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Trellix Demo Platform - Updates and best practices

How to be more effective in the field

Intros

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Architect at Trellix

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Agenda

- Execute Great Software Demonstrations
- Customer Use Case
- Trellix Crossfire - POV environment
- Q&A \ Discussions

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Execute Great Software Demonstrations

Development, execution and use case

Luke McCoy
Senior Manager, ANZ Solutions Engineering
July 11, 2024

Why do we do demonstrations?

dem·on·stra·tion

[dɛmənˈstreɪʃ(ə)n]

a practical exhibition and explanation of how something works or is performed:
"a microwave cookery demonstration"

synonyms: exhibition · presentation · display · illustration · demo · taster · exposition · teach-in

What type of demonstrations might you do?

Vision / Qualifying / Closing

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How can they go wrong ?

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Consequences of poor demonstrations?

Sales

- Lost opportunity / customer goes dark
- Increased cost of sale
- Requires POC (tire kickers)
- Reduced ASPs
- Run out of time
- Harbor tours

Deployment

- Misaligned expectations
- Deployment blockers
- Finger pointing
- Slowed adoption
- Sunk services required
- Subscriptions not renewed

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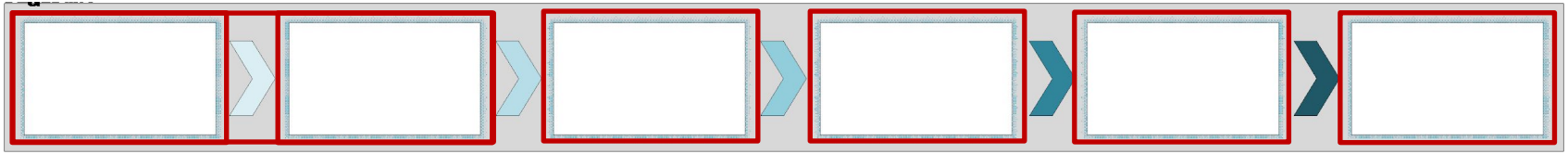
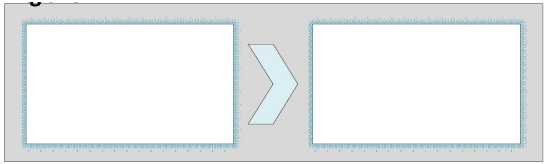
Sales Lifecycle



Enables sales team to quickly qualify deals in or out, so sellers can focus on High potential opportunities.

How do we as engineers, ensure we support the opportunity during the initial stages successfully ?



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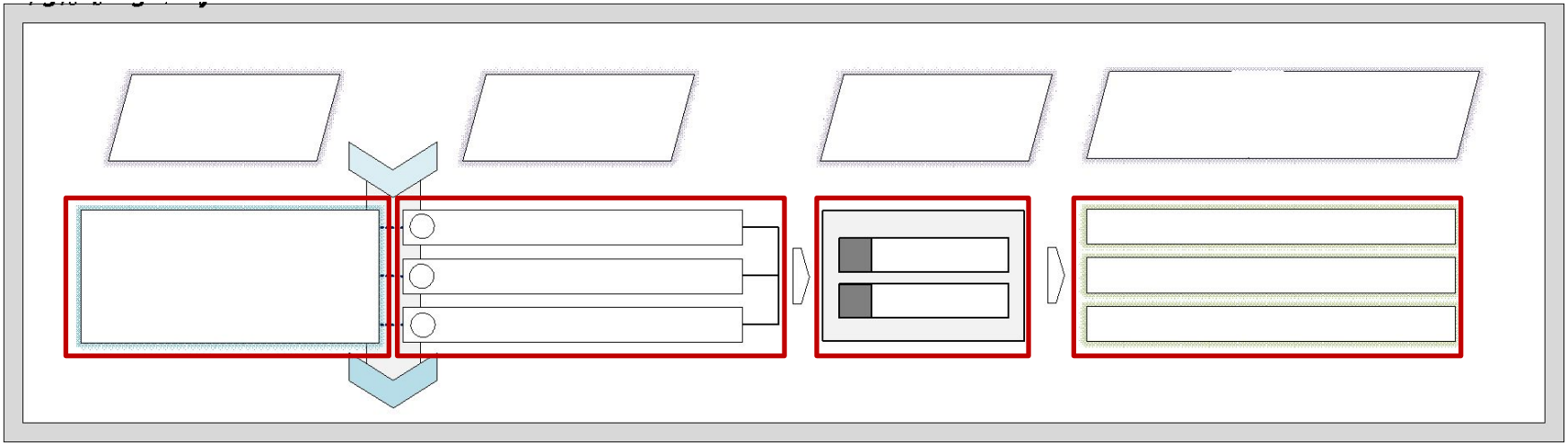
Engineering Discovery



