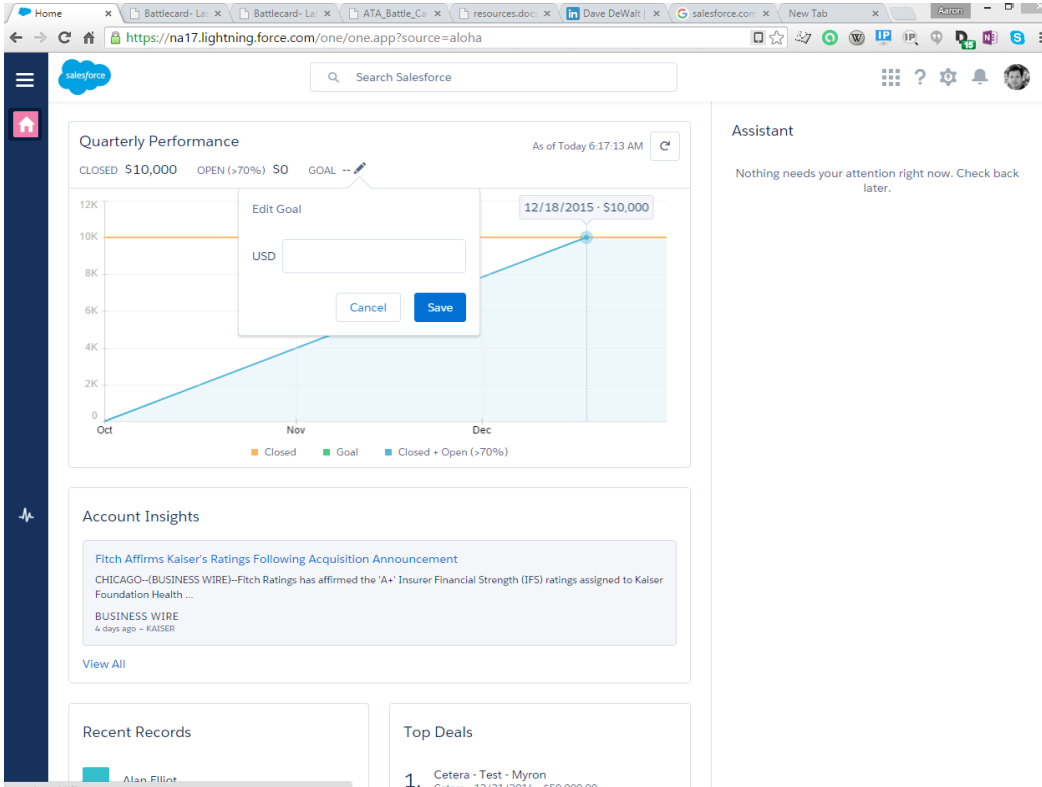


[Salesforce 1 – Lightning \(Home and Users\)](https://na17.lightning.force.com/one/one.app) <https://na17.lightning.force.com/one/one.app>
 Login: sales@aaronjanssen.com Password: Fidelis1 (Warning - SFDC Administrator)




The screenshot shows the 'Setup Home' page. The left sidebar contains navigation options: Home, Opportunities, Leads, Tasks, Files, Notes, Accounts, Contacts, Dashboards, Reports, Feed, Groups, Calendar, People, and Cases. The main content area has a 'SETUP Home' header and three cards: 'Lightning Experience', 'Set Up Salesforce1', and 'AppExchange'. A 'Create' dropdown menu is open, listing options: User, Multiple Users, Custom Object, Custom Tab, Email Template, and Workflow Process. Below these cards is a 'Most Recently Used' section with a table of 10 items.

NAME	TYPE	OBJECT
Alan Elliot	User	
Aaron Janssen	User	
David Macey	User	
Peter George	User	
Opportunity Layout	Page Layout	Opportunity
Competitor Product	Custom Field Definition	Opportunity
Competitor Product	Custom Object Definition	
Competitor	Custom Object Definition	

Browser tabs: Peter George, resources.docs.salesforce.com, Dave DeWalt | LinkedIn, salesforce.com labs know

Address bar: <https://na17.lightning.force.com/one/one.app?source=aloha#/sObject/005o0000002L9fEAAS/view?t=144>

Header: Search Salesforce

Profile:  **Peter George** Following Edit User Detail
CEO


About

Name	Peter George	Title	CEO
Manager		Company Name	Fidellis Security
About Me			

Contact

Email	aaron@aaronjanssen.com	Phone	
Cell	+1 7607077730	Fax	
Address			

Team (1)

-  **David Macey** DIRECT REPORT
SVP World Wide Sales

View All

Files (0)

Groups (0)

Followers (0)

Post | Poll


Share an update, @mention someone, add a file... Share

Most Recent Activity


Browser tabs: David Macey, resources.docs.salesforce.com, Dave DeWalt | LinkedIn, salesforce.com labs know

Address bar: <https://na17.lightning.force.com/one/one.app?source=aloha#/sObject/005o0000002L9gRAAS/view?t=144>

Header: Search Salesforce

Profile:  **David Macey** Following Edit User Detail
SVP World Wide Sales



About

Name	David Macey	Title	SVP World Wide Sales
Manager	 Peter George	Company Name	Fidellis Security
About Me			

Contact

Email	aaron.janssen@gmail.com	Phone	(760) 707-7730
Cell	+1 7607077730	Fax	
Address	United States		

Team (2)


-  **Peter George** MANAGER
CEO
-  **Alan Elliot** DIRECT REPORT
VP, North American Sales

View All

Files (0)

Groups (0)

Followers (1)

-  **Alan Elliot**
VP, North American Sales

View All

Post | Poll

Share an update, @mention someone, add a file... Share

Most Recent Activity

Search Salesforce

Alan Elliot
VP, North American Sales

Edit User Detail

About

Name	Alan Elliot	Title	VP, North American Sales
Manager	David Macey	Company Name	Fidelis Security
About Me			

Contact

Email	sales@aaronjanssen.com	Phone	
Cell	+1 7607077730	Fax	
Address			

Post Poll

Share an update, @mention someone, add a file... **Share**

Most Recent Activity

Aaron Janssen updated this record. 5h ago

Team (3)

- David Macey **MANAGER**
SVP World Wide Sales
- Aaron Janssen **DIRECT REPORT**
Senior Sales Engineer
- Vivian Ralls **DIRECT REPORT**
Salesforce Administrator

View All

Files (1)

- CompetitiveTab (Competitor Lens - Cust...
5:35 AM - 4.9MB - docx

View All

Groups (0)

Followers (0)

Search Salesforce

Aaron Janssen
Senior Sales Engineer

Following Edit User Detail

About

Name	Aaron Janssen	Title	Senior Sales Engineer
Manager	Alan Elliot	Company Name	Fidelis Security
About Me			

Contact

Email	info@aaronjanssen.com	Phone	
Cell	+1 760-707-7730	Fax	
Address			

Post Poll

Share an update, @mention someone, add a file... **Share**

Most Recent Activity

Grand Hotels- FireEye Renewal - Aaron Janssen updated this record. 2h ago

Team (2)

- Alan Elliot **MANAGER**
VP, North American Sales
- Vivian Ralls **PEER**
Salesforce Administrator

View All

Files (0)

