

Battlecard | CrowdStrike (CRWD) | Nov 2024



CrowdStrike overview	Why we win vs CrowdStrike	Why we lose vs CrowdStrike
<p>Founded: 2011; publicly traded (symbol: CRWD) Revenue: \$2.2B FY23 (54% YoY growth) Customer base: 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">• SMBs need dedicated IT dept / resources to use the Falcon platform. ThreatDown is designed so that even junior level IT & Security employees can operate it.• 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)• Peer reviews say CRWD support is “hit and miss.” Peers rate Malwarebytes #1 in Relationship (Ease of doing business with, quality of support, recommend)• Our strong ransomware rollback functionality	<ul style="list-style-type: none">• CRWD strong brand reputation (leadership in analyst reports)• Big product line — easy for CRWD to include more modules to address other customer needs• Perception of cutting-edge EDR innovations• 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.
CrowdStrike key products	Landmines to set	Handling objections
<p>Endpoint security & XDR solutions</p> <ul style="list-style-type: none">• EP/AV — Falcon Prevent• EDR — Falcon Insight XDR• MDR — Falcon Complete• Device Control — Falcon Device Control• Firewall — Falcon Firewall Management <p>CRWD also has solutions in other categories:</p> <ul style="list-style-type: none">• Cloud security• Identity protection• Threat intelligence• Observability• Security & IT Ops products	<p>Complex user experience</p> <ul style="list-style-type: none">• Can you tell me how important quick time to value is as a factor in your selection criteria?• How many team members do you want to share management of the solution?• 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? <p>Inconsistent support</p> <ul style="list-style-type: none">• How important is quick time to value as a factor in your selection criteria?• 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?	<p>CRWD is a market leader; has history of growth.</p> <ul style="list-style-type: none">• MWB is a trusted, proven record in the market.• ThreatDown has 15K+ B2B customers• Consistently win G2 peer awards for best EP Suites• Consistently outperform in 3rd party testing <p>CRWD's packages (Go, Pro) include Device Control, Firewall, Threat Intel. More value for the price.</p> <ul style="list-style-type: none">• Threat intel is included as one of our many threat detection layers (no additional fee).• 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.• Ease of use is central to our products and services, so you'll have easier mgmt. with ThreatDown and our modules.

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