

# QualysGuard

Sales Training  
for  
Partners & Resellers

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This guide was developed to assist you in selling and supporting QualysGuard. In it, we cover the material discussed in the sales course and provide additional information that may be helpful to you in your discussions with clients and prospects.

## QualysGuard Sales Training for Partners & Resellers

QualysGuard is a highly effective, simple-to-use, online service that instantly identifies and maps all of the IP devices on your Internet connection, analyzes the devices for potential security vulnerabilities, prepares reports on potential security risks, and helps you determine the most appropriate corrective measures. The service requires no installation, setup, hardware purchases, software development, security expertise or special training to use.

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The overview section provides a review of issues in vulnerability management and the role that QualysGuard plays. We will demo QualysGuard as we explore the technology and review the key features and functionality of the application and the QualysGuard subscription service.

The sales academy will review the typical procedures followed when bringing a new client onboard and the typical ongoing support provided to clients. It will also teach you what you need to know to begin selling QualysGuard. You will receive training on how to deliver a great demo and make a standard QualysGuard presentation and review the tools that we make available to our partners and resellers.

## Agenda

### Agenda

- Overview
- QualysGuard Demo
- Qualys Sales Academy
- Q & A

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## Section 1 Overview Setting the Stage

### Overview

- The "Penetrable" Network
- An Industry View
- The Challenge of Vulnerability Management
- The QualysGuard Solution

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We'll begin with a good look at the problem – and the solutions provided by QualysGuard to deliver a comprehensive, on-demand security assessment that identifies, analyzes and reports on network security vulnerabilities.

### Overview

***The Internet is like a vault with a screen door on the back. I don't need jackhammers or atom bombs to get in when I can walk through the door.***

- anonymous

We'll review the market and the particular challenges in vulnerability management, and we'll take a quick look at the QualysGuard solution through a brief demo – a kind of view from 10,000 feet.

Later, in Section 2, we will take you through a comprehensive demo, that details all the important features and benefits of the QualysGuard solution, as we share with you the most effective way to demonstrate this value to prospects.

## Overview

### Overview

- The “Penetrable” Network
- An Industry View
- The Challenge of Vulnerability Management
- The QualysGuard Solution



We'll begin with a good look at the problem – and the solutions provided by QualysGuard to deliver a comprehensive, on-demand security assessment that identifies, analyzes and reports on network security vulnerabilities. Then, we'll take a look at the market and identify some challenges in vulnerability management.

Finally, we will take a quick look at the QualysGuard solution through a brief demo – a kind of view from 10,000 feet. Later, in Section 2, we will take you through a comprehensive demo, to detail all the important features and benefits of the QualysGuard solution, and to share with you the most effective way to demonstrate this value to prospects.

## The Penetrable Network

### The Penetrable Network

- They're getting in...
  - ◆ Grabbing confidential data
  - ◆ Disrupting or clogging servers (denial of service)
  - ◆ Defacing websites



Hackers seek confidential information. They want to grab financial records, customer information and proprietary technology.

They maliciously deface websites, showing the public that the company is no longer in charge of their own site – sometimes voicing political statements (over hot topics like Napster) or blatantly redirecting incoming requests to other sites.

They're masters at overloading business-critical Web servers (like Yahoo, ETrade and EBay) causing an entire disruption of service and a substantial loss of revenue. Attacks can be as simple as a changed password by a disgruntled employee or as malicious as shutting down an entire company.

Some threats are visible. They usually come from what you could call “hobby hacking.” Their exploits tend to be motivated by ego and typically expose corporations to cyber-vandalism, denial of service, and unfavorable public relations.

Other threats are goal-oriented and often invisible. They usually exploit oversights by the IT department, for example accidental perimeter holes. Frequently they are motivated by a specific payoff -- typical corporate exposure is a serious information leak, but it could be cash they're after.

The QualysGuard Solution provides an automated, managed service that drastically reduces the threat of each of these kinds of attacks and many others.

