

Trend Micro™

# XDR FOR USERS

*Detection and response capabilities integrated across email and endpoint*

Trend Micro is the first to introduce a XDR solution offering automated detection and response across email, network, endpoint, server, and cloud workloads, fully available in 1H 2020. The XDR offerings available to sell in September 2019 include:

- **Trend Micro™ XDR for Users**, which extends beyond endpoint detection and response (EDR) to include protection, detection, and response for **both email and endpoint**.
- **Trend Micro™ Managed XDR for Users** (formerly called MDR) is a managed service available for customers. Trend Micro threat experts deliver detection reporting, sweeping, hunting, root cause analysis, and a remediation plan to help customers recover and mitigate threats. It is an ideal solution for customers who lack the detection and response skills in-house or want to outsource the scope.

## THE IDEAL CUSTOMER

- Medium to large-sized enterprises with 250 employees and up
- New prospects and legacy Trend Micro enterprise security suites and Trend Micro™ OfficeScan™ on-premises customers
- Interested in SaaS endpoint solution
- Using/migrating to Microsoft® Office 365® or Google G Suite™

Trend Micro™ Cloud App Security can be deployed alongside third party solutions or native Office 365 security, providing advanced threat detection, internal email, and XDR.

## WHY XDR FOR USERS?

**Stealthy threats evading detection**, despite advanced protection layers. Seeing a 67% increase in security breaches in the last five years<sup>1</sup>. There are serious costs and risks associated with undetected, or slow to detect threats inside the organization.

**Traditional endpoint detection and response (EDR) isn't enough**. Organizations that only look at EDR are limited in the scope of threats they can see. The reality is, 94 percent of malware infections come from email.<sup>2</sup>

**Disconnected security layers create silos of data and an incomplete picture**. Creates alert overload and piecemeal, manual investigation, resulting in slow and incomplete response.

- 25+ individual security technologies are used by majority of enterprises.<sup>3</sup>

**Organizations are resource and skillset constrained**, meaning they often don't have the time or resources to properly investigate and respond to threats.

## SEE WHAT YOU'VE BEEN MISSING WITH XDR FOR USERS



### AI and Expert Security Analytics

Built-in threat expertise and global threat intelligence to help you detect more.



### Beyond the Endpoint

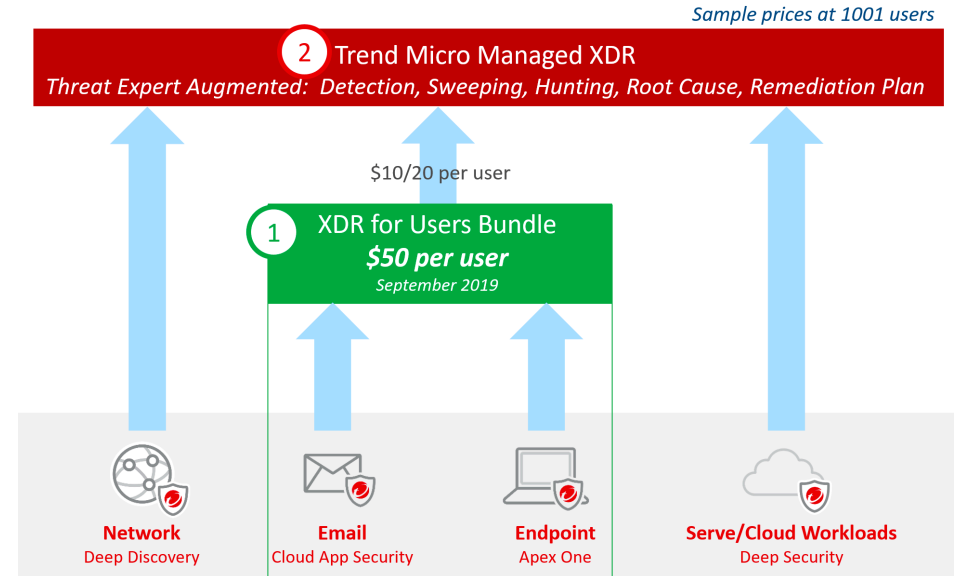
Connecting email and endpoint to identify threats more easily and contain them more effectively.



### Complete Visibility

One platform to respond faster with less resources.

1 [Accenture 2019 Cost of Cybercrime Study](#)  
 2 [2019 Verizon Data Breach Report](#)  
 3 [ESG, Cybersecurity Landscape, 2018](#)



## HOW TO TALK TO THE DECISION MAKERS

### CISO

Pain: Need to reduce risks but lack detection and response analyst resources.