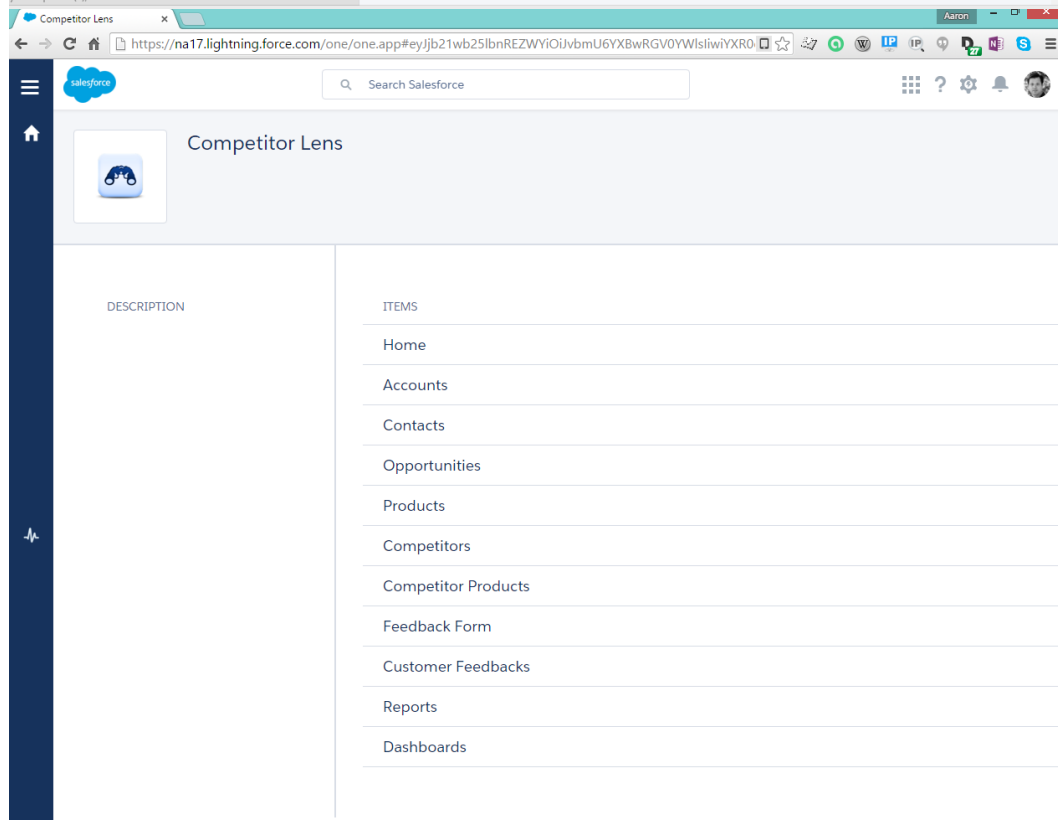
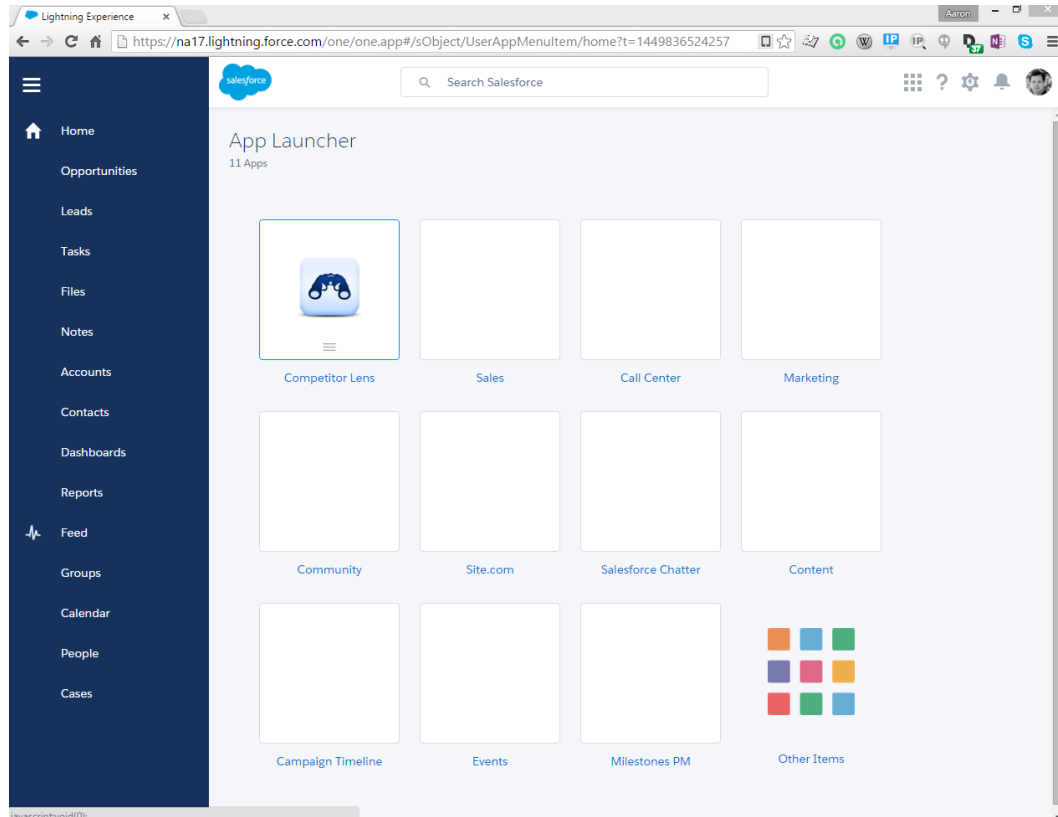
Groups (1)

- All Self
2 Members

View All

Followers (0)

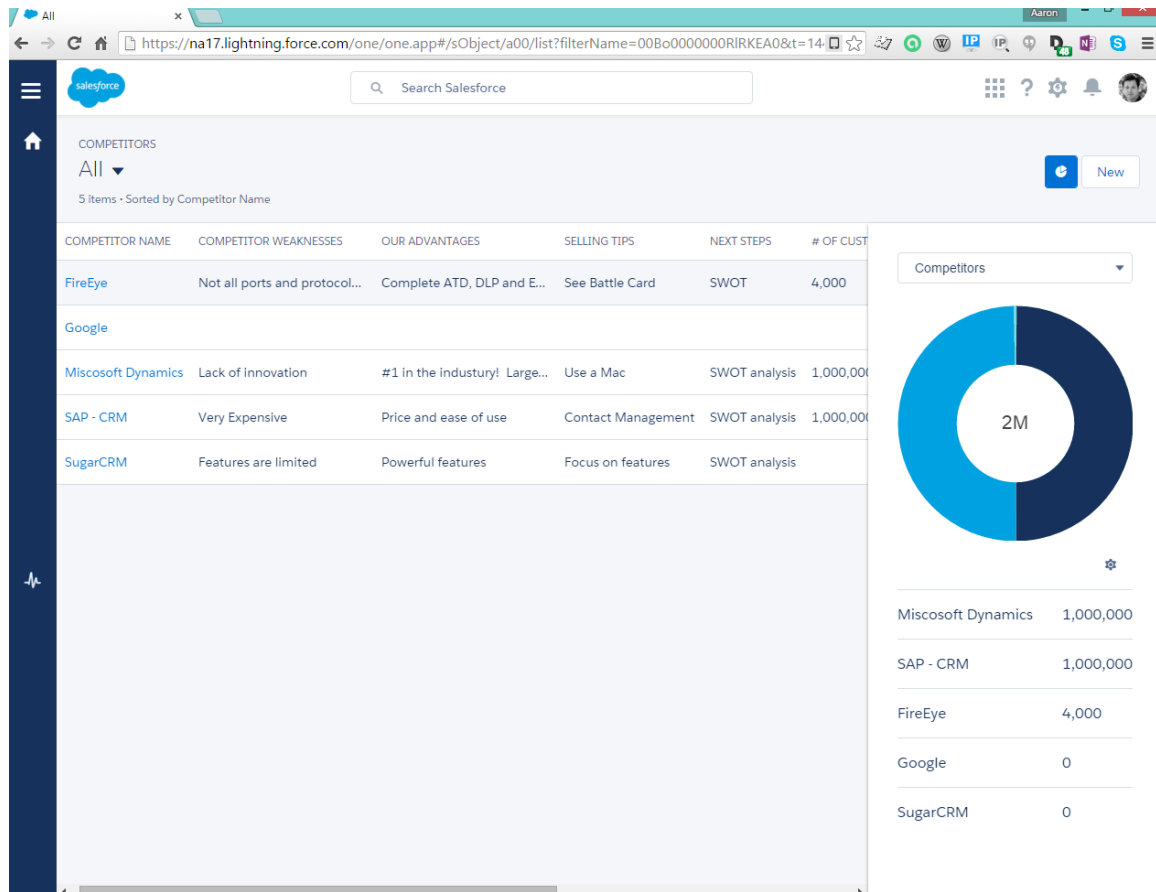
Competitor Lens (Customized SFDC Labs - Free App - "Know Your Enemy")



Organization: (Information to be pulled from data.com – We can remove information if we find that it is not helpful or perhaps the view is not what we expected.)

Company Name	Annual Revenue Growth
Company Website	Fiscal Year End
HQ Location	S&P 500 Flag
Year Founded	Fortune 1000 Ranking
Private/Public-Ticker	Ownership
Employee Size	Company Boiler/Description
Employee Growth	Top Competitors?
Annual Revenue	

Competitor Lens (Competitors)



Competitor Lens (FireEye)

FireEye Know Your Enemy - Sales

https://na17.lightning.force.com/one/app#/sObject/a00o00000KBUneAAH/view?t=1449838116709

Search Salesforce


COMPETITOR FireEye + Follow Edit New Contact New Opportunity

RELATED DETAILS

Information

Competitor Name FireEye	# of Customers 4,000
Ticker Symbol feye	Count of Products 1
Website http://www.fireeye.com	Year Founded 2004
Wiki https://en.wikipedia.org/wiki/FireEye	

Competitor Logo



Competitive Analysis

Selling Tips See Battle Card	Next Steps SWOT
Our Advantages Complete ATD, DLP and Endpoint Security in a single solution.	Competitor Weaknesses Not all ports and protocols supported

ACTIVITY COLLABORATE

New Event New Task Log a Call

Subject

Next Steps

To view next steps here
Add the Open Activities related list to the layout, or ask your Salesforce admin to add it.

