



TANIUM

Partner Playbook



A **simplified** bundle approach

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Introduction

Cybercrime is on the rise. In 2021, approximately 37 percent of global organisations fell victim to some sort of ransomware attack. And those attacks aren't centred on large corporations. Historically, the most damaging exploits begin in small companies. Hackers don't discriminate; they go after anyone regardless of business size. While all businesses face the same problems, smaller organisations have fewer resources and tooling to protect themselves.






Cybercrime also seems to hit mid-market companies harder than enterprise businesses. When companies this size are hit with ransomware attacks, they might not have the means to recover.

Cyber Hygiene plays a key part in solving the security challenges of medium-sized companies. Rather than spending large sums to detect and neutralise threats, you should focus on prevention. By improving your cyber hygiene, you can reduce your window of vulnerability and prevent most attacks. But how does that work? And what does cyber hygiene even mean?

What is Cyber Hygiene?

Cyber Hygiene: The process of continuously identifying assets, risks, and vulnerabilities across endpoints and rapidly fixing them with speed at scale across your entire environment.

Examples of Hygiene:

-  Identify assets, regardless of the location of the endpoint
-  Identify vulnerabilities at scale and in real-time
-  Quarantine and remediate infected devices before they can infect other
-  Maintain configuration consistency
-  Manage and measure patch efficacy

At Tanium, we believe the best Ransomware defence starts with basic cyber hygiene.

The Market Opportunity (Tanium can help)

IT Managers have a big problem – and it’s not a new one

With globally distributed workforces and assets hiding in the shadows growing exponentially, maintaining a complete and accurate inventory of every IT asset and achieving real-time visibility at scale is more challenging than ever before.

IT Managers want accurate reports of their estate to reduce risk, save time and money, and make informed decisions.

Here are the challenges we hear from top organizations.

- 1 Adding more complexity** to the environment just to identify what they own.
- 2 Paying for expensive software** that nobody uses and is likely outdated and consuming resources.
- 3 Looking at stale data** from service dependency maps during an outage while trying to determine the root cause.

Tanium Results

Our customers experience tangible value — whether it’s dollar or time savings. With Tanium’s Asset Discovery and Inventory solution, the results are undeniable.

94%

of enterprises are missing
up to 20% of endpoints

93%

reduction in weekly
scan time

35%

new endpoint
discovered

20%

increase in discovery of
unmanaged assets

The Market Opportunity (Tanium can help)

IT Managers need accuracy and automation

Today's IT operations leaders have to seamlessly operate millions of globally distributed, heterogeneous assets, while ensuring minimal downtime and impact for end users and developers.

IT Managers want a single, lightweight platform that gives them the power, in real time, to see what they own and control every asset.

Here are the challenges we hear from top organizations.

Tanium can help.

1

IT-Managers must manage their environment without a clear picture of what endpoints they have, what software they are running and what's breaking.

2

IT is flooded with help desk tickets, crashing applications, and growing technical debt, with no idea how to escape this cycle of daily firefighting.

3

IT operations, security and risk & compliance people tend to work in silo's, delaying remediation and leaving known and unknown vulnerabilities open in the environment

Tanium Results

Our customers experience tangible value — whether its dollar or time savings. With Tanium's Client Management solution, the results are undeniable.

99%

patch success rate on the first pass

80%

reduction in patch times

<3MB

memory utilisation when deploying applications

The Market Opportunity (Tanium can help)

Managing risk and compliance is more challenging today than ever before.

Today's IT-Managers have to manage risk from distributed, heterogeneous assets, while also responding to ever increasing audit scrutiny and regulatory compliance requirements.

But many IT-Managers can't even attest to basic questions about their risk profile and their state of compliance environment.

Here are the challenges we hear from top organizations.

1

Disparate, varied IT assets. In a distributed, difficult-to-catalog IT environment, traditional risk-measurement tools and approaches simply won't work.

2

IT Complexity. The age of large, monolithic applications is over. Today's IT & OT infrastructure comprises lots of small and medium-size components working.

3

Sophisticated security attacks. That will start accumulating even more technical debt.

4

Shared responsibilities. The IT team might lead an organization's risk assessment project. But now, leadership teams ask cross-functional leaders to step up and take responsibility for the risks affecting their operations.

Tanium Results

Our customers experience tangible value — whether its dollar or time savings. With Tanium's Risk & Compliance solution, the results are undeniable.

205 DAYS

is the average time to
patch a vulnerability

63%

of technology leaders have visibility into
only 85% or fewer of their endpoints

43

The average number of tools for
IT operations and security

Meet Tanium

Tanium leads the paradigm shift in legacy approaches to complex security and technology environments as the industry's only provider of converged endpoint management (XEM).