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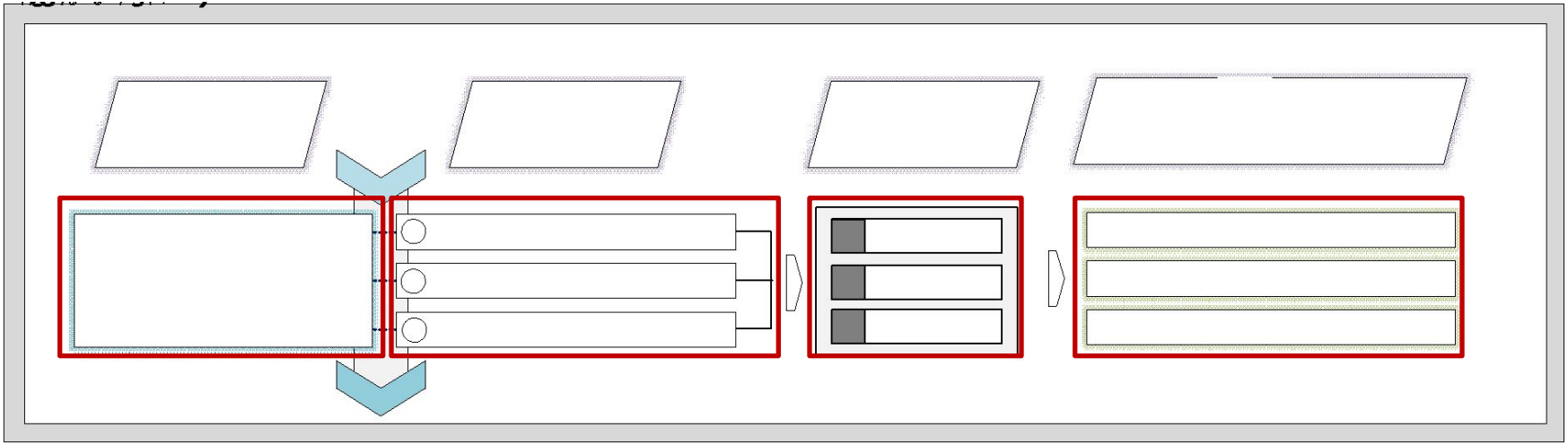
Engineering Align - Demo



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Use case - Email

IT leader/SOC Architect

Key Responsibilities

- Responsible for efficacy of product
- Management of security tools
- Security Program Stakeholder
- Timely reports to senior management of type and frequency of threats
- Optimize security investments and staff

Current Challenges

- Suspects advanced threats including malware, phishing, site URLs and impersonation attacks are being missed (O365)
- Credential harvesting across the organization despite incumbent solution promise
- Too many false positives and false negatives

Timelines

- EOFY – 6 weeks left and requires quantifiable data to support procurement

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Use case - Email

Discover	**Customer Business Ask / Requirements**	Email based compromises are 2/3 of all incident response engagements – High visibility at C level
	Security Domain Focus	Email Security
	Security Requirements	Detection/Prevention for advanced threats via email / Proactive remediation
3 Whys	**Why Anything ?**	Email is becoming resource intensive to the SOC / High risk vector to the Enterprise
	Why Trellix ?	High fidelity detections for advanced threats / simple deployment / tangible data
	Why Now ?	Currently open budget but will be absorbed back into the business if not spend by EOFY
Align	**Replay Security Requirements**	Detection/Prevention for advanced threats via email / Proactive remediation
	Use case / Metrics	O365 Mail Security bypass > Trellix Email Detection > Auto remediation
	Trellix Security Domain / Demo	Pre-prepared Use case in Trellix Crossfire

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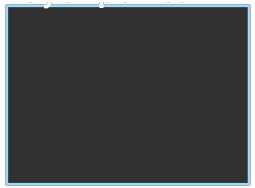
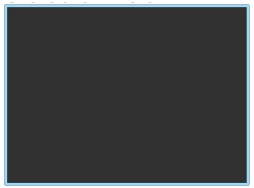
Demonstration Flow