Past Activity

No past activity. Past meetings and tasks marked as done show up here.

FireEye Know Your Enemy - Sales


https://na17.lightning.force.com/one/app#/sObject/a00o00000KBUneAAH/view?t=1449838116709

Search Salesforce

COMPETITOR FireEye + Follow Edit New Contact New Opportunity

Chief Executive Officer

CEO's Image



CEO
Dave Dewalt

CEO's LinkedIn
<https://www.linkedin.com/in/ddewalt>

CEO Bio

Dave has served as FireEye Chief Executive Officer since November 2012 and as Board Chairman since May 2012. Before joining FireEye, Dave was President, Chief Executive Officer, and Director of McAfee, Inc. from April 2007 until February 2011, when McAfee was acquired by Intel Corporation. Before McAfee, Dave held various positions at EMC Corporation, a company specializing in information infrastructure technology, as well as Documentum. Along with his executive duties, Dave has served on the board of directors for several organizations, including Delta Air Lines, Inc., Polycom, Inc., and Jive Software, Inc. He holds a B.S. in computer science from the University of Delaware.

Pricing

Pricing

Pricing
See battlecard

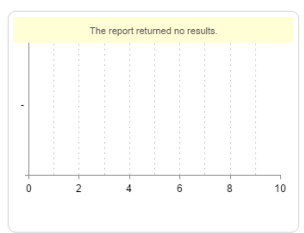
Notes

Notes
[FireEye Corporate Overview](#)

FireEye protects your most valuable assets from those who have them in their sights. With FireEye, you'll detect attacks as they happen. You'll understand the risk. And you'll have the tools and support to quickly contain and resolve incidents. / WHAT WE DO FireEye is reimagining security. Organizations are looking for a strategic defense partner to protect them over the long haul. This partner must be able to innovate as fast as attackers –and adapt as customers' needs grow. It isn't about "outsourcing" security. It's about investing in the knowledge and expertise of a company that is 100% focused on detecting, analyzing, and resolving today's threats. Organizations want a partner that can help them go from alert to fix in minutes and scale service up or down as threats and needs evolve. They need a single vendor that can help simplify and streamline their infrastructure – one trusted resource they can rely on for technology, intelligence, and expertise to forge a unified defense against cyber attackers. This is the FireEye approach. Technology is outpacing our ability to secure it. Despite substantial spending on legacy security products, advanced attackers are bypassing these defenses at will and spreading unchallenged. There's no single technical answer. There's no legislative fix. Bad guys will always exist, and determined attackers will always innovate. / OUR APPROACH / TODAY'S REALITY ARE YOU BEING ATTACKED? WHAT SHOULD YOU DO? HOW SERIOUS IS THE THREAT? DETECT ANALYZE RESOLVE Identify and block attacks Validate and investigate Contain and secure ONE UNITED DEFENSE AGAINST CYBER ATTACKS of victims have up-to-date 100% anti-virus signatures of victims learn they are 67% breached from a third party of compromised systems 46% had no malware on them Source: Mandiant 2014 M-Trends Report SECURITY REIMAGINED DECIDE WHICH ATTACK VECTORS YOU WANT TO COVER We protect you with our innovative MVX technology, which scales with you as your needs evolve. Whether you are looking to enhance your network or endpoint defenses– or get visibility across all attack vectors–we can help you. DETERMINE WHAT YOU WANT TO KNOW ABOUT YOUR ATTACKER Whether you're just looking to detect attacks or want to understand who is attacking you and why, we can help. Our intelligence helps you understand the risks of each threat and prioritize your response. By catching an incident early, security teams can reduce the overall impact –costly fixes, disrupted business, stolen intellectual property, and tarnished reputations. FireEye can meet your organization's unique and changing needs with a tailored mix of technology, intelligence, and expertise. / THE VALUE OF FIREEYE DECIDE HOW YOU WANT TO BE PROTECTED Whether you need another set of eyes or want our experts to actively hunt for attackers in your environment, we have a range of options to help you manage your defense. We'll tell you when you have an incident and what to do about it. And we're on standby if you

experts to actively hunt for attackers in your environment, we have a range of options to help you manage your defense. We'll tell you when you have an incident and what to do about it. And we're on standby if you ever need us to help respond. Our patented Multi-Vector Virtual Execution (MVX) architecture connects the dots across all vectors of an attack and analyzes threats across hundreds of combinations of operating systems, apps, software versions, and more. / HOW WE DO IT TECHNOLOGY INTELLIGENCE EXPERTISE FireEye applies a unique blend of technology, intelligence, and expertise to protect the FireEye Global Defense Community of more than 2,200 customers across 60 countries. We offer real-time intelligence from incident response cases, autogenerated data from millions of network and endpoint sensors, and a dedicated research team that knows attackers and how they operate. Our consultants and analysts have refined their technical and forensics skills over the course of hundreds of investigations. We help you resolve incidents quickly and prepare for tomorrow's attacks. FireEye, Inc. | 1440 McCarthy Blvd, Milpitas, CA 95035 | 408.321.6300 | 877.FIREEYE.FREE (347.3393) | info@fireeye.com | www.fireeye.com © 2014 FireEye, Inc. All rights reserved. FireEye is a trademark of FireEye, Inc. All other brands, products, or service names are or may be trademarks or service marks of their respective owners. / OUR SOLUTIONS • Network • Email • Endpoint • Mobile • Content • Analytics • Forensics THREAT PREVENTION PLATFORMS THREAT INTELLIGENCE • Dynamic Threat Intelligence • Managed Defense • FireEye Labs SERVICES AND SUPPORT • Incident Response • Security Assessments • Consulting Services • Technical Support

Competitive Reporting



The report returned no results.

Product & Pricing:
 Include new release information
 Overview of product
 Pricing information

Competitor Lens (Competitor Products)

The screenshot shows a Salesforce interface with a table titled 'COMPETITOR PRODUCTS'. The table has 14 items, sorted by Competitor. The columns are: PRODUCT NAME, EQUIVALENT PRODUCT, COMPETITOR, PRICE, FEATURES, SOURCE, CONS, and PROS. The table lists various products like Network Forensics Platform, Glass, Small Business Products, Transporter, Deflector Shields, Phasers, Quantum Gravity, Photon Torpedos, Test Product 1, SugarUnlimited, Warp Engine, Sugar Professional, Sugar Enterprise, and SugarProfessional, each with its equivalent product, competitor, price, and other details.

PRODUCT NAME	EQUIVALENT PRODUCT	COMPETITOR	PRICE	FEATURES	SOURCE	CONS	PROS
Network Forensics Platf...	GenWatt Propane 1500kW	FireEye	\$50,000.00	Network Forensics Platfor...	Internal	Does not support all ports ...	Market sh...
Glass	Network Forensics Platform (PX Series) SLA: bronze	Google	\$1,500.00	Video stream, pictures	External	BETA, BETA, BETA...EXPE...	Innovative
Small Business Products	Installation: Industrial - Hi...	Google	\$17,995.00	small business products	Internal	costly	good prod
Transporter	GenWatt Propane 1500kW	Miscrosoft Dynamics	\$9,999.00	Heisenberg Compensator	Internal	May randomly re-distribut...	Beam dow
Deflector Shields	SLA: Platinum	Miscrosoft Dynamics	\$16,499.00	Protection	Internal	Not "Green" friendly, uses ...	Survival
Phasers	Installation: Industrial - M...	Miscrosoft Dynamics	\$14,923.00	De-Materialization	External	Uses 220V...	It is like be
Quantum Gravity - Wor...	GenWatt Gasoline 2000kW	SAP - CRM	\$30,000.00	New design , New Feature...	Internal	Expensive, possibility of cr...	Flexible, cr
Photon Torpedos	GenWatt Gasoline 2000kW	SAP - CRM	\$12,321.00	Dispersal pattern Alpha an...	External	May atomize your ship if d...	It is "the b
Test Product 1		SAP - CRM	\$15,000.00	coming soon	Internal		
SugarUnlimited	GenWatt Propane 100kW	SAP - CRM	\$150.00	none		many	none
Warp Engine	GenWatt Propane 1500kW	SugarCRM	\$15,000.00	Warp speed	External	May explode...	Goes fast
Sugar Professional	GenWatt Diesel 200kW	SugarCRM	\$35.00	Limited	Internal	Limited features	We have y
Sugar Enterprise	GenWatt Diesel 200kW	SugarCRM	\$60.00	None	Internal	lots	few
SugarProfessional		SugarCRM	\$45.00		External		

Network Forensics Platform (PX Series)

COMPETITOR PRODUCT

Network Forensics Platform (PX Series)

Product Name
Network Forensics Platform (PX Series)

Competitor
FireEye

Equivalent Product
GenWatt Propane 1500kW

Price
\$50,000.00

Source
Internal

URL
<https://www.fireeye.com/products/enterprise-forensics.html>

Features
Network Forensics Platform
Accelerate actionable intelligence and facilitate rapid incident response
Overview
Well-maintained perimeter defenses are a key part of any security strategy. Organizations increasingly recognize that they must also complement their perimeter defenses with strong forensics capabilities to investigate and analyze attacks. When attacked, an enterprise needs to be able to rapidly investigate and determine the scope and impact of the incident so they can effectively contain the threat and secure

ACTIVITY

New Event New Task Log a Call

Subject

Next Steps

To view next steps here
Add the **Open Activities** related list to the layout, or ask your Salesforce admin to add it.

