

# Sales "Battlecards"

Tactical sales tool that provides unbiased, 3<sup>rd</sup>-party research on specific competitors and their products.

Portable PDF and DOC formats for printing and emailing.

View **corporate info**, including:

- Company Snapshot
- Company Profile
- Org Structure
- Financials
- Sales Model
- Alliances

View competitive **sales positioning** info:

- Company and Product Momentum
- Product Features
- Sales Messaging
- Competitive Positioning & Counterpoint

View **tactical recommendations**:

- Counteract sales messaging
- Plant "landmines"
- Exploit weaknesses

**Current Analysis**

**SECURITY BATTLECARD COMPETITOR:**

Class rather than Trend is the main point of contact for customers.

**LANDMINES: HOW TO SELL AGAINST THEM**

Business:

- Trend Micro's weakest offering is in the desktop antivirus market, limiting its brand recognition among the majority of users.
- Symantec has a broad antivirus product portfolio that can protect client machines and network gateways or gateway servers, either individually or with the combined Avast/Avira solution.

**COMPANY SNAPSHOT**

Founded in 2002 by former Netscreen CEO, Ken Xie

- 150 employees at headquarters, more than 600 employees worldwide
- Incorporated in California in Oct. 2002
- Headquarters: Sunnyvale, CA
- Privately held, Raised US\$63 million in venture capital
- Approximate revenues in 2004: US\$ 16.14 M
- Claims more than 80,000 PortGate installations worldwide

**COMPANY PROFILE**

Global Reach: Worldwide distributed through distributors and resellers, offices in US, Canada, EMEA, & countries and Asia Pacific (10 countries)

Organization: Focused on the Fortinet Antivirus Firewall product line and supporting systems and services

Extremely rapid growth since EOY 2002 in overall sales, management team, and worldwide presence

**SALES MODEL**

Two-tiered sales system with direct sales, system integrators, and VARs, estimated to have over 200 VARs. PC Connection is the key direct channel in US.

Program for MSPs started in Oct. 2003

**FINANCIALS**

Private Equity

US\$100M Revenue in 2002 (Giga Group)

Based on product sales, estimated 2003 revenue: US\$30M-US\$50M

Raises US\$30M in funding from key investors including Resistor Ventures, Meritech Capital, Acore Campus, and CERTA-Partners

**PARTNERS**

ACORE, ANISA, Blade Software, Guarded Networks, Secure Computing, NetScreen, Avast!, Innoventions

**SECURITY BATTLECARD COMPETITOR:**

Class rather than Trend is the main point of contact for customers.

security, however, the default configuration gives "Secure Mail Control" on the system and registry keys.

Trend Micro Scan Prevention Solution 2.0 supports limited end-user management policies and quarantine capabilities.

Trend's anti-spam solution does not offer any granular Reputation filters. Instead, it uses content filtering, and this reduces the product's scope of eliminating spam due to continuous improvements in spam-content generation. On the other hand, Symantec's Original Antispam provides Reputation filters with Open Proxy, State IP and Suspect IP lists to counter spam emails.

Trend's anti-spam solution does not support Reputation filters, and has a claimed efficiency of only 90-95%, whereas, Symantec's Original Antispam 6.0.1 provides Reputation filters, and an efficiency of 98% with a very high accuracy of 99.999%.

Trend doesn't have a client security product that matches the combined AV, Firewall and IDS capabilities of Symantec Client Security.

Symantec's security management solutions provide a comprehensive view of security, and enable proactive defense and real-time enforcement response, while Trend does not have any notion of incorporating IPS inputs to modify real-time responses.

Trend's comprehensive desktop protection offering, the headline bundle, is difficult to setup and configure, because all the products in the bundle have to be installed separately. This translates to management and maintenance problems for the user. On the other hand, SAUVE 9.0 provides a single-source installation.

Trend's headline bundle does not include spam prevention solutions, while SAUVE 9.0 provides a combination of anti-virus, anti-spam, content filtering for server and gateway, and desktop virus protection.

**MESSAGE**

Fortinet's VirusShield 1200 was awarded the Best of Innovation Award and VAI Best Product award in Hardware division at the System Builder 2004 & V/AI/Innovation event in Dallas, Texas.

Fortinet Corporate Edition 6.6 was awarded the #1 in Test award by IDC's Network and Infrastructure publication in November 2004.

SAUVE 9.0 provides a single-source installation and virus outbreak, the ability to deploy virus protection to all employees from one place (save crucial time in locating new threats from existing businesses). Trend provides licenses with that capability.

SAUVE 9.0 provides comprehensive outbreak protection solutions for both the desktop, the core and edge of the network, as well as server offices.

**COMPANY OBJECTIVE**

• Offer new technologies that help customers more efficiently find or prevent their networks to a nation-state security management company, shift control from the client and server to the server.

• To develop a strong service platform to provide comprehensive solutions to customers, ranging from individual users to enterprises, offering and managing services.

• Improve performance in APAC and Latin America.

• Approximately target the state market in North America.

**SECURITY BATTLECARD COMPETITOR:**

protection for multiple servers and domains

- Access Security - Virus protection, POPs
- Mail Security - Virus protection, POPs
- Even in Asia, the company rates set its products

**Revenue (Revenue in US\$ Million)**

2003	2004	2005	2006
213	214	214	214

Percent of Overall Q4 2004 Revenue:

- Sales and Marketing: 26%
- Total ASD: 72%

**Key Product**

- Internet Server: 32%
- Security Suite: 22%
- Best Innovations: 27%

• Check Message, Mail, Run Antispam, Network Appliance, Check Point, EMC, NetScreen, Networks, Novell, Red Hat, Symantec

• SOFTBANK is its largest client (sales include NTT, Communications, Cable & Internet, Yahoo!, and Fujitsu)

**CONFIDENTIAL AND PROPRIETARY FOR FORTINET**

## Service Info



Primary Audience  
Sales  
Product Managers

## Benefits

- ✓ Understand how your competitors are positioning against you
- ✓ Compete more effectively by employing recommended sales tactics
- ✓ Improve sales call preparation
- ✓ Augment existing sales operations and training programs
- ✓ Quickly bring new sales reps up to speed on competitors

**Current Analysis**

Washington, D.C. +1 703 404 9200  
San Diego, CA +1 858 551 0008  
Paris, France +33 (0) 1 41 14 83 14