CYLANCE

Partner TRADESHOW 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. Qualify Tradeshow Visitors

- Say: Hi, my name is [ ]
- Ask: What is your name? Can you tell me about your company (i.e. name, industry, size)?
  - If another security company or less than 250 employees, gently end the discussion
  - Otherwise, continue the conversation

2. Communicate The Big Problem

- Say: Malware is pervasive and is 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: How does your company protect against cyberattacks?
- Say: Most traditional antivirus products are ineffective because they can only protect you from known attacks that have already occurred. Since new malware is created at such a fast pace, these antivirus products leave you vulnerable.

3. Articulate The Uniqueness Of CylancePROTECT®

- Say: CylancePROTECT stops the targeted malware used in advanced persistent threats (APTs) and is different because it also stops zero-day attacks before they occur. CylancePROTECT does not use signatures, heuristics, sandboxing or micro virtualization, but instead, uses an artificial intelligence and machine learning based endpoint agent to determine whether a file is good or bad. CylancePROTECT does not require an Internet connection, so it is just as effective when the endpoint is offline or air-gapped. You won't take a performance hit running CylancePROTECT. It evaluates approximately 6 million features by the time an .exe, .dll, or .sys attempts to start, which is about 50ms. This is 1/3 the time it takes you to blink your eyes. And, it uses less than 70MBs and less than 1% of the CPU.
- Ask: Can we setup an initial meeting so I can futher explain CylancePROTECT and show you a demo?

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