

THE ALIENVAULT SALE

Security That's Unified, Simple, & Affordable

AlienVault's USM platform puts built-in, essential security controls and threat intelligence into the hands of IT teams with limited resources. IT/Security practitioners can now deploy a single platform with essential security controls and seamlessly integrated threat intelligence that quickly identify threats affecting your network and how to mitigate them, on day one.

The key to the AlienVault sale is getting prospects engaged with the product via a download or demo. Once they see the product, it usually sells itself. Here are a few options for evaluating the product:

1. Promote Personalized Demo Link:

www.alienvault.com#personalized-demo

2. Download a Free 30-Day Trial Version and see immediate results in less than an hour.

3. Log Into Our Hosted Demo Site to get hands on with the product without having to download and deploy the virtual appliance.

4. Watch an AlienVault USM On-Demand Demo

www.alienvault.com/resource-center/webcasts/product-demo-get-security-visibility-in-under-1-hour-with-alienvault

The USM platform provides maximum deployment flexibility for any network:

- On-Premise: Hardware appliance or virtual appliance
- All-in-One appliance or separate sensor, server, logger
- Cloud: AWS-native software (USM for AWS)
- Federated server for multi-tenant MSSP environments

Target Buyers:

- Security engineers
- IT managers & directors
- Security administrators

Qualifying Questions:

Preface Statement: Given the huge fines being imposed and frequency of breaches businesses face; would you be interested in learning about a solution that simplifies and accelerates threat detection and compliance management?

- What problem are you needing AlienVault to solve?
- How are you solving that problem today? What's working? What's not?
- How large is your security team?
- How important is Security Compliance to you and your team?
- When is your next Security audit?



ALIEN VAULT

AlienVault has simplified the way organizations detect and respond to today's ever evolving threat landscape. Our unique and award-winning approach, trusted by thousands of customers, combines the essential security controls of our all-in-one platform, AlienVault Unified Security Management, with the power of AlienVault's Open Threat Exchange, the world's largest crowdsourced threat intelligence community, making effective and affordable threat detection attainable for resource-constrained IT teams.

- Founded in 2007
- Employees - 230+
- 2,000 Commercial Customers
- Headquarters in San Mateo, CA; offices in Austin, TX; Madrid, Spain; Granada, Spain and Cork, Ireland.
- Backed by Trident Capital, Kleiner Perkins Caufield & Byers, GGV Capital, Intel Capital, Jackson Square Ventures, Adara Venture Partners, Top Tier Capital, Institutional Venture Partners and Correlation Ventures.

PRICING / DISTRIBUTION

AlienVault believes in an open, flexible approach to security. We package our USM platform to make it easy for you to deploy in any environment. We use a simple capacity-based pricing model with out complex licensing plans or hidden costs.

USM All-in-One starts at \$3,900

AlienVault works with select local, regional and global distribution partners to provide pervasive coverage throughout the world. If you're interested in obtaining a quote through one of our distributors, please contact us at

partners@alienvault.com for further information.

PARTNER RESOURCES

Deal Registration: To register a deal, simply send an e-mail to partners@alienvault.com with the following detail: Company Contact, Title, E-Mail, Company Name, Country Purchase Timeframe and Competition.

Partner Portal: Visit for up-to-date channel resources including on-demand partner training, sales tools, logos & more!
www.alienvault.com/partners/partner-portal

Resource Library: Check out our resource library for our latest end-user collateral, webcasts, blogs, etc.
www.alienvault.com/resource-center

ACSE Certification: Learn more about becoming an AlienVault Certified Security Engineer.
www.alienvault.com/certification

General Inquiries: partners@alienvault.com

YOUR CHANNEL ACCOUNT MANAGER



Discover Security That's Highly Intelligent.

AlienVault delivers everything you need to detect, prioritize and respond to today's threats in minutes. The AlienVault Unified Security Management™ (USM) platform provides five essential security capabilities managed from a single console, combined with regularly updated threat intelligence that ensures you have everything you need to rapidly detect threats and satisfy compliance requirements.