Past Activity

To view past activity here
Add the **Activity History** related list to the layout, or ask your Salesforce admin to add it.

Network Forensics Platform (PX Series)

The FireEye® Network Forensics Platform allows you to identify and resolve security incidents faster by capturing and indexing full packets at extremely rapid speeds. With the Network Forensics Platform, you can detect a broad array of security incidents, improve the quality of your response, and precisely quantify the impact of each incident. The Network Forensics Platform provides a powerful complement to the FireEye comprehensive threat prevention capabilities. In addition to receiving precise alerts and correlated threat information, analysts can also get a fine-grained view of the specific packets and sessions before, during, and after the attack to confirm what may have triggered a malware download or callback, to respond rapidly and effectively, and to apply this information to enhancing future protective strategies.

HIGHLIGHTS

- Continuous, lossless packet capture with nanosecond time stamping at recording speeds up to 20 Gbps
- Real-time indexing of all captured packets using time stamp and connection attributes. Export of flow index in NetFlow v5, v9, and IPFIX formats for use with other flow analysis tools
- Ultrafast search and retrieval of target connections and packets using patent-pending indexing architecture
- Web-based, drill-down GUI for search and inspection of packets, connections, and sessions
- Session decoder support for viewing and searching Web, email, FTP, DNS, chat, SSL connection details, and file attachments
- Packet payload search using regular expressions
- Industry-standard data storage and export in PCAP format, which can be stored with flexible

Network Forensics Platform (PX Series)

storage options: on the appliance, SASattached, or SAN-attached storage

- Accelerate the investigative process by using Event Based Capture to identify suspicious sessions that should be the focus for deeper investigations.

Accelerate kill chain reconstruction and impact quantification

By allowing FireEye users to quickly locate and decode traffic and sessions before, during, and after a security event, the Network Forensics Platform provides greater visibility into activity around the event, further enhancing visibility that can be crucial for rapid incident response investigations.

Ultrafast access to historical network data is a necessity for security personnel in reducing mean time to resolution, as well as answering the key questions: how long has the breach been present, what data may have already left the network, and how many other hosts may already have been compromised?

Ultrafast packet capture, indexing, and search

The Network Forensics Platform ensures continuous, lossless packet capture with nanosecond time stamping at recording speeds up to 20 Gbps. Realtime indexing of all captured packets with nanosecond time stamps and connection attributes provides data for immediate forensics.

Industry-standard data storage and export

All packets are stored in standard PCAP format to enable flexibility to an analytics platform of choice.

DATASHEET
SECURITY
REIMAGINED

Network Forensics Platform (PX Series)

Network Forensic Platform: Accelerate actionable intelligence and facilitate rapid incident response DATA SHEET

Integrated workflow with FireEye Threat Prevention Platform

The integration with the FireEye platforms provides deeper insight into network traffic and activities through simple drilldown access to captured, indexed, and stored connection and packet information on the largest and busiest 10 Gbps networks.

By allowing FireEye users to quickly locate and decode traffic and sessions before, during, and after a security event, the Network Forensics Platform provides greater visibility into activity around the event, further enhancing visibility that can be crucial for rapid incident response investigations.

Capture Port Configuration Management Ports Max Record Speed Total Onboard Storage Dimensions Power Supply / Typical Operating Load

PX 0045 4 x 1 Gbps SFP 2 x 10/100/1000 BASE-T 500Mbps 2TB 1.7" x 16.8" x 14" (4.3 x 42.67 x 35.56 cm)
11 lbs (5 kg)
200W Low Noise AC power
100-240V, 60-50 Hz auto-ranging
PX 1004ESS-16 4 x 1 Gbps, 10/100/1000BaseT, SFP
2 x 10/100/1000 BASE-T
2 x 10/100/1000/10G BASE-T
1.5 Gbps 16 TB, expandable SAS attached storage 1U Rack-Mount
1.7" x 17.2" x 25.6" (4.3 x 43.7 x 65.0 cm)
46 lbs (20.9 Kg)
650W high-efficiency (1+1)
redundant AC power 100-240 VAC.

Network Forensics Platform (PX Series)

typical
 PX 1020ESS-16 2 x 10 Gbps, SFP+
 2 x 10/100/1000 BASE-T
 2 x 10/100/1000/ 10G BASE-T
 1.5 Gbps 16 TB, expandable SAS
 attached storage
 PX 2004ESS-24 4 x 1 Gbps, 10/100/1000BaseT,
 SFP 2 x 10/100/1000/ 10G BASE-T 4 Gbps 24 TB,
 expandable SAS
 attached storage
 2U Rack-Mount
 3.5" x 17.2" x 25.5"
 (8.9 x 43.7 x 64.8 cm)
 52 lbs (23.6 Kg)
 1280W high efficiency (1+1)
 redundant AC power 100-240 VAC,
 60-50 Hz auto ranging
 PX 2004ESS-48 4 x 1 Gbps, 10/100/1000BaseT,
 SFP 2 x 10/100/1000/ 10G BASE-T 4 Gbps 48 TB,
 expandable SAS
 attached storage
 PX 2020ESS-24 2 x 10 Gbps, SFP+ 2 x
 10/100/1000/ 10G BASE-T 5 Gbps, upgradeable to
 20 Gbps
 24 TB, expandable SAS
 attached storage
 PX 2020ESS-48 2 x 10 Gbps, SFP+ 2 x
 10/100/1000/
 10G BASE-T
 5 Gbps, upgradeable to
 20 Gbps
 48 TB, expandable SAS
 attached storage
 PX 2040ESS-48 4 x 10 Gbps, SFP+ 2 x
 10/100/1000/ 10G BASE-T 5 Gbps, upgradeable to
 20 Gbps
 48 TB, expandable SAS
 attached storage
 PX 1004EXT-4G 4 x 1 Gbps,
 10/100/1000BaseT, SFP
 2 x 10/100/1000 BASE-T
 2 x 10/100/1000/
 10G BASE-T

Network Forensics Platform (PX Series)

Fiber HBA to external
 SAN storage
 1U Rack-Mount
 1.7" x 17.2" x 25.6"
 (4.3 x 43.7 x 65.0 cm)
 46 lbs (20.9 Kg)
 650W high-efficiency (1+1)
 redundant AC power 100-240 VAC,
 60-50 Hz auto-ranging 230-280W
 typical
 PX 1020EXT-10G 2 x 10 Gbps, SFP+
 2 x 10/100/1000 BASE-T
 2 x 10/100/1000/
 10G BASE-T
 10 Gbps
 PX 1020EXT-20G 2 x 10 Gbps, SFP+
 2 x 10/100/1000 BASE-T
 2 x 10/100/1000/
 10G BASE-T
 20 Gbps
 PX 1040EXT-20G 4 x 10 Gbps, SFP+
 2 x 10/100/1000 BASE-T
 2 x 10/100/1000/
 10G BASE-T
 20 Gbps
 PX 2000SX-24 n/a n/a n/a 24 TB storage shelf
 expansion for ESS models 2U Rack-Mount
 3.5" x 17.2" x 25.5" (8.9 x 43.7 x 64.8 cm) 52 lbs
 (23.6 Kg)
 500W high-efficiency (1+1)
 redundant AC power 100-240 VAC,
 60-50 Hz auto ranging
 PX 2000SX-48 n/a n/a n/a 48 TB storage shelf
 expansion for ESS models
 PX 4000SX-264 n/a n/a n/a 264 TB storage shelf
 expansion for ESS models
 4U Rack-Mount
 7" x 17.2" x 27.5"
 (17.8 x 43.7 x 64.8 cm)
 75 lbs (34 Kg)
 1280W high-efficiency (1+1)
 redundant AC power 100-240 VAC,
 60-50 Hz auto ranging

