



# SALES ADVISOR

Partner Sales Battlecard

## Microsoft® Forefront™ Protection Suite

**Business Ready Security.** Microsoft Forefront delivers business ready security through an integrated line of protection, access, and management products, all built around user identity and integrated with the platform, helping you to more securely and efficiently manage risk and empower people. Forefront products provide protection for the client operating system, application servers, and the network edge, with secure anywhere access to the information users need to get their jobs done.

### WHY SHOULD A RESELLER CARE?

Security spending is growing by 16% annually and will reach U.S. \$23 billion in 2011. With most security-software sales also comes the need for services such as implementation, deployment, and monitoring. Familiar and easy to implement Microsoft technologies reduce implementation cost and time effectively increasing profits. The security-services market is expected to grow 18% per year through 2010.<sup>1</sup>

### WHY SHOULD A CUSTOMER CARE?

The Microsoft Forefront Protection Suite (FPS) is a comprehensive offering that delivers protection across endpoints, servers and the network edge. Built from Microsoft Forefront protection technologies used by millions worldwide, FPS helps guards against new and emerging threats. FPS includes products that are easy to deploy, operate and manage, helping you protect your business with greater confidence and efficiency. The Forefront Protection Suite also integrates with your existing infrastructure software, such as Active Directory, System Center and Network Access Protection, for better protection and reduced complexity.

### THINGS TO KNOW

In addition to the upfront cost savings associated with purchasing the Forefront Protection Suite, customers also benefit from:

- End-to-end protection of IT infrastructure with a full range of protection products and services
- Reduced ongoing costs through deployment of easy to manage, defense-in-depth solutions
- Simplified license management, purchasing, and renewal

### TARGET CUSTOMERS

- Organizations that have purchased new server hardware or PCs in the last two to three years.
- Microsoft Exchange Server (and Exchange Online) and SharePoint Server users looking for secure messaging and collaboration (also Office Communications Server).
- Windows Server and client customers needing a solution for secure endpoints.

### TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"How much do you pay for security across your infrastructure today?"	"I have volume licenses with [several different security vendors]."	We have to deal with many vendors and increased costs due to multiple point-products.	"By using FPS (or ECAL), you can centralize security licensing and support with a single vendor, and minimize support costs."
"How well does the security product from [vendor] integrate across your platform?"	"[Vendor]'s product is specifically for Exchange / SharePoint / Windows, and it doesn't extend across our infrastructure."	Security technologies don't integrate together very well, and don't provide a comprehensive solution across messaging, collaboration, and endpoint.	"FPS provides the integrated, defense-in-depth solution you need to enable secure communications and collaboration, both on-premise and in-the-cloud."
"How do you manage messaging security across e-mail, IM, and cloud-based services?"	"We don't have a single platform that brings those services together."	IT doesn't have an effective way to unify messaging security policies and anti-malware / anti-spam capabilities.	"Integration between the Microsoft application platform (Exchange, OCS) and FPS gives IT enhanced control over messaging security infrastructure."
"How do you protect collaboration infrastructure from emerging threats both locally and remotely?"	"We have our SharePoint and file servers located in a DMZ."	Information exists everywhere in an organization, without a comprehensive strategy to protect it.	"FPS provides deep information protection through identity federation, collaboration anti-malware, deep SharePoint integration, and automated support for AD RMS."
"How do you prevent both Internet-based and malware threats from impacting your PC environment?"	"There is an external-facing firewall, and anti-virus is installed on client machines."	Web attacks and exploits often originate at users' desktops, even when conducting legitimate corporate business.	"TMG Web Protection Services and Forefront Client Security in FPS combine for an end-to-end, safe and secure Web access solution."