Team introductions & Agenda	Overview of information shared during discovery	Defining the use cases that will be demonstrated	Execution of the technical use cases	Breakdown of use cases execution, outcomes and next steps
Setting the expectation for the following 30 minutes	Playing back the challenges of the customer	Ensuring the technical use case clearly maps to the problem statement	Minimal click and limit deviation from the core use case execution	Summary and reiteration of outcomes for the customer leveraging technical capabilities
Ensuring customer and seller are aligned	Customer can see we are engaged and listening	Customer understands our capabilities meet their needs upfront	Clean and precise execution of use cases avoiding “harbour tours” and complexity for customer	Customer can see the successful technical demonstration aligned to the customers' requirements

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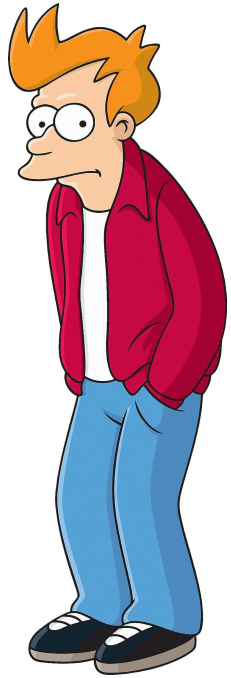
Technical Considerations

- Stop performing Harbour tour style demos
- Build a vision that the customer could do this themselves
- Avoid complication for the sake of innovation unless in scope of the use case
- Do the last things first ! – Engagement and Impact



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Summary

- Great **discovery** will always lead to a fantastic well **aligned** demonstrations
- Operational efficiencies and gain metrics are often more valuable than the number of features and functions available (No Harbour Tours)
- Allow for the customer to “peel back the layers” , no need to offer up information that has not been asked
- Hold off on giving a demo until they have sufficient evidence of the customer’s business pains and outcomes

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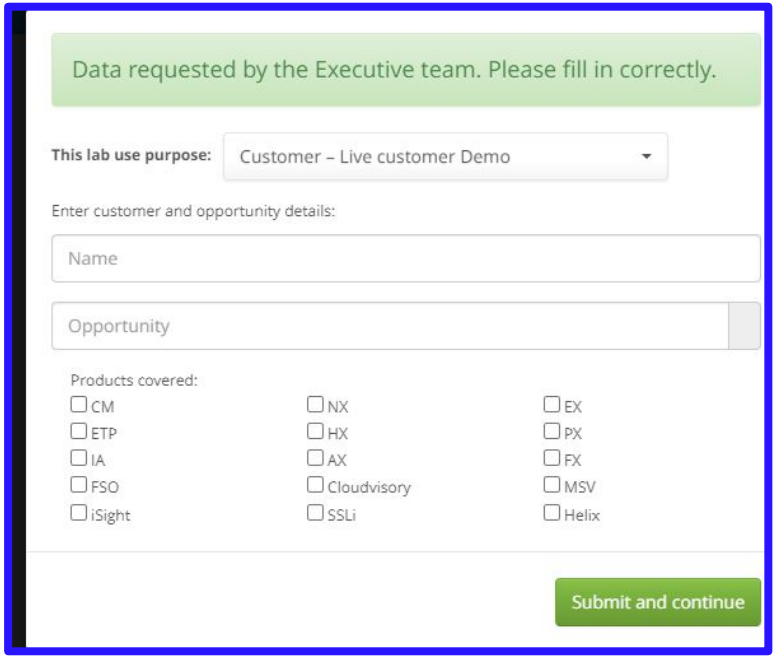
Trellix Crossfire Platform

Demonstration Portal – Overview

Trent Bowman
Global Solutions Architect , XDR/SecOps
July 11, 2024

Crossfire Walkthrough

Logging In...