Network Forensics Platform x Know Your Enemy - Sales x Aaron

https://na17.lightning.force.com/one/one.app#/sObject/a01o00000CrTJrAAN/view?t=1449837789376

Search Salesforce

Network Forensics Platform (PX Series)


New Contact Edit New Opportunity

(17.8 x 43.7 x 64.8 cm)
75 lbs (34 Kg)
1280W high-efficiency (1+1)
redundant AC power 100-240 VAC,
60-50 Hz auto ranging
Highlight suspicious sessions
Accelerate the investigative process and correlate events that have occurred over time by creating customizable rules to flag suspicious session data, enabling a starting point for deeper investigations and to ensure longstanding retention. Investigations

Pros
Market share

Cons
Does not support all ports and protocols

Image



<https://www.fireeye.com/products/enterprise-forensics.html>

Created By
Alan Elliot, 12/11/2015 2:31 AM

Last Modified By
Alan Elliot, 12/11/2015 2:31 AM

How They Sell:

- Size of sales organization
- How much is sold through the channel
- Global presence
- Positioning of product

Competitor Lens (Feedback Form, Incentives and Feedbacks Custom Object)

Feedback Form [Submit] [Cancel]

You can win \$250

Contact: Tim Barr

Competitor: FireEye

Product: Network Forensics Platform (PX Series)

Price: 50000.0

URL: []

Features: []

Pros: []

Cons: []

[Submit] [Cancel]

CUSTOMER FEEDBACKS
All
16 items - Sorted by Competitor Name

CUSTOMER FEEDBACK #	COMPETITOR NAME	COMPETITOR PRODUCT	CONTACT	COMMENTS
CF-00000003	Google	Glass	Tim Barr	STILL A
CF-00000007	Google	Small Business Products	John Bond	
CF-00000006	Miscrosoft Dynamics	Transporter	Tim Barr	
CF-00000014	Miscrosoft Dynamics	Deflector Shields	Customer Communities U...	
CF-00000001	SAP - CRM	Quantum Gravity - Worm...	Tim Barr	Nice, v
CF-00000005	SAP - CRM	Quantum Gravity - Worm...	Tim Barr	Will a
CF-00000008	SAP - CRM	Photon Torpedos	John Bond	I need
CF-00000009	SAP - CRM	Photon Torpedos	Lauren Boyle	Does it
CF-00000012	SAP - CRM	Quantum Gravity - Worm...	Andy Young	Watch
CF-00000013	SAP - CRM	Quantum Gravity - Worm...	Tim Barr	
CF-00000015	SAP - CRM	Test Product 1	Customer Communities U...	
CF-00000017	SAP - CRM	Test Product 1	Tim Barr	
CF-00000004	SugarCRM	Warp Engine	Lauren Boyle	
CF-00000010	SugarCRM	Warp Engine	Tim Barr	

Customer Feedbacks Summary

Competitor Product	Count
Quantum Gravity - Wormhole Generator	1,7K
Photon Torpedos	1,5K
Warp Engine	1,4K
Small Business Products	1K
Glass	700
Test Product 1	650
Other	650

Customer Feedbacks Summary (Scale 0-600)

Customer Feedback #	Competitor Name	Competitor Product	Contact	Comments
CF-0000003	Google	Glass	Tim Barr	STILL A BET.
CF-0000007	Google	Small Business Products	John Bond	
CF-0000006	Miscrosoft Dynamics	Transporter	Tim Barr	
CF-0000014	Miscrosoft Dynamics	Deflector Shields	Customer Communities U...	
CF-0000001	SAP - CRM	Quantum Gravity - Worm...	Tim Barr	Nice, ver
CF-0000005	SAP - CRM	Quantum Gravity - Worm...	Tim Barr	Will a 20
CF-0000008	SAP - CRM	Photon Torpedos	John Bond	I need to
CF-0000009	SAP - CRM	Photon Torpedos	Lauren Boyle	Does it c
CF-0000012	SAP - CRM	Quantum Gravity - Worm...	Andy Young	Watch o
CF-0000013	SAP - CRM	Quantum Gravity - Worm...	Tim Barr	
CF-0000015	SAP - CRM	Test Product 1	Customer Communities U...	
CF-0000017	SAP - CRM	Test Product 1	Tim Barr	
CF-0000004	SugarCRM	Warp Engine	Lauren Boyle	
CF-0000010	SugarCRM	Warp Engine	Tim Barr	

Competitor Product	Count
Quantum Gravity - Wormhole Generator	600
Glass	300
Warp Engine	0
Transporter	0
Photon Torpedos	0
Small Business Pr...cts	0
Other	0

Customer Feedbacks Summary (Scale 0-30K)

Customer Feedback #	Competitor Name	Competitor Product	Contact	Comments
CF-0000003	Google	Glass	Tim Barr	STILL A BET.
CF-0000007	Google	Small Business Products	John Bond	
CF-0000006	Miscrosoft Dynamics	Transporter	Tim Barr	
CF-0000014	Miscrosoft Dynamics	Deflector Shields	Customer Communities U...	
CF-0000001	SAP - CRM	Quantum Gravity - Worm...	Tim Barr	Nice, very e
CF-0000005	SAP - CRM	Quantum Gravity - Worm...	Tim Barr	Will a 2000
CF-0000008	SAP - CRM	Photon Torpedos	John Bond	I need to ge
CF-0000009	SAP - CRM	Photon Torpedos	Lauren Boyle	Does it com
CF-0000012	SAP - CRM	Quantum Gravity - Worm...	Andy Young	Watch out!
CF-0000013	SAP - CRM	Quantum Gravity - Worm...	Tim Barr	
CF-0000015	SAP - CRM	Test Product 1	Customer Communities U...	
CF-0000017	SAP - CRM	Test Product 1	Tim Barr	
CF-0000004	SugarCRM	Warp Engine	Lauren Boyle	
CF-0000010	SugarCRM	Warp Engine	Tim Barr	

Competitor Product	Count
Test Product 1	30,000
SugarProfessional	45
Quantum Gravity - Wormhole Generator	0
Glass	0
Warp Engine	0
Transporter	0
Other	0

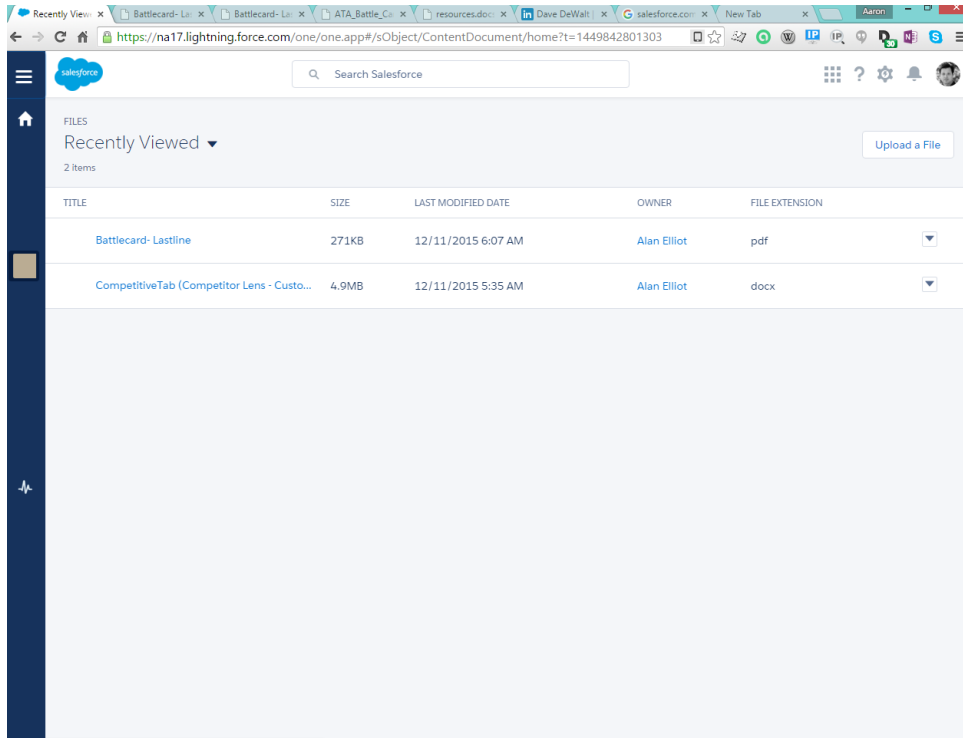
Winning Against the Competition: (Includes info from back of battlecard)

