THALES

SafeNet Trusted Access (STA) Campaign in a Box

For partner use only.
Not for customer distribution.

March, 12 2020

How to use this Campaign in a Box?

Thales offers access management and authentication solutions which prevent data breaches and enable cloud adoption by simplifying and securing access to all your customer' applications.

SafeNet Trusted Access (STA) is an access management and authentication service. By helping to prevent data breaches and comply with regulations, STA allows organisations to migrate to the cloud simply and securely.

> We have created this dedicated STA campaign for partners to use immediately.

> The aim of the campaign is to attract new customers by promoting STA as an effective solution for secure remote working.

> This easy-to-use guide puts the available sales and marketing assets, as well as tips for supporting your sales efforts – all in one place.

THALES

Product Messaging & Sales Enablement

Product Messaging

SafeNet Trusted Access (STA)

> Cloud-based Access Management as a Service

> Building on Thales's award winning authentication service, SafeNet Trusted Access (STA) combines authentication and access management in a fully integrated cloud service. Our service enables customers to transform their business and operate securely in the cloud by preventing data breaches, simplifying access for users, and enabling compliance

> View STA product information website page

THALES

Value Proposition for New Prospects

SafeNet Trusted Access offers several key advantages

1. Prevent breaches

- Apply different MFA methods
- Control access for each application
- Eliminate passwords

2. Enable Cloud Transformation

- Speed up cloud migration initiatives
- Secure cloud adoption
- Take an agnostic approach to security

3. Simplify Compliance

- Track who is accessing which application, when and how
- Easily prove compliance
- Remain compliant as you grow your environment

THALES

THALES

Marketing Materials & Campaign Assets

Campaign Objectives and Messaging

Campaign Objectives

> Enable you to build more pipeline, opportunities and revenue

> Drive new customers through the sales journey faster as working environments change to meet business demands

Campaign Messaging

> **Empowerment** of employees working remotely

> **Secure remote access** to corporate networks and applications

THALES

How to use the campaign for new customer lead generation

Build your own e-mail marketing campaign

> Use the campaign messaging provided to build your own e-mail campaign

> Suggested campaign flow:

① e-mail #1

② e-mail #2

③ Sales follow up

Prospects

Prospects

THALES

E-mail #1 suggested content for you to use

Subject line and Headline

> Empower employees to work remotely, securely

Main copy

> Our daily lives have changed considerably in the last decade. The ability to work whenever and wherever employees want, has driven a fundamental change in working practices. Ensuring secure and easy access to corporate resources from remote locations is imperative to achieving this goal.

> SafeNet Trusted Access, a strong authentication and access management service from Thales, enables your employees to log into the corporate network and applications easily and securely with minimal disruption to your business.

THALES

E-mail #1 suggested content for you to use

Main copy continued

> A cloud-based service means you can get up and running within in a day

> Offer your employees a choice of tokenless authentication methods including Push OTP, SMS, or email

> Ensure secure access to VPNs, remote desktops, virtual environments and cloud-based services such as SFDC and O365

Call to action

> Watch this video to see how a global property company ensures secure access for their employees with SafeNet Trusted Access

Campaign asset

> Link to video

THALES

E-mail #2 suggested content for you to use

Subject line and Headline

> Secure remote access enables competitive advantage

Main copy

> In today's competitive environment empowering employees with secure access to corporate applications wherever they are, is a crucial component to gaining and maintaining competitive advantage.

> SafeNet Trusted Access, a strong authentication and access management service from Thales, aids competitive edge by enabling your employees to access corporate networks and log onto corporate applications easily and securely.

THALES

E-mail #2 suggested content for you to use

Main copy continued

> A cloud-based service means you can get up and running within in a day

> Offer your employees a choice of token-less authentication methods including Push OTP, SMS, or email

> Ensure secure access to VPNs, remote desktops, virtual environments and cloud-based services such as SFDC and O365

Value proposition

> Multi-factor Authentication (MFA)

> Single Sign-on (SSO)

> No hands auto-enrollment for your users

> Integrates with hundreds of enterprise applications out of the box

THALES

E-mail #2 suggested content for you to use

Call to action

> Download the STA product brief

Campaign asset

> Link to product brief

THALES

Social Cards: suggested content

▎**Based on the messaging the Thales social cards will follow the same theme**

▎**Our CTA will be to watch the video:**

> customer video (US Property company)

> STA product brief

▎**Empower your remote users with secure access corporate apps**

▎**Maintain your competitive edge with secure remote access**

▎**Quick, simple deployment of secure remote access**

▎**Empower users to work remotely, securely**

THALES

Content for Distributors

Promote this campaign in your newsletter to your partner community

Subject Line and Headline

> Offer your customers secure access for remote employees

Main copy

> In a competitive environment empowering users with secure access to corporate applications whenever they are is crucial to gaining and maintaining competitive advantage

> Thales SafeNet Trusted Access, a strong authentication and access management service aids competitive edge by enabling employees to access corporate networks and log onto corporate apps easily and securely

> For all our partners, this brings an added dimension to your sales efforts – easily deployed, scaled and cost effective, SafeNet Trusted Access offers your customers everything they need to be successful

THALES

Content for Distributors - promoting to your partners via email

Subject Line and Headline

> Secure remote access enables business continuity for your customers

Main copy

> In a competitive environment empowering users with secure access to corporate applications whenever they are is crucial to gaining and maintaining competitive advantage

> Thales SafeNet Trusted Access, a strong authentication and access management service aids competitive edge by enabling employees to access corporate networks and log onto corporate apps easily and securely

> For all our partners, this brings an added dimension to your sales efforts – easily deployed, scaled and cost effective, SafeNet Trusted Access offers your customers everything they need to be successful

THALES

Content for Distributors - promoting to your partners via email

Main copy continued

> **Speed of deployment:** A cloud-based service means your customers are up and running within a day

> **Choice:** Customers can choose between token-less authentication methods including Push OTP, SMS or email to fir their need

> **Secure Access:** Customers gain secure access to VPNs, remote desktops, virtual environments and cloud-based services such as SFDC and O365

Value proposition

> Multi-factor Authentication (MFA)

> Single Sign-on (SSO)

> No hands auto-enrollment for your users

> Integrates with hundreds of enterprise applications out of the box

THALES

Content for Distributors - promoting to your partners via email

Call to action

> To enable your customers with secure remote access and maintain competitive advantage, contact your Account Manager today!

THALES

Additional marketing tools you can use

SafeNet Trusted Access review

> [Link to STA review](#)

THALES

THALES

Questions &
Special Requests

Please contact

Exclusive Networks via:

E: info@exclusive-networks.nl
T: +31 (0)499 462121