



1 Know the problem

What Customers are Experiencing

Start by reviewing the various problems that customers are encountering today. This information is provided by Sophos in the form of short presentations and quick reference cards

2 Ask your customer

Example Discovery Questions

Develop a short list of questions that you can ask your customer. Start the conversation by mentioning that you have been hearing about issues your customers are having – can the customer relate?

3 Suggest a solution

Answer

If you uncover “pain points” that your customer has, mention that you and your company are working with a leading vendor who has some news ways of addressing these issues.

Issue 1: Mobile users surfing the internet

1 Know the problem

- Infection occurs when mobile or remote users visit websites that have been compromised (not protected by gateway protection)
- Users aren't given mobile working options reducing employee productivity and satisfaction

2 Ask your customer

- How do you feel about your users accessing the internet using company laptops when they're out of the office?
- How do you protect them against websites hosting malware when they're surfing outside the corporate network?
- How confident do you feel that your protection against web threats is keeping viruses off your network?

3 Suggest a solution

Live URL Filtering

- Blocks URLs that are hosting malware with live in-the-cloud checks with database of millions of compromised sites
- Protects users everywhere In the office, and when not behind corporate protection i.e. at home or over public WiFi
- Integrated into existing endpoint agent with no endpoint configuration required

Issue 2: Malware Infections

1 Know the problem

- Current AV solution is no longer effective in protecting against malware threats (e.g., viruses)
- AV vendor doesn't provide frequent updates
- AV vendor's updates are slow and cumbersome
- Customers are experiencing more breakouts

2 Ask your customer

- How does your current AV solution protect you against new and unknown threats?
- How do you feel about the risk of virus infection to your company?
- How frequently does your AV vendor provide protection updates?
- What kind of impact does this have on computer performance?

3 Suggest a solution

Live Anti-Virus

- Instantly checks the reputation of suspicious files
- Uses an extensive in-the-cloud database of known good and bad data
- Improves proactive detection, reducing reliance on updating

Issue 3: High Cost of Security Management

1 Know the problem

- IT department is still remediating malware issues, reducing the ability to deliver more strategic projects
- Multiple vendors/components required to provide a comprehensive solution
- Multiple consoles to protect multiple platforms drain resources and require ongoing training.

2 Ask your customer

- How many different solutions do you have in place to protect against malware, and data loss?
- How much time do you spend a week managing your AV solution?
- How many different operating systems do you have across your environment?
- How do you feel about your visibility of threats and incidents across the network?

3 Suggest a solution

Enterprise Console

- Central management of complete threat and data protection
- Role-based administration allows specific tasks to be delegated
- Single console to manage Windows, Mac, Linux and UNIX machines
- Fast problem detection and cleanup
- Automatic protection of new computers