

# Trend Vision One™ Platform Demos

Close more deals with personalized, expert-led demos

Our Trend Vision One™ platform is designed to protect all aspects of modern IT infrastructure and help organizations secure their data. For our partners, we want to help you demonstrate the full scale of functionality effectively, transforming your customers' interest in unified, AI-powered cybersecurity solutions into successful opportunities.

## Boost your pre-sales engagement with Trend Micro solution insights

Empower your sales endeavors by leveraging personalized solution demos for your customers and prospects. With these expert-led demos, you will be even better positioned to drive interested leads, deepen your conversations with customers, and close more deals confidently by appealing to the needs of C-level executives, technical decision-makers, and IT professionals.

## Available demos

### XDR demo

Demonstrate how organizations can achieve their security goals with early, precise detection and fast response. In this demo, your customers will explore the alert and insights views before learning how to boost investigation accuracy, minimize information overload, and automate mitigations with security playbooks.

The XDR demo is available in two modules tailored for different customer personas:

Chief information security officer (CISO)/ chief security officer (CSO)/ chief information officer (CIO)	Security operations center (SOC/SecOps) teams
30-minute demo showing how Trend Vision One gives organizations comprehensive visibility into their security landscape, enabling proactive threat prevention while reducing security and operations complexity, all manageable via one unified, AI-powered platform.	60-minute demo with detailed scenarios of how Trend Vision One empowers security teams with advanced correlation and investigation, custom detection models, and automatic responses. Achieved via Trend Vision One playbooks in a streamlined workflow with minimal response time.

## Benefits for partners

- Build thought leadership by addressing your customers' needs in realistic scenarios
- Raise awareness of Trend Vision One capability-focused solution demos
- Engage decision-makers and influencers, from C-level information and security executives, leaders, and managers to analysts and security engineers
- Promote via a co-branded registration page created just for your demos
- Leverage additional Trend assets and materials to further engage leads

### Trend Vision One™ - Attack Surface Risk Management (ASRM) demo

ASRM is a next-gen solution that enhances your customers' proactive security from SecOps spaces to the executive boardroom. Supported by our industry-leading research, ASRM empowers security teams to discover and contextually evaluate organizational risk. Additionally, it leverages advanced AI and machine learning (ML) models, equipping your customers with remediation recommendations to help proactively mitigate risks and reduce their attack surface.

The ASRM demo is available in three modules tailored for different customer personas:

CISO/CSO/CIO	Security managers/risk leaders/ security leaders	Solution architects and security teams
30-minute demo designed to provide executive boards with deeper insights into their organization's security posture using the executive dashboard. This includes the overall risk index, device exposure, ongoing attacks, and contributing factors.	45-minute demo focusing on proactive measures using ASRM to identify assets that threat actors could exploit against organizations.	60-minute demo and Q&A session. Offers a detailed walkthrough of how organizations can reduce their risk by implementing risk mitigation actions within the operations dashboard.

### Let's collaborate, connect, and engage together

Demos are primarily intended as online events for groups of multiple customers. In addition, we are happy to arrange one-on-one or onsite demos if needed. Possible session content is outlined in the demo descriptions above.

#### Additional details

- Demos require a lead time of three weeks for scheduling, setting up registration pages, and managing invitations through you, the partner; the lead time can be shortened to several days if your audience list is already known
- Demos will be conducted by our solution experts
- We will create co-branded invitation emails and a registration page to support your invitation management, and recommended follow-up assets will also be provided
- Partners are responsible for driving registrations and reporting post-event leads progress
- You are encouraged to provide a sales and/or marketing contact to collaborate with us on pre-event scheduling, set-up, and post-event follow-up
- All registrations and attendance lists will be exchanged between partners and Trend on a regular basis

## Start planning your first demo

Leverage our immersive demo experience to showcase the real-world advantages of Trend Vision One to your customers and prospects. Reach out to our team today at [partnersupport@trendmicro.com](mailto:partnersupport@trendmicro.com) to enroll in your demo of choice. If you have any further questions, please get in touch with your account manager.

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