Only Tanium protects every team, endpoint, and workflow from cyber threats by integrating IT, Security, Risk, and Compliance into a single platform that delivers comprehensive visibility across devices, a unified set of controls, and a common taxonomy for a single shared purpose: to protect critical information and infrastructure at scale. Customers around the world trust Tanium to protect people, defend data, and secure systems.

That's the power of certainty.



The Partner Advantage Program named on **CRN's 5-Star programs among security vendors for 2022**



Named to coolest endpoint and managed security companies on **CRN's 2022 Security 100**



Six consecutive years on the **Forbes Top 100 Private Companies in Cloud Computing**



'Best Enterprise Security Solution' for the second consecutive year at **SC Awards Europe 2022**

Tanium at a glance:

2007
Founded

\$9 billion
Valuation

2,200 Employees
Of which +400 based in EMEA

Kirkland, Washington, USA
Headquarters

15 offices
with operations in 18 countries including: UK, Germany, France, Switzerland, Netherlands, Spain, Middle East and more.

Customers:

70%
Of the Fortune 100

5
U.S. Departments of Defence

30M+
Endpoints managed & secured

8 out of 10
Financial institutions

7 of the Top 10
Global retailers

Bundle-up for the ride!



Click the video to learn more.



Tanium – The Power of Certainty

Visibility



Know Everything Now

See into every endpoint, managed or unmanaged, with complete, accurate and real-time visibility

Control



Take Control

Whether it the cloud or on premises, take control of your entire IT estate in seconds with minimal network impact

