

PROGRAM PLAYBOOK: MOBILE SECURITY



Securing Your Journey
to the Cloud

ABOUT THIS GUIDE

This quick-reference guide for our Mobile Security launch presents a solution that fills a gap in the market. CISOs are saying there's a dire need to gain visibility and control of mobiles, consumer apps and cloud services. They are ready to hear from you.

By extending protection beyond PCs to everything mobile, companies can improve productivity and give their workforce more freedom.

WHAT'S INSIDE?

This playbook includes all the sales tools you'll need to upsell Trend Micro Mobile Security to existing OfficeScan and Enterprise Suite customers. Our 4-in-1 solution includes everything they need: mobile security, mobile device management, data protection and application control--centrally managed through OfficeScan.

WHO ARE WE TARGETING?

Our primary sales target includes IT directors, IT security managers, and IT decision makers for organizations with 1,000+ users.

WHAT'S THE BIG IDEA?

As smartphones and tablets have grown more capable, employees are using their own consumer-grade devices and apps for work. It's blurring the line between personal and professional lives. Organizations are being forced to not only allow, but also support these powerful mobile devices purchased by the individual.

"The Consumerization of IT" raises new and significant challenges for corporate IT. Questions they are asking:

- How do we support all devices if we don't know what they're using?
- How can we maximize visibility?
- How can we secure our networks and data, if we can't control the devices?
- How do we differentiate between corporate and personal data on employee-owned devices that are accessing the network?



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WHAT ARE WE PROMOTING?

Trend Micro Mobile Security is deployed and managed from any OfficeScan installation. An OfficeScan Server license is made available with the purchase of TMMS standalone in regions where OfficeScan is not included in the Suites.

COMPLEMENTARY PRODUCTS

- **Trend Micro OfficeScan™**
- **Trend Micro Virtual Desktop Security solutions**
- **Trend Micro Endpoint Encryption**
- **Trend Micro Data Loss Prevention**

WHY RUN THIS PROGRAM?

Trend Micro Mobile Security give you an opportunity to help existing customers address the challenges of consumerization. By restoring their visibility and control, you will deepen customer relationships. Ultimately, this solution promises to drive sales. We expect it to be one the biggest sales opportunities of the year.

WHEN SHOULD WE START?

The program and product are ready now in most regions. Start whenever your region is ready. Enterprises are eagerly waiting for the right security.

YOUR GAME PLAN?

Review our sales and marketing tools and integrate them into your sales strategy as appropriate.

GST LINKS TO SOURCE FILE

<http://sales.trendmicro.com/pr/tm/en-us/assets/home.aspx?s21574=20::25189>

PROGRAM DELIVERABLES

MOBILE SECURITY PROGRAM

To support you in your region, we've created program materials aimed at supporting inside sales and the channel for existing customers.

TARGET

IT Directors and Managers

IT Security Managers

IT Decision Makers

LINKABLE eDMs AND BANNERS



Series of 6 eDMs

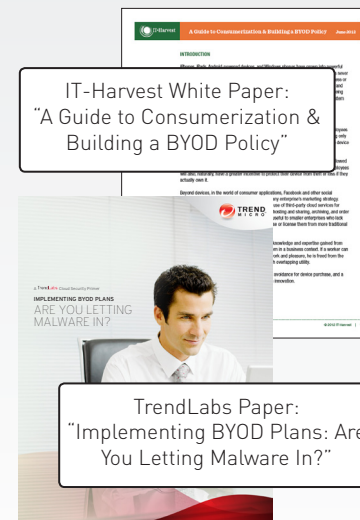


Series of 3 Banners

CTA / LEARN MORE



Infographic Series



IT-Harvest White Paper:
"A Guide to Consumerization &
Building a BYOD Policy"

TrendLabs Paper:
"Implementing BYOD Plans: Are
You Letting Malware In?"

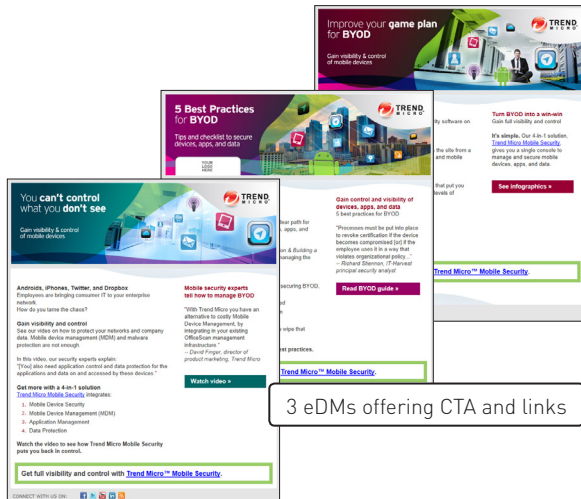


Trend Micro Mobile Security
Overview Video



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EMAILS



3 eDMs offering CTA and links

BANNERS

Use these banners to generate clicks and drive interest in Mobile Security as a solution.



WEBPAGES

These three pages have been newly updated on www.trendmicro.com website to help support and drive clicks toward Mobile Security:



Endpoint and Mobile Device Security

ASSETS

INFOGRAPHIC

This 4-part Infographic series illustrates the four pillars and benefits of Mobile Security: Mobile Device Management, Mobile Security, Application Management and Data Protection.