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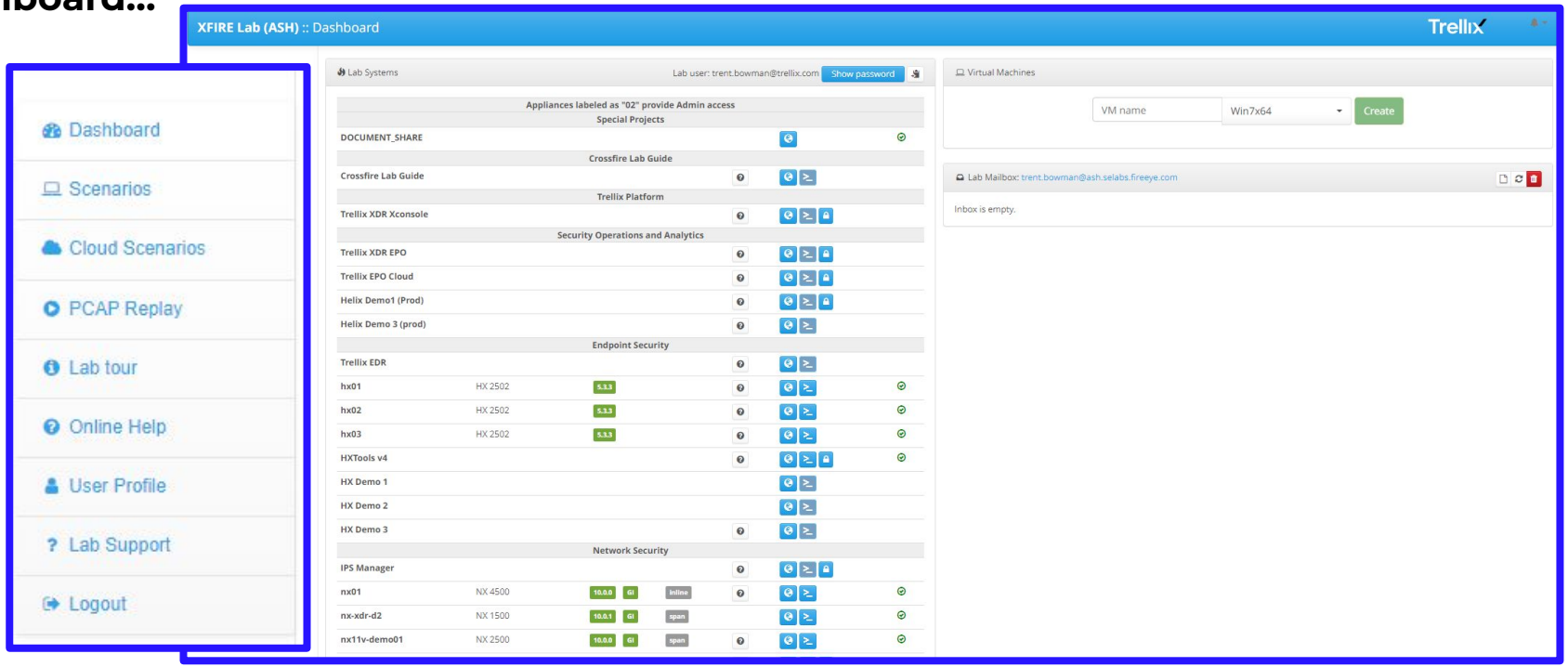
Crossfire Walkthrough

Dashboard...



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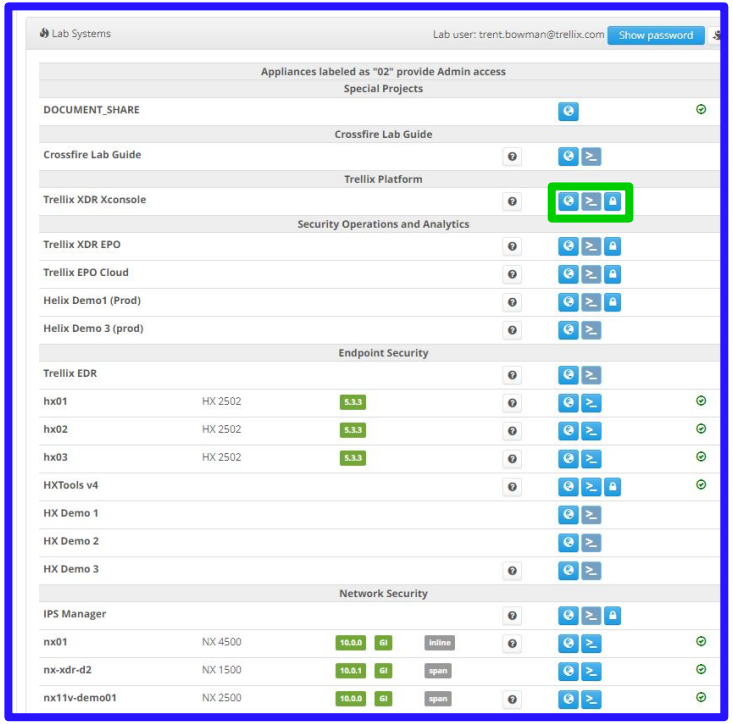
Crossfire Walkthrough

Lab Systems...



