

Trend Micro Vision One™

# CREDIT LICENSING MODEL

Single license for extended detection and response (XDR) across endpoint, server, email, and network

A new, flexible way to buy XDR with Trend Micro Vision One™ credits. This allows customers to:

- Easily adopt XDR capabilities across any or all endpoint, server, email, and/or network layers
- Adopt as a standalone solution. No requirement to purchase any Trend Micro protection products.
- Simply calculate and purchase the number of credits according to the customer's environment. XDR sensors cover endpoint, server, email or network sensors, which are deployed in a customer's environment and feed data into the Trend Micro Vision One platform.
- Redistribute credits at any time across sensors throughout the contract term to meet changing needs



## TREND MICRO VISION ONE: SEE MORE. RESPOND FASTER.

- **Purpose-built** threat defense platform for SOC and security teams.
- **Detect and Respond** across more security layers for a comprehensive XDR capability.
- **Risk Visibility** with role-based views and insight to understand overall security posture and quickly focus on what is important and needs attention. By correlating security telemetry from multiple layers, teams can see more attacks and stop them faster.

## HOW TO TALK TO THE DECISION MAKERS

### CISO

**Pain:** Desire to reduce fragmented threat detection and response processes and administrative clutter and costs. Bundled packages and license inflexibility brings unnecessary bloat into the organization.

**Key Message:** A consolidated threat detection and response platform accessed through a single purchase. Enables them to purchase only what is needed—paired with enhanced flexibility to expand and adjust how XDR capabilities are deployed within the environment.

### SOC or Security Team

**Pain:** Siloed solutions causes visibility gaps; looking for holistic detection and response across the enterprise from a single console.

**Key Message:** Enable security teams to deploy the sensors they need to get the integrated visibility, investigation and response capabilities that will allow them to detect and respond to threats faster.

## SELLING TREND MICRO VISION ONE CREDITS

Credit Values	
Sensor	Credit Value (per year)
Endpoint and servers	20 credits per endpoint/server
Email	3 credits per mail account
Network	25 000 credits per gig of network capacity
Automatically calculate the number of credits your customers need for their environment using the calculator tool: <a href="https://trendmicro--c.na136.visual.force.com/apex/GlobalSL_Download-Page?id=0694T000004wp7eQAA">https://trendmicro--c.na136.visual.force.com/apex/GlobalSL_Download-Page?id=0694T000004wp7eQAA</a>	

### IDEAL CUSTOMER

- Medium to large-sized enterprises with 500 users or more.
- Customers interested in deploying SaaS detection and response capabilities across the enterprise.
- Customers with third-party protection in place, who are interested in adding XDR capabilities.
- Existing Trend Micro customers interested in extending their current XDR capability without purchasing additional protection products.

### WHY CREDITS?

- Credits simplify the buying experience for customers by leveraging a single SKU for all XDR needs across endpoint, server, email, and network.
- Removes the requirement to purchase protection products and lowers the barrier of entry for organizations interested in introducing detection and response capabilities to their environment.
- Extends true flexibility to the SOC or IT analyst with the ability to apply, adjust, and redistribute credits on-demand depending on the changing needs and wants of the business

## LICENSING

- Trend Micro Vision One is licensed via credits using a **standard license subscription framework**.
- Credits are calculated based on the type (endpoints and servers, email, and network) and number of sensors required by the organization. Each sensor has a **unique credit value**.
- Channel partners provide the customer purchase order with the number of credits required **upfront** via subscription.
- The organization will receive a unique URL link with their license certificate for verification to begin **applying credits** to sensors.
- Trend Micro discretionary discounting, channel partner tier discount and deal registration processes continue to apply. For partners who are eligible for deal registration, you can register Trend Micro Vision One credit opportunities on Partner Portal by selecting "Trend Micro Vision One Credits" in "Product Family" field to be rewarded for finding and qualifying new sales opportunities. Opportunities must be \$1,500 MSRP or above to qualify for deal registration.
- Credits expire at the end of the term, and a new set of credits will be purchased to renew for the next term.

Customer Segment	Audience	What to Sell
<b>Trend Micro Vision One - Detection and Response Only</b>		
<b>New Logos (Net New Customers)</b>	Security teams and analysts who: <ul style="list-style-type: none"> <li>- are looking to add threat detection and response solution for the enterprise</li> <li>- have third party protection in place who are interested in adding extended detection and response capabilities without doing a full rip and replace.</li> </ul>	Trend Micro Vision One Credits
<b>Existing Trend Micro Customers</b>	Existing Trend Micro XDR/Vision One customers who want to extend their current XDR capability to more layers by buying sensors only (no protection layer).	Trend Micro Vision One Credits
<b>Trend Micro Protection + Detection and Response</b>		
<b>Net New OR Existing Customer</b>	Security teams and analysts who are interested in purchasing Cloud App Security protection plus XDR.	Trend Micro™ Cloud App Security with XDR
	Security teams and analysts who are interested in purchasing Trend Micro Cloud One™ – Workload Security protection plus XDR.	Workload Security Enterprise
	Security teams and analysts who are interested in purchasing Trend Micro™ Deep Discovery™ Inspector protection plus XDR.	Deep Discovery Inspector
	Security teams and analysts who are interested in purchasing Trend Micro Apex One™ SaaS with XDR bundle.	Trend Micro Apex One SaaS with XDR or XDR for Users bundles, OR Trend Micro™ Smart Protection Suites and XDR: Endpoint and Server

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 . at: <https://www.trendmicro.com/privacy>  
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