

# Battlecard | CrowdStrike (CRWD) | Nov 2024



| CrowdStrike overview  | Why we win vs CrowdStrike   | Why we lose vs CrowdStrike   |
|---|---|--|
| <p><b>Founded:</b> 2011; publicly traded (symbol: CRWD)</p> <p><b>Revenue:</b> \$2.2B FY23 (54% YoY growth)</p> <p><b>Customer base:</b> 23,019 FY23 (41% YoY increase)</p> <p>Initially targeted large enterprises; launched Falcon Complete in 2018 (solution that combines monitoring, management, response, and remediation modules) to move into SMB market.</p>   | <ul style="list-style-type: none"><li>SMBs need dedicated IT dept / resources to use the Falcon platform. ThreatDown is designed so that even junior level IT &amp; Security employees can operate it.</li><li>CRWD platform is overly complex for many in the SMB segment to use effectively. Malwarebytes peer reviews wins # 1 in usability (ease of use, admin, adoption)</li><li>Peer reviews say CRWD support is “hit and miss.” Peers rate Malwarebytes #1 in Relationship (Ease of doing business with, quality of support, recommend)</li><li>Our strong ransomware rollback functionality</li></ul>   | <ul style="list-style-type: none"><li>CRWD strong brand reputation (leadership in analyst reports)</li><li>Big product line — easy for CRWD to include more modules to address other customer needs</li><li>Perception of cutting-edge EDR innovations</li><li>Even though their breach warranty is part of their MDR offering, CRWD uses it to tout confidence in their EP/EDR capabilities and deflect that they don't have ransomware rollback.</li></ul>   |
| CrowdStrike key products  | Landmines to set  | Handling objections  |
| <p><b>Endpoint security &amp; XDR solutions</b></p> <ul style="list-style-type: none"><li>EP/AV — <a href="#">Falcon Prevent</a></li><li>EDR — <a href="#">Falcon Insight XDR</a></li><li>MDR — <a href="#">Falcon Complete</a></li><li>Device Control — <a href="#">Falcon Device Control</a></li><li>Firewall — <a href="#">Falcon Firewall Management</a></li></ul> <p><b>CRWD also has solutions in other categories:</b></p> <ul style="list-style-type: none"><li>Cloud security</li><li>Identity protection</li><li>Threat intelligence</li><li>Observability</li><li>Security &amp; IT Ops products</li></ul> | <p><b>Complex user experience</b></p> <ul style="list-style-type: none"><li>Can you tell me how important quick time to value is as a factor in your selection criteria?</li><li>How many team members do you want to share management of the solution?</li><li>What would the impact be to your team if the product has a steep learning curve? If the ongoing management is complex and not intuitive?</li></ul> <p><b>Inconsistent support</b></p> <ul style="list-style-type: none"><li>How important is quick time to value as a factor in your selection criteria?</li><li>What would the impact be to your team if the product has a steep learning curve? If the ongoing management is complex and not intuitive?</li></ul> | <p><b>CRWD is a market leader; has history of growth.</b></p> <ul style="list-style-type: none"><li>MWB is a trusted, proven record in the market.</li><li>ThreatDown has 15K+ B2B customers</li><li>Consistently win G2 peer awards for best EP Suites</li><li>Consistently outperform in 3rd party testing</li></ul> <p><b>CRWD's packages (Go, Pro) include Device Control, Firewall, Threat Intel. More value for the price.</b></p> <ul style="list-style-type: none"><li>Threat intel is included as one of our many threat detection layers (no additional fee).</li><li>ThreatDown offers bundles that include other capabilities (VPM, managed threat hunting, etc.) that deliver high value. Let's discuss what challenges your org is facing.</li><li>Ease of use is central to our products and services, so you'll have easier mgmt. with ThreatDown and our modules.</li></ul> |

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| ThreatDown key differentiators vs CrowdStrike   | Third-party validation  | Customer & partner case studies  |
|---|---|--|
| <ul style="list-style-type: none"><li><b>Ease of use</b> compared to CrowdStrike. Our customers report understanding how to use our product/console without any training.</li><li><b>Ransomware rollback</b> of up to 72 hours for impacted endpoints.</li><li><b>Single lightweight agent</b> works across all our products and services.</li><li>We flag suspicious new files with engines across <b>multiple security layers</b></li></ul> | <p><b>Effectiveness Tests</b></p> <ul style="list-style-type: none"><li><a href="#">MRG Effitas</a>: 100% score (3 years in a row)</li><li><a href="#">MITRE</a> ThreatDown receives high marks for detection</li><li><a href="#">AV-TEST</a>: Blocked 100% of advanced threats</li><li><a href="#">AVLab</a>: 100% of threats blocked</li></ul> <p><b>Awards</b></p> <p><a href="#">G2 Peer Awards (Spring 2024)</a></p> <ul style="list-style-type: none"><li>EDR<ul style="list-style-type: none"><li>Leader in both overall and mid-market grid reports</li><li>Most Implementable</li><li>Fastest Implementation</li><li>Easiest to administer</li><li>Best Usability</li></ul></li><li>MDR<ul style="list-style-type: none"><li>Leader</li><li>Most implementable</li></ul></li></ul> | <p><b>EDR</b></p> <ul style="list-style-type: none"><li><a href="#">City of Vidalia</a></li><li><a href="#">Network Computer Systems</a></li></ul> <p><b>MDR</b></p> <ul style="list-style-type: none"><li><a href="#">Drummond</a></li><li><a href="#">Richards Building Supply</a></li></ul> <p><b>EP</b></p> <ul style="list-style-type: none"><li><a href="#">Alden Central Schools</a></li></ul> <p><b>Partners</b></p> <ul style="list-style-type: none"><li><a href="#">Hooton Tech, LLC</a></li><li><a href="#">Nello</a></li><li><a href="#">Telx</a></li></ul> |
| <p><b>Additional resources</b></p> <ul style="list-style-type: none"><li><a href="#">Homepage</a></li><li><a href="#">G2 reviews</a></li><li><a href="#">Blog</a></li><li><a href="#">Case Studies</a></li><li><a href="#">Competitor comparisons</a></li></ul>   |   |  |