CYLANCE

Partner **PHONE SCRIPT**

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

1. Introduction and Opening Question

Hi. My name is [ ], and I'm with [ ]. We just started selling an exciting next-generation endpoint security product called CylancePROTECT®. Do you currently have a solution in place to protect your endpoints?

- **If no**, tell them most antivirus products are all but completely ineffective because they only respond once an incident has occurred. Consequently, they leave companies vulnerable. Malware is pervasive and it's growing exponentially. Think of all the security breaches you hear about on the news [cite recent examples] and the constant warnings from Homeland Security to companies about probable threats. Ask if you can continue explaining CylancePROTECT.
- **If yes**, tell them most antivirus products are all but completely ineffective because they only respond once an incident has occurred. Consequently, they leave companies vulnerable. Malware is pervasive and it's growing exponentially. Think of all the security breaches you hear about on the news [cite recent examples] and the constant warnings from Homeland Security to companies about probable threats. Ask if their solution uses automated machine learning to look at the elements of executables in order to make predictions against future threats.
  - If they say no or they're not sure, then ask if you can continue explaining CylancePROTECT.
  - If they are confident in their solution and aren't interested, thank them for their time and ask if you can follow-up at a later date to see if a need for CylancePROTECT has arisen.

2. Explanation

CylancePROTECT uses advanced mathematics and machine learning techniques rather than more traditional, reactive, signature-based or trust-based systems to give you proactive protection BEFORE something bad happens! With CylancePROTECT, there are NO signatures, NO heuristics, NO behavioral analysis, and NO micro virtualization or sandboxing. CylancePROTECT's lightweight footprint guarantees users won't even notice its running. Furthermore, since there are no signatures, there are NO regular DAT updates! The math models on the agent are updated only a few times per year. Can we setup an initial meeting so I can further explain CylancePROTECT and show you a demo?

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