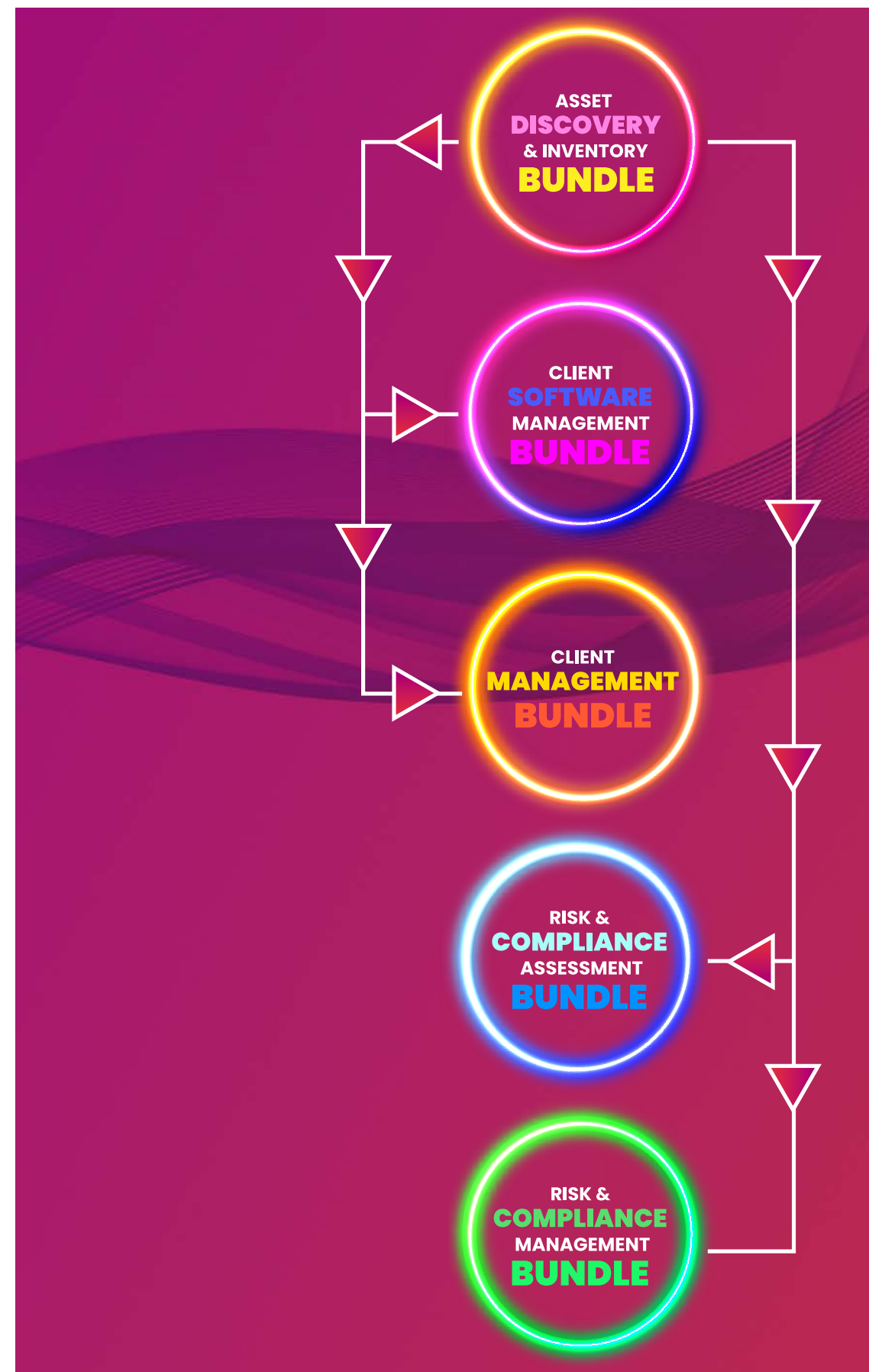
Trust



IT Ops and Security

With a single source of truth, align your teams with complete data across your entire environment.

Ignite Bundles




Bundle Description	Bundle Use Case
See everything now Confidently and quickly discover endpoints, gain accurate asset visibility and establish better cyber hygiene.	<ul style="list-style-type: none">• Asset discovery in minutes – not days or weeks.• Complete, accurate, up-to-date hardware, software and asset data.• Single source of truth.
Fix it fast Automatically issue patches and keep your software up to date in real-time.	<ul style="list-style-type: none">• Proactively manage endpoints by automating the installation of required patches, software and OS updates.
Take control Automate operations from asset and software discovery to full endpoint management.	<ul style="list-style-type: none">• Manage endpoints in a single solution.• Know your environment now. Understand changes to risk in real-time.• Fix end-user issues fast and improve workplace productivity without a separate tool.
Find the gap Take a proactive and continuous approach to assess your risk posture.	<ul style="list-style-type: none">• Identify vulnerability and compliance gaps.• Find all unmanaged assets on premises or in the cloud, without additional infrastructure.
Stay out of the headlines Prioritize remediation by evaluating the potential impact of a vulnerability or compliance gap in your environment.	<ul style="list-style-type: none">• Know the exact root cause on any of your endpoints.• Be confident your team is ready for breaches.• Remediate what you find.


Market Positioning & Target Audience


Positioning Tanium – Tanium Solutions

What Tanium Offers:





Tanium offers a platform for endpoint visibility and control. We deliver Hygiene by delivering 3 outcomes in the most complex IT environments:

 **Speed at Scale:** Designed to simplify and accelerate IT ops. Our communication architecture simplifies and accelerates IT operations. Technically, we have a single agent with minimal infrastructure. Operationally, we have one common console that harmonizes IT Ops and Security around one actionable source of data.

 **Breadth of Visibility:** Real-time visibility across your endpoints. Unlike other solutions, Tanium tells you what processes are running on your endpoints right now. Being able to investigate your entire network in real-time is critical to building contextual insights.




 **Precise Control:** Confidently take action and verify results. Tanium's speed at scale allows you to confidently take action and verify results. Things like, issuing a patch, deploying a software update, or resolving configuration drift.

We are dedicated to your success:




-  Unparalleled, industry-leading, support
-  Strong Alliances with Our Partners
-  Curated training to accelerate in-house expertise
-  A "Tanium Community" to learn best practices online or via user groups

Single pain of Glass:

An easy-to-use, automated, fast and flexible single pane of glass for managing your endpoints to improve Hygiene.

-  Simple & easy to use endpoint management that scales with the business, increases operational efficiency, and centralizes management
-  Operational in minutes through effective discovery and deployment capabilities from a single pane of glass
-  Eliminate point tools to reduce costs and accelerate the productivity of time-strapped IT teams by centralizing management and automating tasks

Tanium Solution Areas:

-  **Asset Discovery & Inventory:** Quickly discover and take control of all endpoint hardware and software
-  **Software Management:** Find and update missing installations and out-of-date software.
-  **Risk & Compliance Management:** Make risk manageable. Create a real-time view of risk across your organization and deploy a proactive approach to reducing it.

Market Positioning & Target Audience

Understanding the Audience – Target Buyer Persona

Common Role:

Primarily within the mid-market customer segment, the key buyer persona will be the generalist – a jack-of-all-trades. The Generalist acts as the buyer for all of IT, including security, within the organization due to limited financial and headcount resources. This buyer persona typically is also the user of the product and will have both a business and technical hat in mind.