Area to attack & Key questions to ask

Our strength

Competitor's weakness

Competitor Lens (Battle Cards in the Library)



Battlecard- Lastline

- Home
- Opportunities
- Leads
- Tasks
- Files
- Notes
- Accounts
- Contacts
- Dashboards
- Reports
- Feed
- Groups
- Calendar
- People
- Cases

Lastline Battlecard – A Quick Guide to Selling Fidelis Solutions

Organization Overview/Key Facts

- Lastline was founded in 2011 to commercialize technology originally developed in the higher education setting. At its core, the technology provides malware sandboxing using full-system emulation instead of virtualization.
- They've raised two rounds of venture funding totaling \$23.7M USD, the latest round of \$10 million USD was raised in August 2014. Current investors include: a Ventures, Redpoint Ventures, Precedo Ventures, and D&V Ventures.
- The company does not officially disclose financial metrics, but will reportedly generate less than \$8 million USD in calendar year 2015 and is not profitable.
- Headquartered in Redwood City, California, Lastline also has an office in London and a research center in Goleto, California (near Santa Barbara). The small organization has self-sourced across the globe. It has sales staff or Country Managers in Japan, Singapore, France, The Netherlands (addressing Nordica and Eastern Europe), and Germany (addressing DACH).
- The company has approximately 50 employees in total, 32 of which are based in the United States. Many of the employees have an academic connection to one of the founders.
- Known customers include: CKE Restaurants, Citrix, Gwinnett County Schools, Deutsche Bank, Electrolux, and Siemens.

Product Overview

- Lastline's "Breach Detection Platform" is comprised of four core components: Sensor, Engine, Manager and Threat Intelligence. Sensors must be deployed at the customer network and monitor traffic through switch span ports. Engines for sandbox analysis and Managers for correlation can be run in the Cloud.
- The triage process before sandboxing is leveraged includes URL/IP/Domain reputation, file reputation, static detection, decoding and decompression, and communication fingerprinting. Suspect objects are sent to the sandbox.
- The emulation environment supports Windows XP, 7, 10 32/64 bits, multiple Office and Android versions, Android OS, Mac OS X, and a multi-personality browser. It claims the average sandbox analysis time is 85 seconds.
- Lastline Manager gathers data collected from Sensors and object analysis evidence (and connectors / APIs if configured) from Engines. This low-level event data is then lined together and rolled up into what Lastline calls a security "incident". The company also offers a threat intelligence feed.

How They Sell

- Lastline has several account managers across the United States and Western Europe. It has country or regional managers in other geographies. Both roles are responsible for selling direct and recruiting channel and MSP partners. Lastline offers trial periods for its products after lead qualification.
- There are 10 direct sales/country managers and 9 sales engineers.
- The company primarily relies on the MSP report and trade event exhibition to generate demand. Brand recognition is poor versus competitors.
- Traditional marketing vehicles are used with an emphasis on differentiating from other sandboxing approaches. Lastline believes its key differentiators are its full-system emulation sandboxing, pricing model (based on users), and flexible deployment approach (cloud, on-premise, and software-only).
- The company has taken a shotgun approach to partner recruitment and now has a large number of channel partners that provide minimal value. Key MSP partners are Dell SecureWorks and MIT DATA (in Japan). MSP partner recruitment is a key growth strategy in all geographic regions.

Key Value Prop

- "Lastline is innovating the way companies detect active breaches caused by advanced persistent threats, targeted attacks, and evasive malware with its software-based Breach Detection Platform."

Pricing

- Lastline is licensed on a subscription basis regardless of deployment approach. Its price point and pricing model are positioned as differentiators. Lastline Analyst is priced "per-instance" and is free for up to 25 uploads/mo. Pricing starts at \$5,000 USD per instance per year.
- Lastline Enterprise is priced based on the # of users on the network and starts at \$40k/year on-premise and \$60k/year hosted. There is no minimum deployment size and average deal size is reportedly \$20,000 USD per year.

Quick Compare	Lastline	Fidelis
Post independent inspection of all traffic	-	✓
Policy-based data loss prevention	-	✓
Sandbox-based malware analysis	✓	✓
Threat investigation and forensics	-	✓
Automated security analytics	-	✓
Cloud-based threat intelligence	✓	✓
File content capture	-	✓
Network metadata capture	-	✓

KEY: ✓ = Full Functionality; p = Partial Functionality; - = Absent Functionality

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Lastline Battlecard – A Quick Guide to Selling Fidelis Solutions

Where to Attack

Top Attack Areas

- Point solution for malware detection
- Limited detection before sandboxing process. Lastline relies solely on URL /Domain IP address and file hashes. This is insufficient for identifying what they identify as suspicious. It is unable to identify or prevent a set of actors that reduce noise.
- Only addresses malware attacks. Sandboxing is not sufficient to detect targeted attacks or bot net malware.
- Lastline cannot address malware-free attacks.
- Full system emulation will have limitations. Customer's full system emulation requires that the right emulation environment is matched with the specific

Supporting Points

- Effectively assess, correlate and contextualize network data and logs by leveraging advanced threat intelligence by applying advanced threat intelligence
- Ability to correlate network metadata with file content and network metadata
- File content capture. FilePS can detect, analyze, and correlate data at any stage, including infection, command

Why Fidelis Wins

- Is your organization looking to only address custom malware or all types of advanced threats (even insider threats)?
- Is it more important to understand how an individual malware attack operates or the impact and recovery of the malware on your specific network?

Golden Questions

Attachments: (links to library ☺)

Forrester Wave/Gartner Magic Quadrant
Analysts Reports

Quick Compare (Similar to the competitive chart that is included in the positioning statement)

Competitor Lens (Files and Libraries)

The screenshot shows the Salesforce Files interface. The left sidebar contains navigation options: Home, Opportunities, Leads, Tasks, Files (highlighted), Notes, Accounts, Contacts, Dashboards, Reports, Feed, Groups, Calendar, People, and Cases. The main content area is titled 'FILES Recently Viewed' and shows a list of 2 items. A context menu is open over the second item, 'CompetitiveTab (Competitor Lens...', offering 'Download', 'Upload New Version', and 'Delete' options.

TITLE	SIZE	LAST MODIFIED DATE	OWNER	FILE EXTENSION
Battlecard- Lastline	271KB	12/11/2015 6:07 AM	Alan Elliot	pdf
CompetitiveTab (Competitor Lens...	4.9MB	12/11/2015 5:35 AM	Alan Elliot	docx

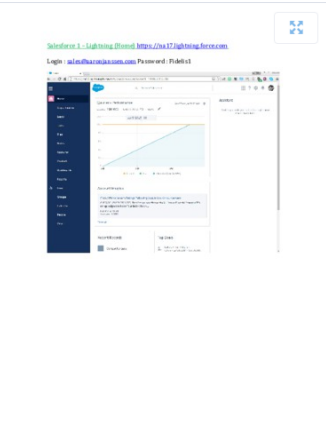
Lightning Experience x resources.docs.salesforce.com x Dave DeWalt | LinkedIn x salesforce.com labs know x Aaron

https://na17.lightning.force.com/one/one.app?source=aloha#/sObject/069o0000011e3sAAC/view?t=144: Search Salesforce

FILE
CompetitiveTab (Competitor Lens - Customized Salesforc... + Follow Download Upload New Version Delete

SIZE 4.9MB LAST MODIFIED DATE 12/11/2015 5:35 AM OWNER Alan Elliot

PREVIEW DETAILS



Shared with (2)

- Alan Elliot (Owner)
- All Self (Collaborator)

View All

Versions (1)

Version 1
Alan Elliot | 12/11/2015 5:35 AM

View All

Followers (0)

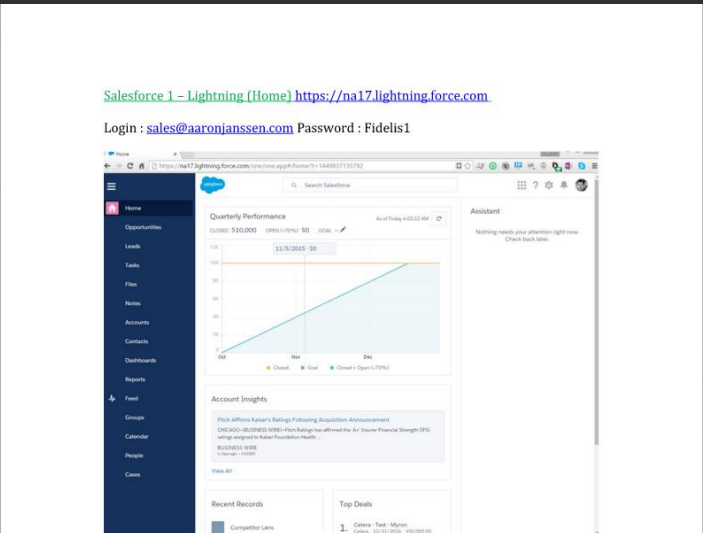
Lightning Experience x resources.docs.salesforce.com x Dave DeWalt | LinkedIn x salesforce.com labs know x Aaron

https://na17.lightning.force.com/one/one.app?source=aloha#/sObject/069o0000011e3sAAC/view?t=144: Search Salesforce

