Architecture/Solution: Security- Cisco Talos Incident Response
Industry: Multiple

CISCO Quick Selling Guide

Benefits & Business Outcomes
· Protection from the largest threat intelligence and response organization
· Proactive services based on real-world threat intelligence
· 24x7x365 access to your dedicated Incident Response team
· 60-Day licenses to the latest Cisco security technology in an emergency
· Ongoing insight with monthly newsletters, emergency bulletins, and quarterly reviews

Buying Events

Experiencing a data breach or ongoing cyber attack

Confirmation of a suspected compromise

Improve internal processes and procedures for countering cyber attacks

Greater visibility into new and emerging threats

Buyer Profiles

● BDM: CXO (CEO, CFO, CSO)
Environment
· Drive overall corporate strategy, including security improvements
· Be nimble and compete effectively for wallet share without business disruption
· Foster organizational excellence

Key Conversation Topics
· How to minimize the risk of business disruption from cyber threats
· How to protect organizational intellectual property and client information
· How to ensure compliance with regulations on data privacy and data breach disclosure requirements

Key Business Outcomes & KPIs
· Increased profits and revenues
· Increased shareholder value
· Maintained/grew market share

● TDM: CISO, Security Operations
Environment
· Responsible for securing infrastructure and data, internally or on the endpoint
· Ensure the infrastructure is planned, designed and implemented to support business needs securely
· Responds to vulnerabilities, threats, and bugs

Key Conversation Topics
· How to handle increasing volume of vulnerabilities, patches and threats
· How to improve internal capabilities on the latest threat intelligence
· What to do in case of an emergency

Key Business Outcomes & KPIs
· Met SLAs for network performance, uptime, latency
· Minimized network breaches
· Maintained customer sat

● BDM: CIO
Environment
· Drive IT strategy and company transformation through technology
· Work with LoBs (finance, HR, marketing, engineering, legal, etc) to support corporate initiatives
· Protect the organization through technology without impeding business requirements

Key Conversation Topics
· How to build a secure foundation to continue digital innovation
· How to improve internal resources for new and emerging threats
· Mitigate risk internally through cyber insurance and incident response retainer options

Key Business Outcomes & KPIs
· Improved internal security awareness
· Improved threat visibility and response capabilities
· Mitigate risk

● BDM: External or Internal Counsel
Environment
· Ensure organization is compliant with all applicable regulations and legislation
· Protect organizations intellectual property and critical assets

Key Conversation Topics
· Organizational preparedness for compromise and data breach
· Building a bench for faster response
· Ensuring cross-functional alignment organizationally with technology leads, crisis communications, and legal ramifications

Key Business Outcomes & KPIs
· Protection from fines and penalties
· Protection from legal action

Elevator Pitch
Cisco Talos Incident Response provides a full suite of proactive and reactive services to help you prepare, respond, and recover from a breach. With Talos IR, you have direct access to the same threat intelligence available to Cisco and world-class emergency response capabilities — in addition to more than 350 threat researchers for questions and analysis. Let our experts work with you to evaluate existing plans, develop a new plan, and provide rapid assistance when you need it most.

Conversation Starters

Who is responsible in your organization for ensuring the company is prepared to respond in case of a cyber attack or breach?

What would you do if you were the target of a ransomware campaign?

How is your team staying up-to-date on the latest threats and security intelligence?

Objection Handling

I have a security operations center. Why do I need another team?

→ That's great, you already have an internal team ready to defend your organization. We often see that these teams need help in emergencies though, and may only be focused on what they can see inside the organization, rather than what the latest and emerging threats are. With the Talos Incident Response retainer, you have access to the latest threat intelligence with monthly newsletters tailored to your needs and proactive services designed to improve the capabilities of your team

We have a retainer with another company, and we don't pay unless we use them

→ I understand you're working with a different company now, but we've often found that during a breach is not the time to get to know your incident response team, that's why we have developed our retainer with more proactive services to help improve the security skills of your team, but also to help you get to know your dedicated incident response team. So when you need them, you're not spending precious time getting them up to speed on your environment and what the issues are, they already know

I already have a retainer with another company

→ We find that many companies already have retainers, or have multiple retainers. May I ask what is included with your current company? We've built our retainer so there are no hidden costs or pricing adjustments. Some companies will charge you afterwards for access to their tools or any travel needed, with Cisco all of that is included upfront so there are no unexpected charges

Cisco Differentiators

- Dedicated Incident Response team that understands your organization, environment, and can respond quickly when needed

- Direct access to the worlds largest threat intelligence research team, product engineers, and analysts

- Don't wait for a breach, improve your response capabilities with a full suite of proactive services tailored to your organizational needs

Cisco Solutions & CX

Cisco Software 60 Day licenses for any required tools: AMP for Endpoints, Umbrella Investigate, Threatgrid, and others
CX https://salesconnect.cisco.com/#/program/PAGE-15108

Potential Competitors

Incident Response FireEye/Mandiant; Crowdstrike; IBM; Microsoft
Global Competitive CoE (War Room) Competing by Leading with World Class Differentiation. Find out more about your potential competitors here: https://cwr.cisco.com/

Learn More

Partner Success Guide: Ready-to-use partner enablement at your fingertips. http://cs.co/customerin

CX Overview: Sales Connect site for all things CX: https://www.cisco.com/c/en/us/services/overview.html

Success Hub: SuccessHub helps you find new ways to drive recurring revenue and build a sustainable lifecycle practice by providing access to industry experts, best practices and prescriptive guidance: https://www.cisco.com/c/m/en_us/successhub.html

Accelerate Training: The Cisco Accelerate Program is an e-learning program that is coupled with Seller Rewards to help you gain the knowledge to drive repeatable and profitable customer engagements: https://salesconnect.cisco.com/#/program/PAGE-5748