

XGen™ Endpoint Security - Winning Against McAfee suites

The Challenge and Opportunity

McAfee suffered under its ownership by Intel as evidence by its drop in AV-Test scores and EOL of email and mobile security products. Forrester writes: “Intel failed to create synergies.....now McAfee’s solution set re-emerges with lasting damage from a multiyear dismantling of its portfolio and little innovation while part of Intel”(Forrester Research 9/2016)

Smart Protection Suite Advantage

Maximum Protection: Combines the broadest range of cross-generational technologies for the best detection while avoiding downsides of false positives and low performance. AV-Test (third-party testing) results have consistently scored the best for protection and performance / usability over multiple tests spanning the past 2 years.

Minimum Impact: Intelligently filters out threats using the most efficient technique for maximum detection without false positives. Connects and centrally manages multiple layers of cloud and on-premises security with single management console delivering comprehensive visibility in a timely and efficient manner.



More flexible deployment and licensing: Flexibility in SaaS or on-premises deployment models provides seamless support for your ever-changing environment. Mix between models at anytime with no changes to your commercial agreement.

Proven Security Partner: 25+ years of continual innovation. Gartner “Leader,” and highest vision score, InfoTech “Champion,” Ovum “Leader,” SC Magazine 5-Star Rating with comprehensive protection for advanced threat protection.

Suite Offerings and Included Functionality

| Included Suite Functionality | TREND MICRO | | McAfee | | |
|---|----------------------------|---------------------------|--|--------------------------------|------------------------------|
| | Smart Protection Endpoints | Smart Protection Complete | Endpoint Protection Business (<2000 users) | Endpoint Protection Enterprise | Endpoint Protection Advanced |
| Central Management | ✓ | ✓ | ✓ | ✓ | ✓ |
| Endpoint Security Anti-malware, web filtering, intrusion prevention, desktop virtualization | ✓ | ✓ | ✓ | ✓ | ✓ |
| Application Control | ✓ | ✓ | ✗ | ✓ | ✗ |
| Endpoint Encryption | ✓ | ✓ | ✓ | ✗ | ✗ |
| Integrated Endpoint DLP | ✓ | ✓ | ✗ | ✗ | ✗ |
| SaaS deployment option | ✓ | ✓ | ✗ | ✗ | ✓ |
| Mobile Security | ✓ | ✓ | ✗ | ✗ | ✗ |
| Email Security On premise email gateway, SaaS email gateway, email encryption, mail server | ✗ | ✓ | P | P | P |
| Integrated Email DLP | ✗ | ✓ | P | P | P |
| API based Office 365 protection | ✗ | ✓ | ✗ | ✗ | ✗ |
| Email APT protection | ✗ | ✓ | ✗ | ✗ | ✗ |
| Collaboration Security SharePoint, IM (Lync) | ✗ | ✓ | P | ✗ | ✗ |
| Integrated collaboration DLP | ✗ | ✓ | P | ✗ | ✗ |
| SaaS: Office 365 SharePoint, OneDrive, Box, Dropbox; threat & DLP | ✗ | ✓ | ✗ | ✗ | ✗ |
| Web Gateway Security Web filtering, application control | ✗ | ✓ | ✗ | ✗ | ✗ |
| Integrated Web DLP | ✗ | ✓ | ✗ | ✗ | ✗ |
| On-premise | ✗ | ✓ | ✗ | ✗ | ✗ |
| SaaS deployment option | ✗ | ✓ | ✗ | ✗ | ✗ |