FILE
CompetitiveTab (Competitor Lens - Customized Salesforc... + Follow Download Upload New Version Delete

SIZE 4.9MB

PREVIEW



Salesforce 1 - Lightning (Home) <https://na17.lightning.force.com>

Login : sales@aaronsjanssen.com Password : Fidelis1

Home

Opportunities

Leads

Tasks

Files

Home

Accounts

Contacts

Dashboard

Reports

Feed

Groups

Calendar

People

Comm

Quarterly Performance

As of Today: 4:03:22 AM

Q1 Q2 Q3 Q4

11/5/2015 - \$0

Dec

Legend: Closed (Orange), Open (Green)

Account Insights

Fitch Affirms Kaban's Ratings Following Acquisition Announcement

CHICAGO--(BUSINESS WIRE)--Fitch Ratings has affirmed the A+ issuer Financial Strength (FS) rating assigned to Kaban Financial Corp.

Business Wire

View All

Recent Records

Top Deals

1. Competitor Lens

1. Competitor Lens

Created: 12/11/2015 5:35:00 AM

Recent Tweets and News: Pull feeds to see the latest happenings from competitor

Account Insight (News and Updates)

The screenshot displays the Salesforce Account Insights interface, which provides a centralized view of news and updates for a specific account. The interface is divided into several sections:

- ACCOUNT NEWS (11):** A dropdown menu indicating the total number of news items.
- News Feed:** A list of news items, each with a title, a brief description, a source, and a timestamp. The items include:
 - Fitch Affirms Kaiser's Ratings Following Acquisition Announcement:** CHICAGO--(BUSINESS WIRE)--Fitch Ratings has affirmed the 'A+' Insurer Financial Strength (IFS) ratings assigned to Kaiser Foundation Health ... BUSINESS WIRE, 4 days ago - KAISER.
 - Kaiser Permanente Baldwin Park Medical Center Named One of 'Most Connected' U.S. Hospitals:** PASADENA, Calif. - Kaiser Permanente Southern California's Baldwin Park Medical Center has been named one of the nation's "most connected" h... KAISERPERMANENTE.ORG, 3 days ago - KAISER.
 - State Highlights Critics Urge Scrutiny Of Conn. Health System Market Concentration: Members React To Kaiser Permanente Acquisition Plan:** News outlets report on health care developments in Connecticut Washington Idaho California Texas Minnesota and Puerto Rico. BIOPORTFOLIO.COM, 3 days ago - KAISER.
 - Kaiser Permanente Joins U.S. Businesses Urging Strong Climate Action to Improve Health:** As the United Nations (UN) climate conference gets underway this week in Paris, Kaiser Permanente is showing support for an international ag... KAISERPERMANENTE.ORG, 7 days ago - KAISER.
 - Kaiser Permanente Continues to Expand Specialty Care in Southern Colorado:** COLORADO SPRINGS, Colo. - Kaiser Permanente Colorado, the state's largest nonprofit health plan, today announced that Maria Subang, MD, an e... KAISERPERMANENTE.ORG, 9 days ago - KAISER.
 - Kaiser Permanente plans Santa Rosa mental health facility:** Kaiser Permanente on Dec. 2 announced plans for a new North Bay mental health facility, to be located in southwest area Santa Rosa. The leas... CALREALESTATENEWS.COM, 9 days ago - KAISER.
 - Kaiser Permanente reveals new spa-like medical center in Manhattan Beach:** Kaiser Permanente's staff celebrated a brand-new medical office in Manhattan Beach Thursday with a ribbon-cutting ceremony for the facility ... THE BEACH REPORTER, 6 days ago - KAISER.
 - Kaiser Permanente Hawaii Names Kimberly Zeltsar Executive Director of Revenue Cycle Management (Kaiser Permanente):** (Source: Kaiser Permanente) HONOLULU - Kimberly Zeltsar has been named the executive director of revenue cycle management for Kaiser Perman... WORLD NEWS, Nov 23 2015 - KAISER.
 - 95.5% of Group Health members can't vote on merger with Kaiser:** Here's how Group Health execs gamed the merger vote. Group Health Cooperative has over 600,000 members. But to vote for (or against) the pro... HANDBILL.US, 5 days ago - KAISER.

Lightning Experience x Aaron

https://na17.lightning.force.com

Search Salesforce

Kaiser Permanente building proposed for Abingdon's Box Hill South area

A 26,100-square-foot office building, to house Kaiser Permanente, is being proposed at the corner of Box Hill South Parkway and Box Hill Cor...

GOOGLE.COM
12 days ago - KAISER

Kaiser Foundation Health Plan of Hawaii sees \$1.2M Q3 gain

Kaiser Foundation Health Plan of Hawaii reported net income of \$1.2 million for the third quarter of 2015, compared to a profit of \$1.5 mill...

THE BUSINESS JOURNALS
Nov 17 2015 - KAISER

INDUSTRY NEWS (12)

U.S. files complaint to stop Staples from buying Office Depot

The Federal Trade Commission has filed a complaint aimed at stopping Staples Inc, the nation's largest office supply store, from buying its ...

YAHOO! FINANCE
4 days ago - Office Equipment and Supplies Wholesalers Industry
Powered by YAHOO!

Staples Offers More for Less with Great Last-Minute Holiday Gifts for Geeks, Techies, Fashionistas and Friends

FRAMINGHAM, Mass.--(BUSINESS WIRE)--From the Inner Geek to the Fashion-Forward co-worker, Staples (Nasdaq: SPLS) makes more for less happen ...

BUSINESS WIRE
4 days ago - Office Equipment and Supplies Wholesalers Industry

US Banking News @AmericanBanking

Genuine Parts Company SGPC Position Lowered by Saturna Capital <https://t.co/fjihqXZq1W>

1 day ago

US Banking News @AmericanBanking

ACCO Brands Gets Average Rating of Hold from Analysts SACCO <https://t.co/C7hgiGJRjt>

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https://na17.lightning.force.com

Search Salesforce

US Banking News @AmericanBanking

ACCO Brands Co. SACCO Sees Unusually-High Trading Volume <https://t.co/vIWhfrwUNM>

1 day ago

ACCO Brands Co. (ACCO) Downgraded to Sell at Zacks Investment Research

ACCO Brands Co. (NASDAQ:ACCO) was downgraded by Zacks Investment Research from a "hold" rating to a "sell" rating in a report released on Mo...

TICKER REPORT
4 days ago - Office Equipment and Supplies Wholesalers Industry

5 things to know and why the fight to save the Office Depot, Staples merger might be futile

Good morning, South Florida. 1 Deal as good as dead The plan to merge Office Depot and Staples will not survive the drawn-out administrativ...

THE BUSINESS JOURNALS
1 day ago - Office Equipment and Supplies Wholesalers Industry

Why the FTC might block Cuba from paying \$1.2B to Staples

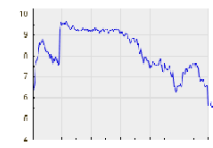
If Staples, Inc. gets its way, not only will it purchase Office Depot, Inc. against the current wishes of the Federal Trade Commission, but ...

YAHOO! NEWS
3 days ago - Office Equipment and Supplies Wholesalers Industry
Powered by YAHOO!

Bullish Moving Average Cross by American Greetings (AM)

Today, shares of American Greetings (NYSE:AM) have advanced above their 10-day MA of \$21.81 on a volume of 282K shares. This may provide swi...

