Trend Micro™

XDR FOR USERS

Detection and response capabilities integrated across email, endpoint, and server

- Trend Micro is the first to introduce a XDR solution offering automated detection and response across email, network, endpoint, server, and cloud workloads.
- The XDR offering available to sell in September 2019 is 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. Trend Micro Managed XDR for Users 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 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 percent increase in security breaches in the last five years[1]. There are serious costs and risks associated with undetected, or slow to detect threats inside the organization.
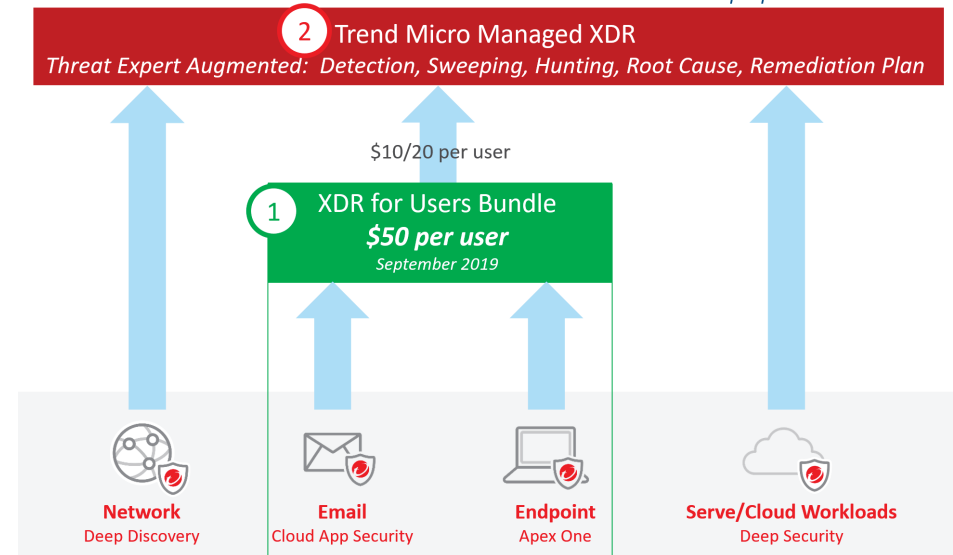
Traditional endpoint detection and response isn't enough. Organizations that only look at endpoint detection and response are limited in the scope of threats they can see. The reality is, 94 percent of malware infections come from email.[2]

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.[3]

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

Sample prices at 1001 users

2 Trend Micro Managed XDR
Threat Expert Augmented: Detection, Sweeping, Hunting, Root Cause, Remediation Plan

$10/20 per user

1 XDR for Users Bundle
$50 per user
September 2019

| Network | Email | Endpoint | Serve/Cloud Workloads |
| Deep Discovery | Cloud App Security | Apex One | Deep Security |

SEE WHAT YOU'VE BEEN MISSING: THE XDR FOR USERS OFFERING

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 in addition to XDR for Users 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 with email, endpoint, and servers.

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 adv protection and detection beyond endpoint.

SELLING XDR FOR USERS

The XDR for Users bundle includes the following components:

XDR FOR USERS (SAAS ONLY OFFERING)	
A new SaaS bundle providing Endpoint and Messaging: Protection Detection and Response	Single SKU includes: • Trend Micro Apex One™ as a Service • Endpoint Sensor as a Service, XDR Edition • Cloud App Security

PRICE LIST INFO Look for new SKUs!

1. **XDR for Users** – 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

2. **Managed XDR, Detection and Response for Users Standard** – Combo SKU; including Managed Detection and Response Standard for Endpoints and Messaging.

3. **Managed XDR, Detection and Response for Users Advanced** – Combo SKU including; Managed Detection and Response Advanced for Endpoints and Messaging

CHANNEL INCENTIVE – U.S. ONLY

SELL XDR FOR USERS, GET ONE YEAR OF MANAGED XDR FOR USERS, STANDARD FOR FREE
Channel can choose to charge customer for MDR, and keep the additional margin   *OR*   Channel can pass free year of MDR onto customer

Promotion available until December 31st, 2019
Note: Managed XDR for Users is a new MDR bundle that includes Managed XDR for Endpoint and Messaging

New Endpoint Prospect	SaaS →	• **XDR for Users** • Managed XDR	★ XDR Promo

| SPC/SPE Customers | SaaS → | • Add Endpoint Sensor, XDR edition
 • Managed XDR |
| | On-Prem ⇢ | • Add Endpoint Sensor, On-Prem
 • Managed XDR |

| Legacy Endpoint customers (Enterprise Security Suite, OfficeScan) | SaaS → | • **XDR for Users**
 • Managed XDR | ★ XDR Promo |
| | On-Prem ⇢ | • Add Endpoint Sensor, On-Prem
 • Managed XDR |

→ These legacy customers are low-hanging fruit & first priority

DID YOU KNOW?

With the launch of our XDR portfolio we are making 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

DO YOU REQUIRE A LITTLE HELP SELLING TREND MICRO XDR FOR USERS?

❯ Please email us at **perfectpartner@trendmicro.com**

TREND MICRO™
Securing Your Connected World