**Situation**

* Bank
* 550 VMs
* PCI-DSS (PCI-Compliant within 6-Months)
  + Need to be up and running in 6 months
  + Firewall is important for this
* Palo Alto (Fire Wall)
* Crowdstrike (Endpoint)
* Ransomware
* 100% protection
* Acquired by a company in Europe

*Word for Word Customer Challenges*

* *A local bank was recently acquired by a financial institution based in Europe forcing the customer to comply with PCI-DSS for their datacenter within the next six months. The datacenter is 100% virtualized with VMware already.*
* *Furthermore, their Windows servers were affected by an unknown ransomware. The executives asked the IT teams the reasons their so called next generation applications (Palo Alto NG Firewall) and Endpoint Security (Crowdstrike) didn’t prevent the attack. CIO is looking for a solution to prevent 100% of these attacks in the future.*
* *They are looking to have some advanced security response for the new threats and vectors attacks.*

REQUIREMENTS

* 10 Slide Outline
* High-Level Networking Diagram
* Create Demo of Solution
* Show ransomware actually being blocked

NOTES

* Set up Demo
* Roleplay - make it realistic
* Research people to differentiate ourselves from the competition
* Ransomware actually being blocked
* Pick out things we have that they don’t
* Deep Security & Cost Efficiency
* *“If you want a better firewall.. Palo Alto, but if you want better security.. Trend Micro” -* Caleb Aiken 2019
* *“Watching your back when you didn’t even know you had one!”* - Caleb Aiken 2019
* \*\* Log Inspection, Application Control, Integrity Monitoring \*\*
* Log Inspection gives PCI Compliance
* vMotion is used to move VMs from one ESXi/Hypervisor to another
* Need to make sure everything is compatible with TLS 1.2
* Combined mode with DSVA

QUESTIONS

* How much visibility are you getting out of it?
* How long did you have it?
* How are you deploying? Azure, AWS?
* What version of Windows Server do you have?
* Is this your first time getting hit by ransomware?
* How good is your firewall?
* What do your security controls look like?
* How is your security policies in terms of teaching your employees about cybersecurity?
* How do you like VMWare?

AMIRAS NOTES

* Keep same energy
* All dress the same

LINKS

* Deep Security for VMware - <https://www.youtube.com/watch?v=k6-eP2gGixY>

JOSH NOTES

* ***Write out intro and conclusion***
* Acknowledge customer’s biggest pain
* Dive into each solution individually
  + Divide and conquer
* Make sure your concise
  + Give a general timeframe to nail out = 30 mins?
* Structure is key
* Pick a strategy, be coherent
  + Bullet by bullet, solution then talk about it, etc.
* Multi level security is important, can’t be 100% secure
  + Use in conjunction with firewalls, etc.
  + Address why Trend Micro is the best solution for cloud
* Consolidation for all in one product?
* After each main section have a question ready to go