- In charge of a company's information technology, computer systems, and technology strategy. Duties include assessing current processes, recommending software upgrades, and directing the executive team on the best practices.
- Directs strategy, operations, and the budget for the protection of enterprise infrastructure and information assets. The scope of responsibility usually includes communications, applications, infrastructure, and data and their related policies and procedures.
- Defines the strategies and processes for operating and maintaining an organization's technical infrastructure. Also provides other IT support, such as network administration, device management, mobile contracting and help desks of all kinds.

Common Titles:

- IT-Director
- IT-Manager
- IT-Operations Manager
- Risk & Compliance Manager
- System Administrator

Common Pain Points:

- Potential exposure to cyber threats and vulnerabilities
- Lack of visibility of endpoints in the network
- Experience breaches they're not prepared for
- Wish they had fewer vendors to manage
- Need to control, optimize, and reduce costs
- Struggle with time and resource constraints
- Need to be compliant with GDPR and other regulatory frameworks

Industry Trends:

- The shift to hybrid working has turned the world upside down
- Ransomware and cyber security threats are increasingly common and more sophisticated
- Ransomware & vulnerability defence starts with basic cyber hygiene
- The use of IT-related hardware or software by a department or individual without the knowledge of the IT or security group, also known as Shadow IT

How to position and sell Tanium



Visibility, Patching and Risk & Compliance Management

- Face potential exposure to ransomware, cyberattacks and vulnerabilities
- Patching is slow, unreliable, and incomplete
- Need to be compliant with GDPR and other regulatory frameworks



Cost Containment

- Costly apps are overprovisioned and underutilized
- Not seeing ROI on existing tools that rely on clean data
- Need to control, optimize, and reduce costs



Too Many Tools!

- Lack a single source of truth about their endpoints
- Conflict and finger pointing during an incident
- Spend as much time keeping tools up-to-date as using them

How to position and sell Tanium Asset Discovery & Inventory

General Questions:

- How many endpoints do you have that are managed or unmanaged?
- Who is the end-user of an endpoint and what are the hardware specs of that machine?
- What software is installed and how many versions are out there?
- What devices are connected to your network at this moment?
- How many of your assets are currently in the cloud?
- What are the system characteristics driving your refresh budgets?

Discovery Questions:

- How many and what types of assets are you responsible for securing?
- Can you tell me about the current process of keeping track of your hardware and software assets?
- Do you currently have a means of tracking whether a licensed application is being used for license auditing and reclamation purposes?
- If you were to be audited by any of the vendors you have software agreements with, how confident are you to be able to present an accurate picture of total counts?
- What metrics do you currently measure when it comes to endpoint management? How do you communicate these metrics to stakeholders, executives, and the broader business?

Hybrid & Multi-Cloud:

- How many tools do you use to gather inventory data for different environments, such as datacenter, remote, cloud, etc.?
- Of the tools you currently have, how well do they work together?
- Why do you have separate tools for these different tasks?
- How do you currently track your EC2 instances in AWS and their installed software?
- Do you have a CMDB? Do you trust your CMDB? Overall, do you trust the data you have on your IT environment?
- Do you think you are maximizing your investment in existing technologies in your environment that rely on accurate endpoint data?

How to position and sell Tanium Client Management

General Questions:

- How many endpoints do you have?
- How many applications and application versions do you have?
- How many users have experienced downtime in the last 24 hours?
- How long does this take you to find this out?
- What software is running in your environment? Is it up-to-date and configured correctly?
- What percentage of your estate deviates from established gold images?
- What is your mean-time-to-patch across every asset you are responsible for?

Discovery Questions:

- Do you have real-time insight in your patching status?
- Is guarding yourself to Ransomware attacks or potential Ransomware impact on your agenda?
- What are your business goals & priorities specific to endpoint management across your endpoint estate?
- How frequently do you get updated information on your endpoints (patch status, endpoint performance, installed application versions, etc.)?
- How much manual work does it require to get your endpoints to meet your standards or be up to date with patches and software?

Configuration Management Database (CMDB)

- Do you have a CMDB or ITSM Solution?
- How accurate and up to date is the information in your CMDB?
- How is your CMDB populated? Is it automatic, manual, a mix?
- How do you see data from, and provide data to, other teams and stakeholders?
- What metrics do you currently measure when it comes to endpoint management? How do you communicate these metrics out to stakeholders, executives, and the broader business?

How to position and sell Tanium Risk & Compliance

General Questions:

- What endpoints are your crown jewels? What endpoints present the greatest risk?
- What vulnerabilities do you have and on what endpoints?
- Is your organization compliant with regulatory frameworks (e.g., GDPR, NIST, CMMC, etc.)?
- How can you prioritize remediation efforts? What is your average time to remediate?
- How can you easily report on the state of your environment to in a digestible manner?