## A Serious Problem

### *It's a Serious Problem*

- Most sites are compromised
  - ◆ It's a moving target
  - ◆ New attacks are evident every day
- E-business opens new doors to hackers
  - ◆ 70% have experienced a serious attack according to FBI survey
  - ◆ 42% have taken a direct financial loss

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E-business provides increasingly fertile ground for mischief. New business practices demand opening up more systems every day -- to customers, partners and vendors.

Naturally, the Internet is the conduit for these applications. The effect is a dramatic increase in the number of potential vulnerabilities and the seriousness of the problem.

Results of a recent survey by CSI and the FBI indicated that 70% of those surveyed reported some kind of serious attack. And of those, 42% actually had a direct financial loss. The remainder reported a range of problems that resulted in seriously reduced customer satisfaction.

## A Lucrative Market

### *A Lucrative Vulnerability Market*

- Losses need to be reduced
  - ◆ Fortune 1000 companies sustained losses of more than \$45 billion in 1999 from the theft of proprietary information
  - ◆ The average Fortune 1000 company reported 2.45 incidents with an estimated loss per incident in excess of \$500,000 -- 44 of 97 said they had more than 1,000 separate incidents

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The Market Opportunity is tremendous.

Skyrocketing demand for Web application security services represents a tremendous opportunity to leverage your extensive security knowledge and technical expertise to profitably extend your services with vulnerability management.

According to a study by the American Society for Industrial Security (ASIS) and PricewaterhouseCoopers, Fortune 1000 companies sustained losses of more than \$45 billion in 1999 from the theft of proprietary information--up from mid-90s estimates from the FBI pegging the cost at roughly \$24 billion a year.

The average Fortune 1000 company reported 2.45 incidents with an estimated loss per incident in excess of \$500,000. More troubling: Forty-four of the 97 companies that participated in the ASIS survey reported a total of more than 1,000 separate incidents of theft. Tech companies reported the majority of those incidents. The average tech firm reported nearly 67 individual attacks. The average theft was pegged at \$15 million in lost business.

QualysGuard not only dramatically simplifies the process of managing vulnerabilities, but it actually demonstrates objectively the effectiveness of the security effort. Later in this course you will see how this actually works.

Service providers, seeking cost-effective ways to provide additional value to their customers -- can grow their businesses by providing an incredibly valuable service in vulnerability management -- one that complements other security measures they already have in place.

## An Ongoing Process

### *Solution Requires Ongoing Process*

- No cure -- only management
- Requires a continual process of testing and retesting
  - ◆ Constantly monitor points of access
  - ◆ Constantly monitor potential vulnerabilities
  - ◆ Constantly test for problems
  - ◆ Constantly worry



It takes a tremendous amount of effort for a company to protect a network. Each day new points of exposure potentially open up.

This may be due to the act of a bad guy, but more often it is a result of "pilot error"— a firewall being misconfigured, for example. Whether malicious or the result of an error, systems around the world lay open to attack.

Without outside security support, each company would have to know more about hacking than all the hackers out there. And, without dedicating a team of experts to carefully monitor vulnerability news and proactively seek out new vulnerabilities,

it's not likely that many companies will be adequately successful. Even with staff in place, valuable time is lost to monitoring and testing – the part that QualysGuard can do so much more effectively – and this will allow IT resources to be applied to actually correcting the vulnerabilities – and protecting systems and data.

## The QualysGuard Solution

### *The QualysGuard Solution*

- A managed, subscription-based service that provides
  - ◆ Visual mapping of network perimeters
  - ◆ Automated vulnerability auditing
  - ◆ At-will or scheduled scanning for vulnerabilities
  - ◆ Highly actionable reporting of problems with expert-recommended fixes



The QualysGuard solution provides an immediate snapshot of where a network is today.

Since it is a subscription service, the deltas between scans can say a lot about the effectiveness of fixes. This means that subscribers can for the first time remain confident about the value of their security expenditures.