Key Message: Offering Managed XDR for Users in addition to XDR for Users solution to expand security team capabilities.

### IT Security

Pain: Having to work with too many security tools and receiving too many alerts daily leads to piecemeal and slow investigations.

Key Message: Automated detection + consolidated investigation across email and endpoint.



### IT Operations

Pain: Keeping up with security tools for latest protection. May not be purchaser of EDR tool but may be asked to deploy it.

Key Message: Single endpoint agent with advanced protection and detection for both endpoint and email.

## THE NEW BUNDLE: XDR FOR USERS

The XDR for Users bundle includes the following components:

XDR FOR USERS (SAAS ONLY OFFERING)	
<p><b>A new SaaS bundle providing Endpoint and Messaging:</b></p> <ul style="list-style-type: none"> <li> Protection</li> <li> Detection and Response</li> </ul>	<p><b>Single SKU includes:</b></p> <ul style="list-style-type: none"> <li>• Trend Micro Apex One™ as a Service</li> <li>• Endpoint Sensor as a Service, XDR Edition</li> <li>• Cloud App Security</li> </ul>
<p><b>PRICE LIST INFO</b> Look for new SKUs!</p> <ol style="list-style-type: none"> <li>1. <b>XDR for Users</b> - Combo SKU; including Apex One as a Service, all options, Apex One as a Service: Endpoint Sensor XDR Edition, and Cloud App Security ATP and DLP for Office 365 Email</li> <li>2. <b>Managed XDR, Detection and Response for Users Standard</b> - Combo SKU; including Managed Detection and Response Standard for Endpoints and Messaging.</li> <li>3. <b>Managed XDR, Detection and Response for Users Advanced</b> - Combo SKU including; Managed Detection and Response Advanced for Endpoints and Messaging</li> </ol>	

## NEED HELP SELLING TREND MICRO SOLUTIONS?

► Please contact your Trend Micro Channel Account Manager or email us at [perfectpartner@trendmicro.com](mailto:perfectpartner@trendmicro.com).

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Securing Your Connected World

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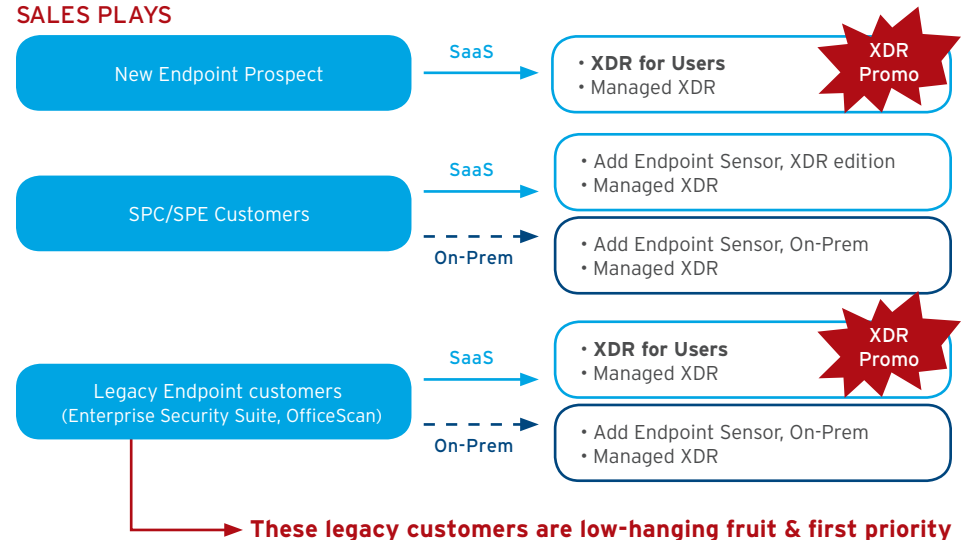
## INCENTIVE! U.S. PARTNER PROMO:

**SELL XDR FOR USERS, GET ONE YEAR OF MANAGED XDR FOR USERS, STANDARD FOR FREE**

You can choose to give the product to your customer at \$0  
OR  
charge up to its MSRP (\$10 per user\*)

- Promotion available until December 31st, 2019. \*Sample pricing for 1001 user band.
- Managed XDR for Users is a new bundle that includes Managed XDR for Endpoint and Messaging

## SALES PLAYS



## DID YOU KNOW?

With the launch of our XDR offerings we've made some changes to the naming of certain existing products:

Apex One as a Service: Endpoint Sensor >>> Apex One as a Service: Endpoint Sensor XDR Edition  
 Managed Detection and Response Standard >>> Managed XDR Standard  
 Managed Detection and Response Advanced >>> Managed XDR Advance