



Trend Cyber Risk Assessment Follow-Up Guideline

Leverage a structured approach to your post-registration actions. Enhance your customers' experience and accelerate lead generation and business expansion opportunities.

Next steps for partner action

1. Initiate a follow-up:

- · Reach out to your registered customer/prospect
- · Offer to guide them through the assessment process
- · Address any questions they may have
- Utilize customer briefing resources available for both Trend Vision One™ and Small Business versions

2 Schedule a feedback session

- · Plan a dedicated meeting to review the final assessment report with your customer/prospect
- · Gain additional information on how to interpret the reports by utilizing these presentation slides

3. Leverage lead generation opportunities:

- · Discuss cybersecurity solutions
- The final assessment report is a powerful tool to identify potential cybersecurity threats
- Use the Feedback Session to discuss suitable Trend Micro cybersecurity solutions that can enhance their security posture based on their assessment reports

4. Encourage the 30-day advanced trial: (This step is for the Trend Vision One™ version only)

- Urge your customers to explore the 30-day advanced trial of Trend Vision One they are eligible to receive once registered for any assessment
- · Ensure they experience the full suite of features, maximizing the benefits offered by Trend Vision One
- Promote Trend Vision One by leveraging this <u>channel marketing kit</u>:
 - o Includes a complete customer presentation covering SecOps challenges addressed by Trend Vision One, Trend Service One™ (featuring Trend Micro™ Managed XDR), Trend Vision One™ Zero Trust Secure Access (ZTSA), and additional components.
 - o It also includes our Trend Vision One solution brief, an email template providing customers with a complimentary access to download the Gartner® 2023 Magic Quadrant™ EPP report, and another email inviting customers and prospects to join the monthly Trend Vision One live demo series

©2023 Trend Micro Incorporated. All rights reserved. Trend Micro, the Trend Micro t-ball logo, and Trend Vision One™ are trademarks or registered trademarks of Trend Micro Incorporated. All other company and/or product names may be trademarks or registered trademarks of their owners. Information contained in this document is subject to change without notice[GUI00 Cyber Risk Assessment FLUP Guidelines 2312/2US]

For details about what personal information we collect and why, please see our Privacy Notice on our website at: tendmicro.com/privacy