Discovery Questions:

- What compliance and regulatory requirements do you have to meet? How do you go about maintaining compliance today?
- How do you scan for vulnerabilities and configuration compliance in network devices and hypervisors?
- How many dedicated scanners have you had to deploy in your environment to scan for vulnerabilities and configuration compliance?
- How do you develop a trusted view of risk across all your endpoint controls?
- How do you centralize data around vulnerability, configuration, and compliance gaps from each of your scanning tools?

Zero Trust

- What are your goals & priorities specific to risk and compliance management across your endpoint estate?
- Which systems rely on accurate endpoint state data to make decisions (e.g. zero-trust, comply to connect)?
- What groups are involved in the endpoint risk and compliance management process? How do you drive consensus around gaps and what needs to be prioritized for remediation across your organization?

Know your competitors



Key Capability	Tanium Approach	Point Solutions
Asset Discovery & Inventory	<ul style="list-style-type: none">Complete visibility and control of all hardware and software assetsArchitecture allows for speed	<ul style="list-style-type: none">Microsoft SCCMIvantiAxonius
Software Management	<ul style="list-style-type: none">Quickly install, update, or remove softwareMaintain software and OS updatesReduce overall risk and improve IT Hygiene by increasing your patching efficiency	<ul style="list-style-type: none">Microsoft SCCMIvantiHCL Bigfix
Risk & Compliance Management	<ul style="list-style-type: none">Identify vulnerabilities and compliance gaps across all your endpoints in minutes versus days or weeksPrioritize remediation by evaluating the potential impact of a vulnerability or compliance gap in your environment	<ul style="list-style-type: none">Rapid7TenableQualys

Know your competitors



Key Capability	Tanium Approach	Point Solutions
Application Dependency Mapping	<ul style="list-style-type: none">Discover dependencies between applications in real-timeDiagnose issues to understand what will happen if a server is decommissioned	<ul style="list-style-type: none">BMC HelixDevice42ScienceLogic
Data risk & Privacy	<ul style="list-style-type: none">Quickly search for sensitive data across endpointsMeet compliance mandates	<ul style="list-style-type: none">VaronisBroadcomDigital Guardian
Vulnerability Management	<ul style="list-style-type: none">Complete and accurate view of endpointsIdentify risk through vulnerabilities misconfigurations, and unsanctioned file changes	<ul style="list-style-type: none">QualysTenableRapid7

Converged Endpoint Management Platform

Asset Discovery & Inventory

Client Management

Risk & Compliance Management

TANIUM

Point Solutions

 AXONIUS

 bmc

 Tivoli® software

 Qualys®  DIGITAL GUARDIAN®  ivanti®

 OSSEC  bmc  altiris®

 BIGFIX  VARONIS

 RAPID7

 tenable®

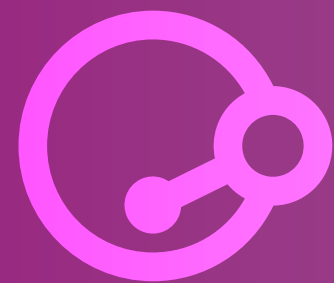
 Qualys®

Exclusive Networks Tanium Support

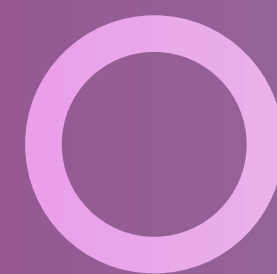
Exclusive Networks support engineers offer expert triage, diagnostic and solution support with proactive and advanced rapid response security capabilities, as well as close ties to Tanium Support Centre.

Clients enjoy a seamless support experience and non-stop, proactive case management against clearly defined Service Level Agreements.

What is the Exclusive Networks Premium Support Services Difference?



Immediate 24x7 access
to our Service Engineers – We answer calls within 15 seconds.



Multi-Vendor Expertise
We work on other vendor technologies in multi-vendor environments everyday. This is our specialty!



We have a unique vendor relationship. We have the resources, time and relationships to expedite queries and cases with the right contact at the right time.



Vendor Case Escalation:
Save your customers time and hassle with sitting on the phone with vendor engineers. We will manage the case after it gets escalated to Tanium Support Centre.



Anywhere - anytime!
We have a self solution rate higher than 80%, meaning that less than 20% of cases are escalated to the vendor. We save your customers time!

Becoming an official Tanium Partner

TANIUM
The Power of Certainty

Becoming an official Tanium Partner

**If you have any questions, please reach out to
your local Exclusive Sales Account Manager.**