Globe = Go To Lab Environment
CMD = Go To Command Line
Lock = Credentials for Lab

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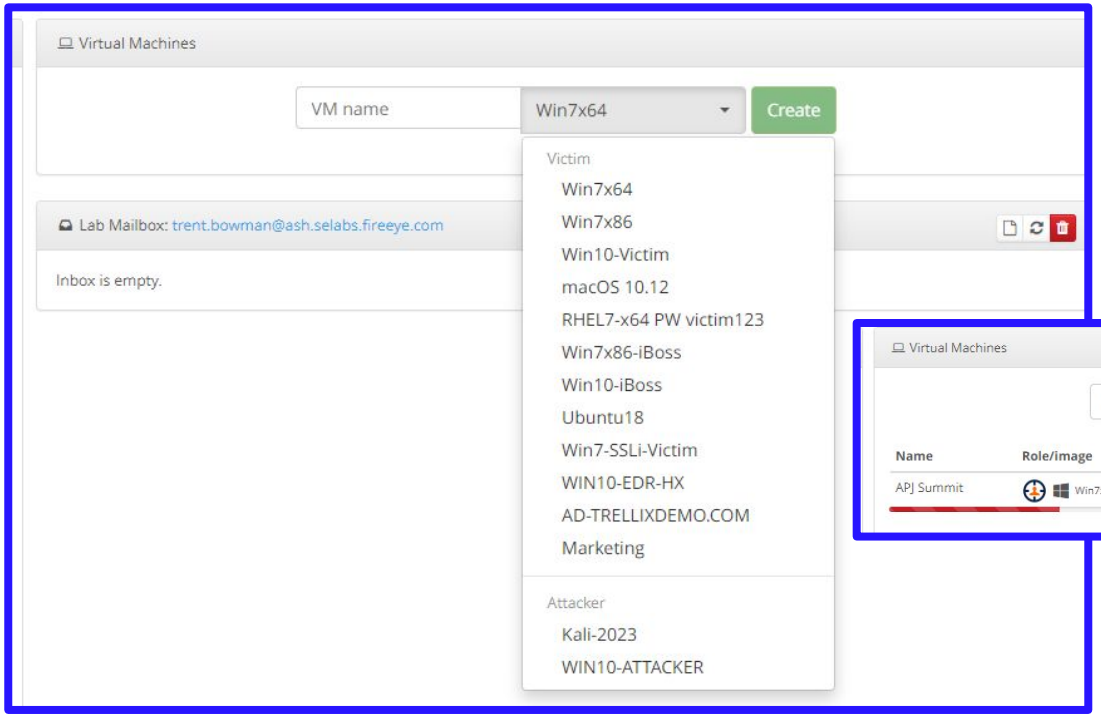
Crossfire Walkthrough

Virtual Machines...



