

### WHAT'S THE OPPORTUNITY?

The opportunity lies in selling security services that complement the product or service that you're selling to your customer. For example, if a customer is buying disk encryption, antivirus or database security from you, our services are a perfect add-on opportunity.

#### The Challenge:

A customer may need to address security and/or compliance requirements with IDS and VA technologies. Traditional software and appliance vendors require a customer to expend capital in order to deploy, maintain and operate the solution's hardware and software.

#### How to Spot the Opportunity:

The customer asks about your security offerings or mentions that they are subject to compliance mandates (e.g., HIPAA, Sarbanes-Oxley, PCI, Nerc/Ferc).

#### Who has the problem?

Customers engaged in potentially high-risk or highly regulated business activities are typical buyers. For example, a customer that's in the retail market and takes credit cards is subject to Payment Card Industry (PCI) Data Security Standards (DSS). These standards require that any customer that processes, stores or transmits credit card data must identify newly discovered security vulnerabilities, perform quarterly network scans by an ASV, and maintain an IDS or IPS to monitor the network for security incidents.

#### What's the benefit of solving the problem?

By offering Alert Logic's solution, you make it easier for a customer to sign up for, deploy and use these solutions.

### What Is Alert Logic's Service?

Alert Logic offers two different security service levels: Alert Logic's Threat Manager or Threat Manager + ActiveWatch. Threat Manager is a mature software-as-a-service Intrusion Detection System (IDS) and Vulnerability Assessment (VA) offering that uses a patented Expert System for incident generation. ActiveWatch adds the intelligence of certified 24/7/365 expert analyst monitoring on top of the base service. Our built-in workflow and case management systems provide customers with the ability to demonstrate due care and compliance.

### Our Value Proposition

- 1. Fast deployments without hardware or training delays**—A customer simply deploys our Threat Manager sensor to areas of the network they need monitored. The customer doesn't need to be an expert at deploying or tuning IDS or VA solutions.
- 2. No capital expense and upfront costs for servers, databases or SANS is required**—Threat Manager doesn't require a hardware or software purchase. All equipment from the appliances to our secure and redundant back-end infrastructure and web-based portal systems are managed and operated by Alert Logic.
- 3. Alert Logic's service can augment a customer's security and IT teams**—Provided a customer selects the Active-Watch monitoring option, our staff can provide the human monitoring element.
- 4. Superior accuracy and incident prioritization**—Alert Logic's Expert System reduces false positives typically associated with IDS technologies by comparing threat data against seven factors associated with network threats.

### The Way We Do Things—Key Differentiators

1. Centralized correlation of threat data using our patented artificial intelligence system (“the Expert System”). The result is more accurate incident generation and false positive reduction.
2. Secure off-site storage and redundancy of all customer data in scalable cloud-based infrastructure.
3. All appliances, infrastructure and components are owned, operated and managed by Alert Logic.

Customer Pain	What We Do		Proof Points
Having to deploy hardware and software	Simply give the customer the right number of appliances.	Differentiator	The customer deploys the appliances to the field instead of having to size, build and deploy server equipment and databases before they can implement the solution.
Having to maintain hardware and software	We completely manage the appliances and all components of the solution.	Differentiator	The customer doesn't have to worry about disks or databases filling up, or monitoring the hardware or software for issues (e.g., high CPU or memory utilization).
Having to worry about redundancy	All data sent from the appliances to our Houston Data Center is replicated to our secondary facility in Atlanta.	Differentiator	The customer doesn't have to rely on technology or processes necessary to provide secondary or off-site storage.
Having to worry about adding content or false positives	Alert Logic has people, processes and technologies that are responsible for all content and reducing false positives.	Standard	The customer doesn't have to build or manage content.

### Potential Blockers and Objection Handling

	Objection	Response
Top Level Objections	I don't like the idea of sending or storing my data somewhere off-site.	Alert Logic maintains PCI DSS compliance and performs an annual SAS-70 Type II audit.
	I want to build an “in house” solution.	An in-house solution can require a significant investment in people and equipment. Alert Logic can help minimize the time and effort required to implement these solutions for your customers.
Supplier	I've never heard of Alert Logic	Alert Logic was founded in 2002 in Houston. We currently have more than 90 employees, more than 1,300 customers, and two data centers located in Texas and Georgia.
Solution Objections	I prefer inline IPS	Alert Logic's Threat Manager includes blocking support for Checkpoint, Cisco ASA/PIX (SSH/telnet), and Juniper.
	I'm looking for a broad range of services	Alert Logic is a boutique firm that is highly specialized in the areas of IDS, VA, and Log Management.

### Contact Information

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