Also of vital importance, the services requires no installation, no set-up, no hardware purchases, no software development, no dedicated staff, no security expertise, and no special training.

Above all, every addition to the vulnerability knowledge base takes place at Qualys — staying current is truly "hands-off" for the subscriber.

This is no small matter, since new vulnerabilities are identified are identified on a daily basis.

Continuously auditing more than 500 categories of vulnerabilities on 20 different platforms and operating systems, QualysGuard is the most effective vulnerability-scanning tool available.

Handling the work that is required to effectively audit for vulnerabilities, QualysGuard provides:

- a map of every machine that can be seen from the outside
- a team of engineers focused solely on identifying vulnerabilities and adding them to the knowledge base that carries out vulnerability scans
- management tools that allow clients to scan on demand or set a routine schedule
- secure reporting of information -- delivered only to the subscriber – with no results available to anyone else -- including Qualys.

## Take a Look...

Let's Take a Look...

Detailed demo in "Sales Academy"



very simple interface

very clear answers



As we move through the next few slides, we will take a look at the interface and review some key benefits.

QualysGuard generates graphical, highly actionable browser reports. Nevertheless, the interface is very clean and simple, and it delivers comprehensive, clear answers.

Streaming security news is also provided, as well as up-to-the minute information filtered for relevance to the subscriber's configuration.

## Discover the Network

Information Discovery: Topology

QualysMap network topology

- Text or Graphic
- Shows access points
- Rescan on a regular basis to identify security holes



QualysMap instantly discovers and graphically maps the elements of the network that are accessible. By taking an "outside-in" approach, QualysGuard identifies weaknesses that would be missed by traditional security solutions including firewall misconfiguration, weakness on web servers, mail servers or routers.

It's important to understand that QualysGuard scans are totally non-intrusive. We do not disrupt network activity in anyway. Also, because of a pioneering low-load system architecture, we keep the load on subscriber networks being scanned to an acceptable minimum.

This is a unique selling advantage.

## Vulnerability Scanning

Vulnerability Scanning

Premier network diagnostic tool for administrators

- Severity levels
- Brief description
  - Drill-down for details



QualysGuard provides extremely safe scanning – with self-monitoring software, multi-layer intrusion detection systems and multi-layer firewalls.

The scan provides real-time information including the IP address of the machine being scanned, the type of vulnerability scan being processed, and the types of vulnerabilities found, with suggested fixes.

Each detected vulnerability is reported on -- with a description of the vulnerability, its severity, the potential consequences of an attack and recommended solutions to fix the vulnerability.

The knowledge base engine assigns one of five vulnerability levels:

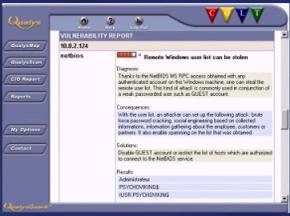
- |              |  |
|--------------|--|
| 1 = minimal  | Information can be collected   |
| 2 = medium   | Sensitive information can be collected (versions and release numbers on software, etc.)                  |
| 3 = serious  | Indications of threats (directory browsing, denial of service, partial read of files) have been detected |
| 4 = critical | Red flag indications of file theft, potential backdoors or readable user lists have been discovered      |
| 5 = urgent   | Read and write access on files, remote execution, backdooring or other activities are present.           |

As you drill down, additional levels of detail are presented.

## Drilling Down

**Drilling Down...**

- Specifics of the scan
  - Diagnosis
  - Consequences
  - Solutions
  - Results



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Each detected vulnerability is reported on -- with a description of the vulnerability, its severity, the potential consequences of an attack and recommended solutions to fix the vulnerability.

Streaming security news is also provided, as well as up-to-the minute information filtered for relevance to the subscriber's configuration.

The report will also display links to related documentation and sources of additional information when available.