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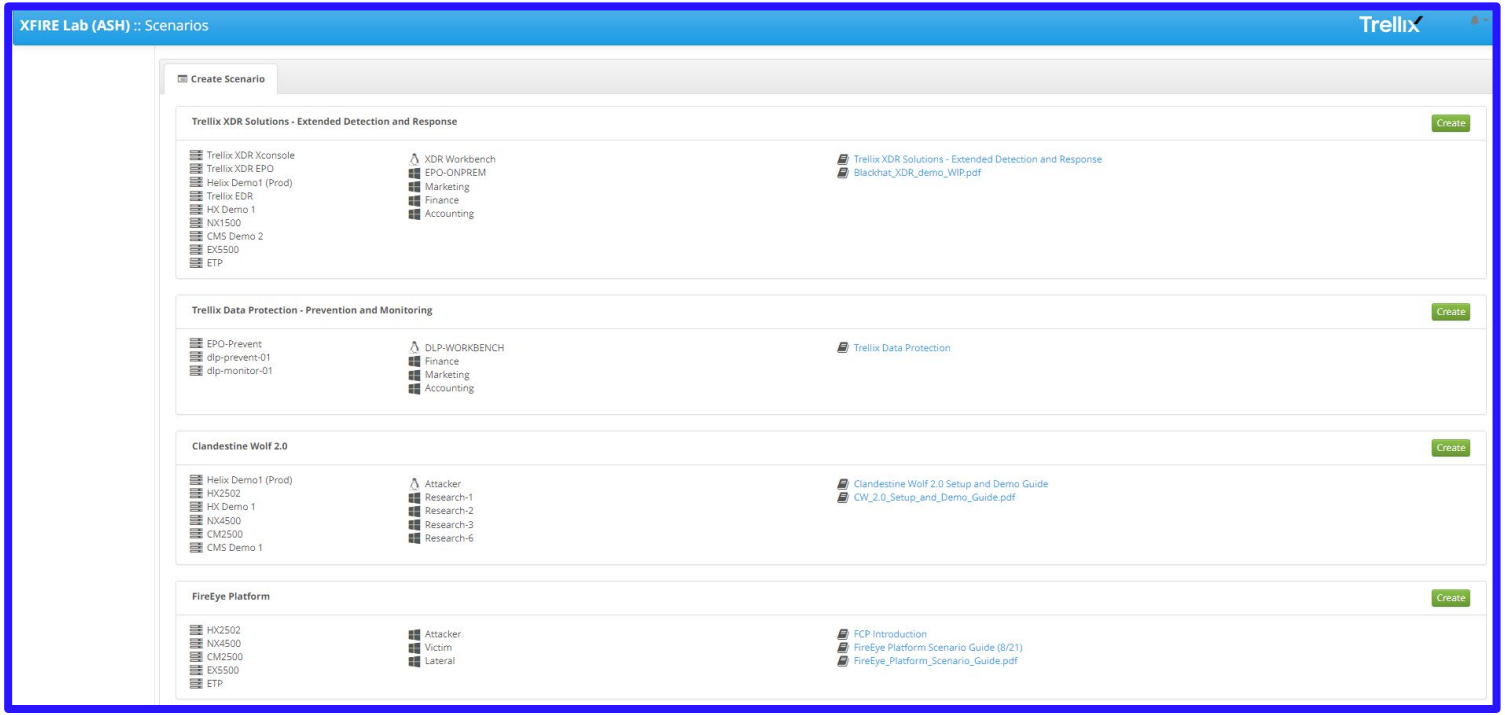
Crossfire Walkthrough

Scenarios...