VIDEO

This series of five short videos provides key information about Mobile Security and the various benefits.

The first video provides an overview, while the other videos focus on the four specific "pillars and benefits" of Mobile Security.



WHITE PAPER

The IT-Harvest white paper details how to address security and reap the benefits of a consumerized workforce. It includes best practices and a BYOD policy checklist.



INTRODUCTION

iPhones, iPads, Android-powered devices, and Windows phones have grown into powerful computing platforms, and their use allows enterprise employees to connect to work as never

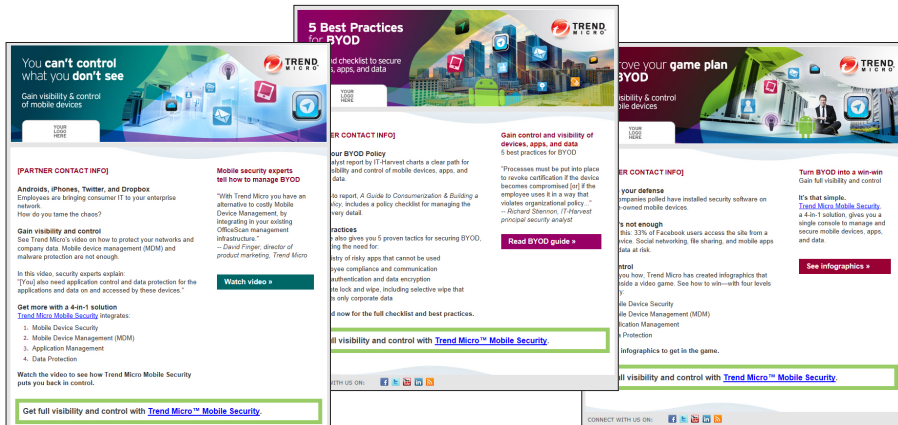


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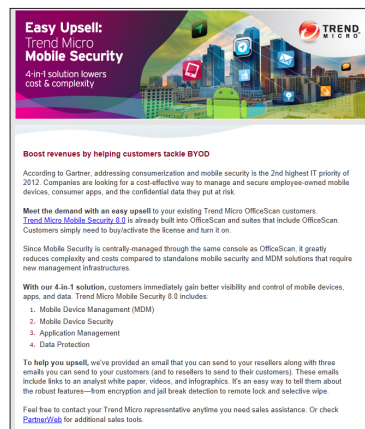
CHANNEL COMMUNICATIONS

EMAIL

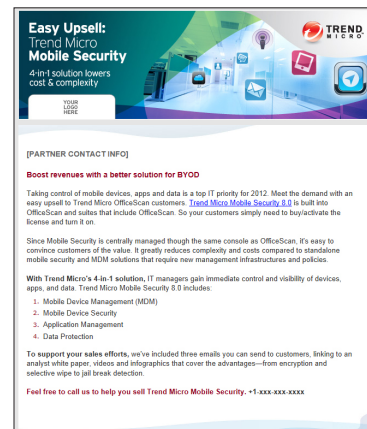
Send these 3 channel eDMs to customers. Use the available space for your Partner logo and contact info.



1 Trend Micro-to-Channel Partner eDM



1 Trend Micro-to-Channel Partner eDM



POSTER

Use this channel poster to drive excitement and the “easy up-saleability” of Trend Micro Mobile Security.





OTHER TOOLS

10/25/50/100 Word Descriptors

Use these Word Descriptors when developing regional Mobile Security marketing materials or correspondence.

100 WORD DESCRIPTION

Trend Micro™ Mobile Security extends protection beyond traditional PCs to secure mobile devices, consumer apps and data. As an integrated mobile security solution within OfficeScan or a Trend Micro Security Suite, it enables companies to manage PC and mobile device security from a single console. Trend Micro Mobile Security's single point of visibility and control helps reduce operational costs. Protect data by enforcing passwords, encrypting data, and remotely wiping data from lost or stolen devices. Mobile Security also blocks malware, further reducing the risk of compromised devices.

50 WORD DESCRIPTION

Trend Micro™ Mobile Security protects devices, data and the corporate infrastructure. It also lowers operational costs and alleviates the IT burden by providing visibility and control through a centrally-managed mobile security solution. With an integrated management framework, organizations can easily manage their PCs and mobile devices from a single console.

25 WORD DESCRIPTION

Trend Micro™ Mobile Security protects devices, data, apps and corporate infrastructure, while lowering operational costs and alleviates the burden on IT by providing visibility and control.

10 WORD DESCRIPTION

Trend Micro™ Mobile Security protects device data, and reduces costs.

LINK TO GST

<http://sales.trendmicro.com/pr/tm/en-us/assets/view-document.aspx?rid=142364>



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Versions of these materials are available on GST:

<http://sales.trendmicro.com/pr/tm/en-us/assets/home.aspx?s21574=20::25189>

If you have questions or suggestions, please contact **Majken Pullin** at:

majken_pullin@trendmicro.com

THANKS FOR READING