Day 1 Results

Within the first day of installation your customers will be able to:

- Prioritize risk through automated correlation of malicious content, Indicators of compromise (IOCs), asset value and vulnerability criticality
- Detect threats (Malware, exploits, Trojan installation, C&C communication, etc.) through automated correlation of events from built-in data sources and 3rd party products like firewalls, UTMs, NGFWs, and WAFs
- Securely retain, manage and analyze logs from a single management platform
- Deploy the technology needed to comply with requirements in PCI DSS, HIPAA, ISO 27002, SOX, GPG13 and more

Integrated Threat Intelligence

- Detailed information about malicious actors, their tools, infrastructure and methods
- Powerful threat correlation engine links disparate events and provides context-specific remediation guidance with all alarms
- Over 2,500 event correlation rules already built-in & actively updated
- The AlienVault Labs threat research team delivers intelligence updates every 30 minutes so it's like you have your own in-house team of security experts

AlienVault's Open Threat Exchange™ (OTX)

- The world's first truly open threat intelligence community that enables collaborative defense with actionable, community-powered threat data



AlienVault USM (Unified Security Management) - Unified Security platform for Threat Detection, Incident Response and Compliance Management that combines Asset Discovery, Vulnerability Assessment, Behavioral Monitoring, Intrusion Detection and SIEM (Security Information and Event Management). Free 30-day trial available.

AlienVault USM for Amazon Web Services (AWS) - AWS-native version of USM platform that provides threat detection, incident response and compliance for AWS environments. Free 15-day trial available from AWS Marketplace.

Threat Intelligence Subscription - Continuous threat intelligence updates to security controls from the AlienVault Labs team that includes 8 coordinated rulesets. Both USM and USM for AWS utilize the threat intelligence updates to detect the latest threats and manage compliance. 1st year subscription is included in initial purchase cost. Annual charge of approx 15% of license at time of support renewal for USM platform; USM for AWS includes this service in subscription price.

OSSIM - Free, open source version of USM. Lacks several features including integrated threat intelligence, 150+ customizable reports, centralized administration, and commercial support.

Open Threat Exchange (OTX) - The world's first truly open threat intelligence community that enables collaborative defense with actionable, community-powered threat data; over 37,000 participants submitting over 3 million threat indicators daily from 140+ countries.

Reputation Monitor - Free Service powered by OTX that alerts when users' IPs and domains appear in OTX, indicating potential abuse.

Threat Finder - Free Service powered by OTX that allows users to upload log files to detect communication with known bad actors in OTX, indicating likely attack target or compromised systems.

SpiceWorks Threat Alerts - Free service integrated into the Spiceworks console that alerts users when a host on their network is communicating with a malicious IP.

www.alienvault.com

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www.facebook.com/AlienVault

www.linkedin.com/company/alienvault

plus.google.com/115546963055093061648/posts

Visit the AlienVault Partner Portal for Additional Product Information & Sales Tools - www.alienvault.com/partners/partner-portal/

Thousands of Customers Worldwide Trust AlienVault for better Threat Detection:

HEALTHCARE

Shriners Hospitals for Children
Zoll
National Heart Lung and Blood Institute
Novo Nordisk
Kaiser Permanente
Harris Health System
Life Alert
MedStar Emergency Medical Services

RETAIL

Vera Bradley
David's Bridal
Nebraska Furniture Mart
24 Hour Fitness
Whole Foods
RueLaLa
FranklinCovey
Rockliffe Hall

FINANCE

Southland Credit Union
Synergy Bank
Truliant Federal Credit Union
Banco Nacional
Realex Payments
BBVA Compass
MasterCard
MMG Insurance

GOVERNMENT

Department of the Airforce
NASA
Farm Bureau-Virginia
Tampa Bay Water
City of Port Orange
City of Wyoming
Department of the Navy

MEDIA / ENTERTAINMENT

PR Newswire
Thompson Reuters
Hulu
Pandora
Big Fish Gaming
The New York Times
BBC

EDUCATION

Liberty University
York College
Chemeketa Community College
Educause

UTILITIES

Entelgy
Bluebonnet