## Scanning Performance

**Scanning Performance**

- Highly concurrent scanning
  - Over 50,000 scans per hour
  - Typically 2½ minutes per IP
- Runs tests specific to vulnerable resources
- Uses efficient vulnerability knowledge base
- Uses <30% of available bandwidth



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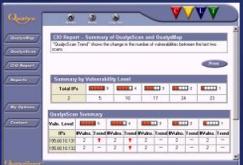
Scanning is very fast. We believe it is significantly faster than our competitors. Furthermore, we closely monitor latency on the network and dynamically adjust the load to ensure that the subscriber's quality of service is not impacted.

Depending on latency, typical bandwidth usage runs between 2% and 30%, tending more toward the low end.

## Confidential Reporting

**Highly Confidential Reporting**

- Targeted reports
  - Mapping & Scanning
  - CIO Report
  - Scan results delivered exclusively to the subscriber



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QualysGuard provides two kinds of reports. One is a very condensed report called the CIO report. It is designed for executive management.

The other type is called the Action Report. It is designed for hands-on managers and is specifically designed to be highly actionable.

In the sales academy portion of this training you will get to know the key decision makers in the QualysGuard sale and the differences in what they're looking for.

One vital point: All scan results are highly secure. Even Qualys has no access to reports at any time. Reports are strongly encrypted with the user's login information and can never be accessed except by the subscriber's unique password.

Details are presented -- for each security hole -- in reports. Reports include descriptions of vulnerabilities and their severity.

## In Review...

### Let's Review

- The market opportunity is tremendous
- Qualys has a solution that is highly effective and very easy to use
  - ◆ The unique subscription model means peace of mind for subscribers
  - ◆ QualysGuard is extremely easy to implement and to use



In this first section of the training program we've had a chance to look at the market -- which offers tremendous opportunities, the problem that desperately needs to be solved and the direct response from Qualys.

In the next section we will go through an extensive product demo. Created by the Qualys sales team, this demo not only focuses on the key features that are available through the application, but offers key selling points that will help you work with your prospects.

After the demo, we will move onto the Sales Academy, where we will provide details about our partner programs, provide you with a fully narrated version of our standard sales presentation, and point out some important information about working with Qualys. We will also give you information about some library resources we've gathered for you, to add to your "toolkit."

**Section 2**      **Product Demo**  
**Exploring the Technology**

Exploring QualysGuard

**Design Goals**

*Reviewing Design Parameters*

- **Simplicity**
  - ♦ Any browser and from any location
- **Security**
  - ♦ Bullet-proof authentication & protection from attacks
- **Scalability**
  - ♦ Dynamic and virtually unlimited
- **Speed**
  - ♦ Parallel scanning for record finish time



QualysGuard provides comprehensive, on-demand security assessments that identify, analyze and report on network security vulnerabilities. Four objectives underscore the segmented architecture - simplicity, security scalability and speed.

**Sufficiently advanced technology is nearly indistinguishable from magic.**

*-Arthur C. Clarke*

**Product Demo**

*Product Demo*

- **A full product demo is your best sales tool**
  - ♦ Provides an instant understanding of product goals, features and benefits
  - ♦ Show incredible ease of use
  - ♦ Emphasizes subscriber's important role of correcting problems - armed with good information



The product demo is truly the very best sales tool you have. It is easy to follow and key points are demonstrated visually.

One particularly good thing to emphasize is the fact that because QualysGuard is at work doing the monitoring and testing -- subscribers can focus their best energy on actually correcting the problems that have been identified. QualysGuard will deliver to them a prioritized list of issues with good information about how to eliminate the vulnerability.

The product demo is available online. You will need to have an account created for you - which has been done as a part of your training. Your instructor will provide you with this information -- you may wish to note it here. This account was created especially for you and the information is not to be shared with anyone else.

URL: \_\_\_\_\_

Username: \_\_\_\_\_ Password: \_\_\_\_\_

When you log on - you will come into a fully functioning version of the program that has a real network behind it. