CYLANCE

Partner **EMAIL SCRIPTS**

Ideal Customers

- Fortune 2000 and enterprise-level organizations with more than 250 employees
- Highly regulated organizations that must comply with standards such as PCI, HIPAA or SOX
- Recent victims of a security breach or serious malware issue

Sample #1

[Customer Name],

I'm sending this e-mail to introduce you to a product we've just picked up. It's a next-generation endpoint security solution called CylancePROTECT® that effectively renders advanced threats and zero-day malware useless. So, what makes CylancePROTECT so unique?

PROBLEM
Today's antivirus products are all but completely ineffective because they only respond once an incident has occurred. Almost half of all breaches take months or even years to detect. 67% of all malware is completely missed and the initial detection rate for new viruses is less than 5%. Think of all the security breaches you hear about on the news like [cite recent examples] and the constant warnings from Homeland Security to companies about probable threats. This means your organization is vulnerable!

SOLUTION
Through the use of artificial intelligence and machine learning rather than reactive signature or trust-based systems, Cylance® has developed the most accurate, efficient, and effective solution for stopping malware execution.

- Proactive protection BEFORE something bad happens - traditional antivirus software can only respond once an incident has occurred
- NO signatures, NO heuristics, NO behavioral analysis, NO micro virtualization or sandboxing
- High-performance - executables are analyzed at the time of execution in less than 100ms
- Lightweight agent weighs in at less than 70MBs
- NO regular DAT updates - math models on the agent are updated only a few times per year

INTERESTED?
If you are searching for an endpoint security solution, I'll be happy to further explain CylancePROTECT and give you a demo.

Thanks,
[Your Name]
[Your Title]
[Your Contact Information]

Sample #2

[Customer Name],

Hope things are going well.

Many of our customers count on [Reseller's Name] to bring new and innovative security technology to their attention. It is not often that a security product really separates itself from the field and can so quickly bolster a company's security posture.

I am sending you this email to let you know about one of the greatest advances in cybersecurity.

Cylance® is the first artificial intelligence and machine learning based advanced threat detection and prevention cybersecurity company. Their product, CylancePROTECT®, has been certified as compliant by a leading PCI and security assessor. This certification establishes CylancePROTECT as the first next-generation endpoint security capable of deployment in PCI environments, delivering a level of protection that far surpasses traditional tier one antivirus vendors. CylancePROTECT's ability to detect, identify, and quarantine malware along with its ability to protect against memory attacks is unprecedented. This technology doesn't use signatures, behavioral analysis, sandboxing, dynamic detonation, or micro virtualization, and there is no need to continually rescan once your dormant malware is initially identified and quarantined. This solution is truly the next generation in cybersecurity!

The best way to introduce this technology is through a live demo. Would you have an hour in the next few weeks to see this technology?

Thanks,
[Your Name]
[Your Title]
[Your Contact Information]