GOOGLE.COM
1 day ago - Office Equipment and Supplies Wholesalers Industry



Office Depot Becomes Oversold (ODP)

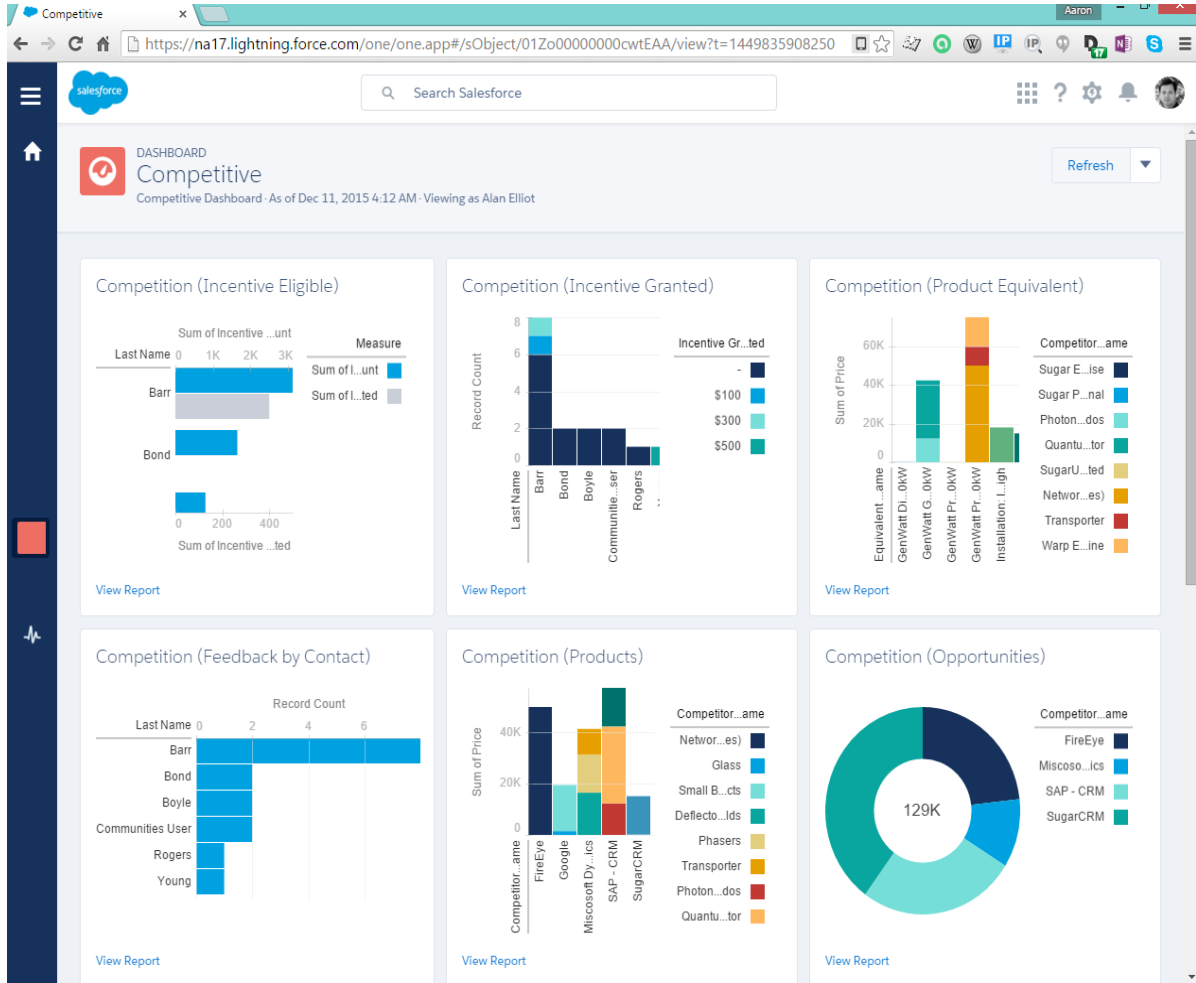
Legendary investor Warren Buffett advises to be fearful when others are greedy, and be greedy when others are fearful. One way we can try to...

FORBES
4 days ago - Office Equipment and Supplies Wholesalers Industry
POWERED

Reports and Dashboards:

Multiple reports have been created to support the [Competitive Dashboard](#).

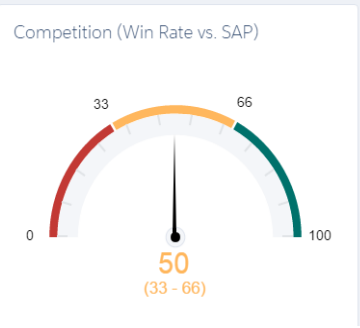
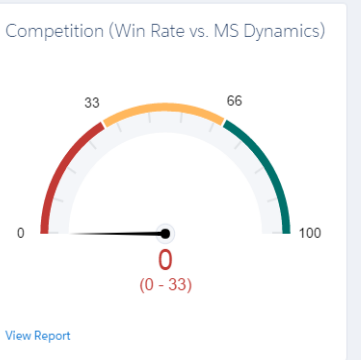
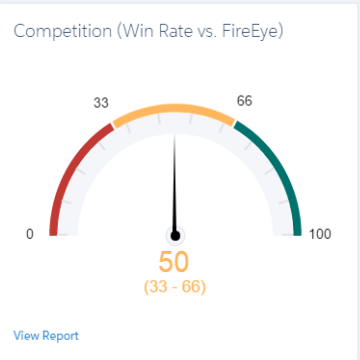
[Competitive Dashboard \(Lightning\)](#)



Competitor...ame
FireEye
Google
Microsoft Dy...ics
SAP - CRM
SugarCRM

Phasers
Transporter
Photon...dos
Quantu...tor

View Report



Competitive Dashboard (Classic)

Dashboard: Competitive - x
<https://na17.salesforce.com/01Zo00000000cwt>
 Self Internal | Aaron Janssen | Search... | Competitor Lens

Home Accounts Contacts Opportunities Products Competitors Competitor Products Feedback Form Customer Feedbacks Reports **Dashboards** +

Go to Dashboard List | Help for this Page

Competitive

Find a dashboard... | Edit Clone Refresh As of Today at 3:14 AM | Viewing as Aaron Janssen

Filter By: Competitor: Competitor Name | Competitor Product: Product Name

Competitive Dashboard

Competition (Incentive Eligible)

Last Name	Sum of Incentive Eligibility Amount (Thousands)	Sum of Incentive Granted (Thousands)
Barr	~3.5	~0.2
Bond	~1.8	~0.1
Boyle	~1.2	~0.1
Communities Us...	~0.8	~0.1
Rogers	~0.5	~0.1
Young	~0.4	~0.1

Competition (Incentive Granted)

Last Name	Record Count
Barr	~8
Bond	~2
Boyle	~2
Communities Us...	~2
Rogers	~1
Young	~1

Competition (Product Equivalent)

Product Name	Sum of Price (Thousands)
GenWatt Dies...	~45
GenWatt Gase...	~30
GenWatt Prop...	~25
GenWatt Prop...	~75
Insulation: In...	~20
Insulation: In...	~15
SLA Bronze	~10
SLA Platinum	~15

Equivalent Product: Product Name

Competitor Product: Product Name

- Deflector Shields
- Glass
- Network Forensics Platform (PX Series)
- Phasers
- Photon Torpedos
- Quantum Gravity - Wormhole Generator
- Small Business Products
- Sugar Enterprise
- Sugar Professional
- SugarUnlimited
- Transporter
- Warp Engine

Competition (Feedback by Contact)

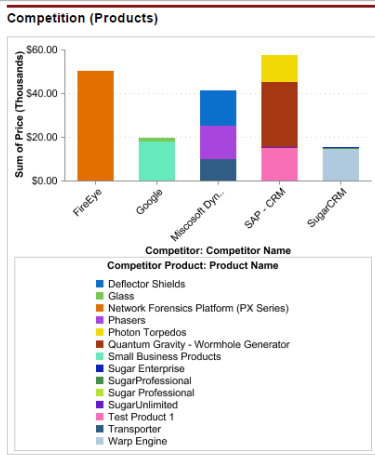
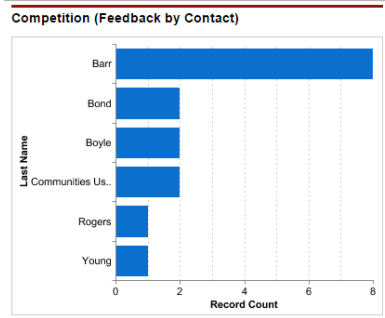
Last Name	Feedback Count
Barr	~5
Bond	~2
Boyle	~2

Competition (Products)

Product	Sum of Price (Thousands)
Product 1	~50
Product 2	~20
Product 3	~40
Product 4	~55

Competition (Opportunities)

Activate Windows | Go to PC settings to activate windows. | Chat



- Photon Torpedos
- Quantum Gravity - Wormhole Generator
- Small Business Products
- Sugar Enterprise
- Sugar Professional
- SugarUnlimited
- Transporter
- Warp Engine