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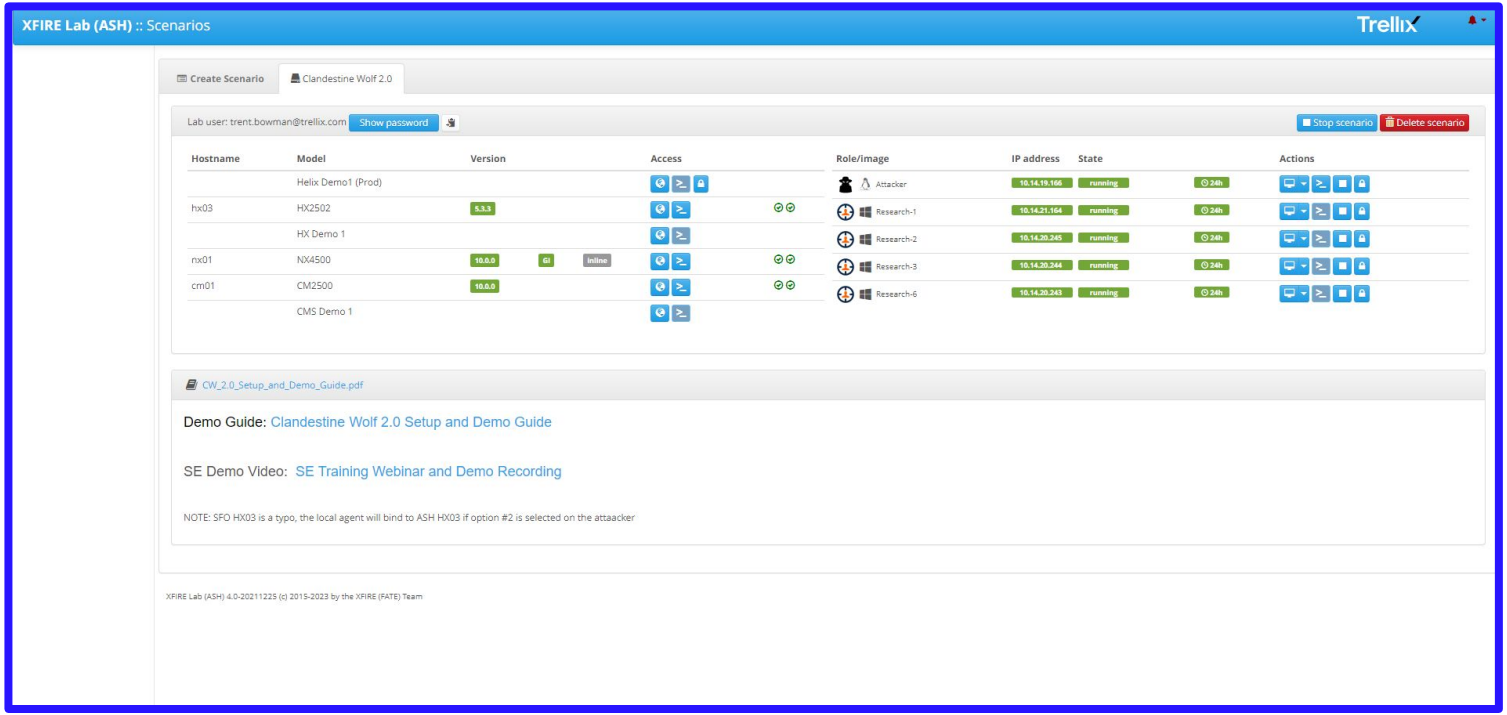
Crossfire Walkthrough

Scenarios…



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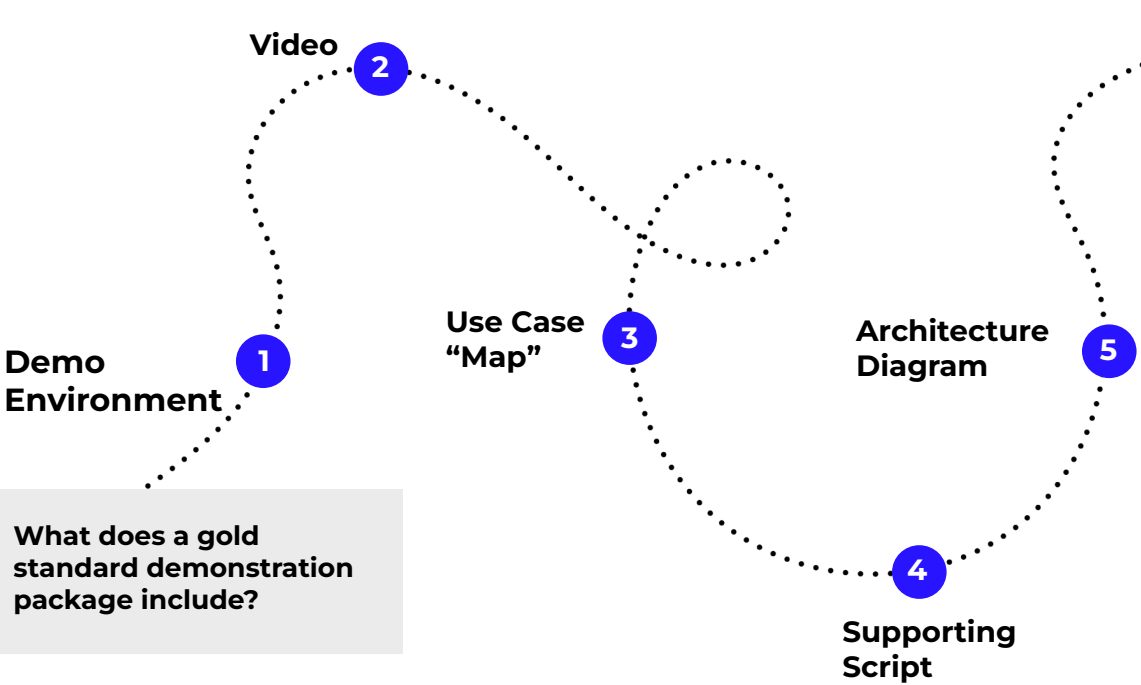
Crossfire Environment Futures



What does a gold standard demonstration package include?

