

# Trend Vision One™ Platform Experience with Partners

Empowering Your Lead Generation, Demos, Customer Engagement, and Conversions

Through Trend Vision One Platform Experience, our goal is to empower your sales and marketing endeavors by conducting solution demos, helping you reach decision-makers and influencers within your customers' and prospects' accounts. With impactful demos led by Trend Micro's experts, we aim to deepen your conversations, drive conversions, and foster mutual business growth.

## Benefits for Partners

- **Value-added Service:** Differentiate yourself by joining this campaign to get a co-branded registration page created especially for your demos and promote this page to your network to boost your conversation with potential customers.
- **Leads Qualification:** Joining this campaign grants you access to the campaign playbook to leverage our assets and materials to progress leads through the journey from interest to qualification, identifying leads that are most likely to result in successful sales and deployments with the help of Trend's team.
- **Flexible Event Format:** Demos can be held online or on-site as part of partners' events. The agenda is tailored to suit different customer personas.

## Available Demos

### Trend Vision One – XDR

Demonstrate how organizations can achieve their security goals with early, precise detection and fast response. In this demo, customers will learn about the alert and insights' view, how to boost investigation accuracy, minimize information overload, and automate mitigations with security playbooks.

The XDR demo is available in 2 modules tailored for different customer personas:

#### CISO/CSO/CIO

A 30-minutes demo showcasing how Trend Vision One gives them comprehensive visibility into their security landscape, enabling proactive threat prevention while reducing security and operations complexity. All manageable via one unified platform.

#### Security Teams (SecOps/SOC):

A 60-minutes demo with detailed scenarios of how Vision One empowers security teams with advanced correlation and investigation, custom detection models, automatic response with Vision One playbooks in a streamlined workflow and minimal response time. .

## Trend Vision One – Attack Surface Risk Management (ASRM) Demo

ASRM is a next-gen solution that enhances your customers' proactive security from SecOps war rooms to the executive boardroom. Supported by our industry-leading research, ASRM empowers security leaders and teams to discover and contextually evaluate organizational risk. Additionally, it leverages advanced AI and ML models, producing remediation recommendations to help your customers proactively mitigate risks and reduce the attack surface.

The ASRM demo is available in 3 modules tailored for different customer personas:

### CISO/CSO/CIO

A 30-minutes demo designed to provide executive boards with deeper insights into their organization's security posture using the "Executive Dashboard". This includes the overall risk index, device exposure, ongoing attacks, and contributing factors.

### Security Managers/Risk Leaders/Security Leaders

A 45-minutes demo focusing on proactive measures using the "Attack Surface Discovery" app to identify assets that threat actors could exploit against their organization.

### Solution Architects and Security Teams

A 60 minutes demo + Q&A session, offering a comprehensive walkthrough of how to reduce their organizations' risk by implementing risk mitigation actions within the "Operations Dashboard".

## Collaboration Model with Partners

- Trend will create the co-branded invitation emails, registration page, and recommended follow-up assets for you, while you are responsible for driving registrations, attendance, and reporting post-event's leads progress.
- Your company can provide one sales/marketing contact to collaborate with Trend's team on pre-event scheduling and post-event follow-up.
- The demo will be conducted by Trend's solution expert, with technical and marketing support provided by Trend during the demo sessions.
- All registrations and attendance lists will be exchanged and reported daily/weekly as per the agreement with your company.
- For demos requested for known, targeted customers/prospects' accounts, a registration page may be skipped, and you will need to share the expected audience list with Trend prior to the demo session.

## Ready to collaborate with us?

If you would like to offer your customers and prospects the Immersive Vision One Platform Experience, Please share with us which demo you are planning to host in an email to Trend Micro Partner Support <[partnersupport@trendmicro.com](mailto:partnersupport@trendmicro.com)>

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