Trend vs. McAfee Capabilities

| |  |  | Comments |
|---|---|---|---|
| Anti-Malware & Performance (top AV-Test scores 2014-2016) | ★★★★ | ★★ | Trend performing best over 2 years of testing at AV-Test.org McAfee scores dropped significantly during Intel ownership and divestment |
| Machine Learning | ★★★★ | missing | Trend has 11 years experience with machine learning for spam and website analysis. Unlike other vendors Trend uses endpoint machine learning in <u>both</u> file and process analysis and combines it with other techniques to reduce false positives. |
| Intrusion Prevention | ★★★★ | ★★ | Trend incorporates superior technology from our Deep Security product line. |
| Application Control | ★★★★ | ★★ | Trend has full endpoint app control with dynamic rules to reduce IT admin time. McAfee only includes applications control with the Enterprise version of their suite. |
| Ransomware Protection and Visibility | ★★★★ | ★ | Trend includes specific technologies to detect, stop, and restore encrypted files from ransomware and visibility into ransomware detections. Rather than designing specific technologies to combat ransomware McAfee provides customers with 8 pages of configuration rules that the customer can write themselves. |
| Endpoint web filtering | ★★★★ | ★ | Trend uses kernel based technology to catch C&C call backs outside of the browser. McAfee is browser based and easily defeated. |
| Data Loss Prevention (DLP) | ★★ | Missing from suite | Trend integrated DLP is simple to setup and manage. McAfee DLP is sold separately. |
| Gateway Email Protection | ★★★★ | No offering | 87% of organizations say they have been infected with malware arriving via email (Osterman Mar 2016). McAfee EOL of gateway email security means they no longer have the threat intel from email to continuous improve their detection. The security they provide at the mail server is a secondary check to a gateway. |
| Cloud App Security for Office365 & cloud file sharing | ★★★★ | No offering | Unique capability for Trend. Like other vendors Symantec has a SaaS web gateway which can protect Office inbound email but not internal email, SharePoint, OneDrive, Box, Dropbox. |
| SaaS Offerings | ★★★★ | ★ | Trend includes SaaS offerings for endpoint, email, SaaS applications, and web. McAfee does not any SaaS capabilities with the Business or Advanced suites. |
| Mobile security | ★★★★ | No offering | McAfee discontinued their mobile security solution for businesses. |
| User-based visibility / central synthesis | ★★★★ | ★★ | Trend Micro's user-centric visibility manages and correlates security events from all endpoints and email / web access information then presents them all in an intuitive user view. |
| Suite deployment | ★★★★ | ★ | Trend has simplified the suite experience with a single deployment kit, activation key, and user-based licensing that is interchangeable across on-prem and cloud. |

How to Win:

- **Sell the solution:** Superior protection with less impact.
- **Ask questions about the future** – highlight flexible solution that will evolve with their requirements.
- **Focus on great support and trusted partners** who can deliver on the customer's needs.

Objection Handling (Cautions)

How is Trend Micro positioned vs. McAfee in the Gartner Magic Quadrant (MQ) for Endpoint Protection? Trend Micro is positioned as a “Leader” – a position we have held for 14 years. In the Dec. 2015 MQ, Trend Micro is now the highest rated for “Completeness of Vision. See the [Trend Responds document](#) from Sales Hub and Trend Micro has secured distribution rights to share the MQ with your customers.

How does Trend Micro's Central management compare to ePO?

McAfee's central management solution, ePO, is extremely flexible for large enterprises but at the cost of complexity. It's difficult for a mid-market organization to setup and deploy. Trend Micro Control Manager also provides central visibility across security layers and offers advantages in visibility by user or threat between mobile, endpoint, email, web, and collaboration security layers.

I just need endpoint and email protection not web. Besides endpoint, web and email our Smart Protection Complete suite includes collaboration security. We secure on-premises SharePoint and IM servers. Now we also include a cloud security gateway to provide advanced threat and DLP functionality for SaaS applications including Office 365, Box, Dropbox and Google Drive. This enables you to embrace the efficiency of the cloud while maintaining security.

I know McAfee well but not Trend Micro. We invest in great products instead of great advertising! Trend Micro has delivered top rated security solutions for over 25 years and is trusted by 48 of the top 50 global corporations. We are ranked the highest in “Completeness of Vision” in the Gartner Magic Quadrant.

Questions to Ask Customers

How have past security incidents gone for your organization? Ransomware?

- Was the threat blocked?
- Did the vendor provide good support?
- Were you able to find out where the threat had spread?

Does your security vendor cover all of the different devices, endpoint platforms, and web-based activities, and cloud services your employees use?

- Are you covered across all of your platforms and OS (Windows, Mac, Linux, iOS, Android) as well as email and SaaS apps (Office365, cloud storage like Box, Dropbox)?

Do you have multiple management consoles?

- Do you have visibility across a user's devices and multiple platforms for rapid response?
- How do you manage cloud and on-premises security?

Remember to:

- **Show our leadership in the Gartner Magic Quadrant.**
- **Share our white paper on how we synthesize machine learning with our techniques for maximum protection and accuracy**
- **Talk about our central visibility and management across endpoints, servers, SaaS**
- **Tell our Connected Threat Defense story: how they can use our industry-leading Deep Discovery breach detection & sandboxing with endpoints and email to automatically protect with real-time local signatures for zero-day threats.**