusclouddesk@trendmicro.com

[Learn more about Channel Partner Private Offers in AWS Marketplace >>](#)

Not an AWS Marketplace Consulting Partner? Let's get started.

- Register your company as a Seller in AWS Marketplace; complete your company's public profile and the tax and banking wizard. [Read the guide >>](#)
 - AWS CPPO Onboarding Support: channel-adoption@amazon.com
- Once completed, email Maranda McClure at Maranda_McClure@trendmicro.com to get authorized and wholesale pricing to sell Trend Micro.

Resources & Sales Toolkit

Cloud Migration

- [Why Trend Micro for AWS? >>](#)
- [Trend Micro Cloud One Services >>](#)
- [Blueprint for a successful migration >>](#)

Moving to Cloud Security

- Webinar: [Benefits of moving to SaaS >>](#) (Pw: @1Se9x2h)
- [Special offer for on-prem customers >>](#)

Customer Success Stories

- XSCOLIS: [Watch video >>](#)
- 1898 & Co.: [Read story >>](#)

Seller Cheat Sheet

- [Trend Micro Cloud One - Conformity >>](#)
- [Trend Micro Cloud One - Workload Security >>](#)
- [Trend Micro Cloud One - File Storage Security >>](#)

[» Invite Us to Join Your Customer Meeting](#)

[» Solution Architect Resource Center](#)

[» DevOps Resource Center](#)

For general questions about our Channel programs or partner support, contact your Trend Micro Channel Account Manager or email perfectpartner@trendmicro.com