- Top 3 demos per segment will be gold standard.
- All demos will be available in a new Seismic microsite/library.

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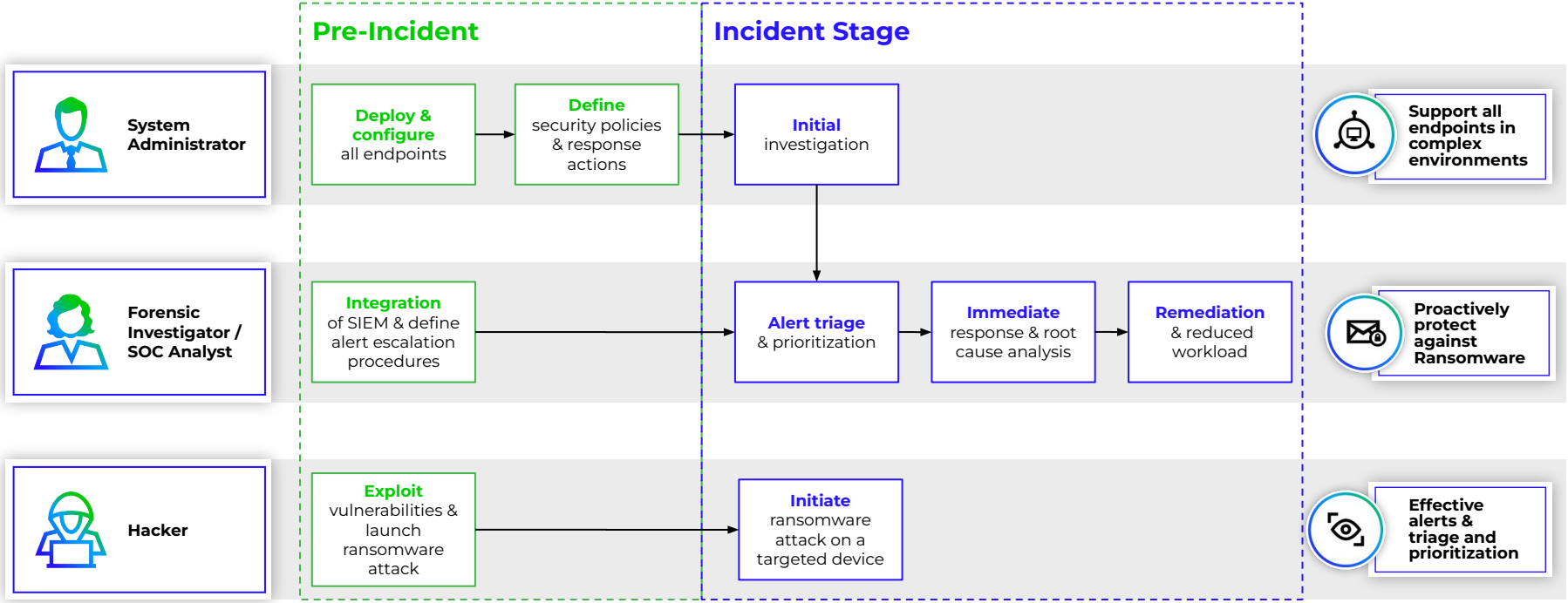
Use Case Map - Example



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Crossfire Summary

In Conclusion…

Demo Support —>

Trellix Crossfire Offerings

- Security Operations (Helix, FSO, ePO)
- Endpoint Security (EDR, HX)
- XConsole
- Network Security (NX, IPS, IA, PX, FX, NDR)
- Intelligent Virtual Execution Sandbox (IVX)
- Management Systems (CMS)
- Collaboration Security (EX, ETP)
- Demo Tools (Malware Barn, Illuminator)
- Cloudvisory

Ben Cares	**Email**	• Updated ETP demo package. • Make email corpus available for demos.
David Troitino	**Endpoint**	• Define “gold demo template”. • Improve user experience .
Wasif Kazi	**Network**	• New IVX env and demo. • NDR demo script development.
	XDR	• Add more products to XConsole. (Forensics, Email, IVX)
Tarisha Bhimta	**Data**	• Publish updated Database Security demo. • Update 3rd party integrations with DLP.

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Thankyou

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