### COMMON OBJECTIONS

What You Hear	Your Response
"Why should organizations trust Microsoft to protect the Microsoft platform?"	<ul style="list-style-type: none"> <li>• Customer security is a top priority.</li> <li>• Microsoft remains committed to delivering software that will help protect customers.</li> </ul>
"Why do I need to protect SharePoint when my desktop/file server antivirus programs can catch any threats before they could be downloaded?"	<ul style="list-style-type: none"> <li>• Forefront Security for SharePoint (FSSP) scans documents that contain malicious code, confidential information, and inappropriate content.</li> <li>• FSSP uses multiple industry-leading antivirus engines to provide comprehensive protection against the latest threats.</li> </ul>
"Why should I switch from my current Exchange Server security solution?"	<ul style="list-style-type: none"> <li>• Forefront Protection 2010 for Exchange Server has multiple scanning engines, providing superior protection than a single-engine approach.</li> <li>• Message scanning is tightly integrated with Exchange for optimum performance.</li> </ul>

# MICROSOFT® FOREFRONT™ PROTECTION SUITE

## UPGRADE PATH

### Upgrade Rights

Customers who have purchased Forefront Security Suite automatically get access to Forefront Protection Suite, as well as any new products that are added to the suite while they have a valid license agreement. Additionally:

- Customers who purchase Forefront Protection Suite and then upgrade to ECAL will receive a credit for FPS in the amount of its discounted value in ECAL.
- A step-up SKU is available to customers who have already purchased stand-alone licenses for individual Forefront products (e.g., Forefront Security for Exchange Server) to convert to the Forefront Protection Suite.

### Downgrade Rights

Purchasers of Forefront Protection Suite will be licensed to use the previous versions of all component products including:

- Microsoft Antigen for Exchange, Microsoft Antigen for SMTP Gateways, and Microsoft Antigen Spam Manager to protect Exchange 2003 and Exchange 2000 environments.
- Microsoft Antigen for SharePoint to protect SharePoint Portal Server 2005 and Windows SharePoint Services 2.0 environments.
- Microsoft Antigen for Instant Messaging to protect Live Communications Server 2005 environments.

## TRIAL INFORMATION

- <http://www.microsoft.com/forefront/en/us/trial-software.aspx>
- <http://www.microsoft.com/forefront/en/us/demos.aspx>
- <http://www.microsoft.com/forefront/en/us/virtual-labs.aspx>

## MICROSOFT FOREFRONT PROTECTION SUITE

Formerly known as the Forefront Security Suite, FPS offers a powerful combination of security software and services that provide comprehensive and simplified protection of a customer's IT infrastructure. The suite consists of the following products:

Microsoft Forefront Client Security	Malware protection for business desktop PCs, laptops, and server operating systems that is easier to manage and control.
Microsoft Forefront Protection 2010 for Exchange Server	Multiple-engine antimalware and anti-spam protection for on-premise Microsoft Exchange Server environments.
Microsoft Forefront Security for SharePoint	File filtering, keyword blocking, and antivirus scanning for Microsoft SharePoint Server document libraries.
Microsoft Forefront Security for Office Communications Server	Virus scanning and content filtering for instant message conversations and file transfers.
Microsoft Forefront Online Protection for Exchange	Microsoft-hosted antimalware and anti-spam service offering enterprise-class reliability for messaging security and management.
Forefront Threat Management Gateway Web Protection Service	URL Filtering and Web antimalware update service for Forefront Threat Management Gateway 2010.

## LICENSING

How Forefront is licensed:

- Forefront Protection Suite is licensed through Microsoft Volume Licensing (MVLS) in the Microsoft Online Services program on a per-user or per-device monthly subscription model. This license includes all product upgrades, relevant antivirus or anti-spam scanning engine updates, and security signatures for all components during the license period.
- FPS is sold under EA, Select, Open Value, and Enterprise Subscription agreements.
- FPS is available as a standalone product and through the Enterprise CAL Suite (which also includes Active Directory Rights Management Services).
- Customers commit to all three years of agreement but can synch up to an existing agreement, make annual payments (sku # -12 months) or pay up front for all three years (sku # -36 months) under Open Value.
- Estimated price is \$53.50 (USD Retail) per user, per year.

Standalone Products	Forefront Protection Suite	Enterprise CAL Suite
Forefront Client Security	■	■
Forefront Protection 2010 for Exchange Server	■	■
Forefront Security for SharePoint	■	■
Forefront Security for Office Communications Server	■	■
Forefront Online Protection for Exchange	■	■
Other Server CALs and technologies		■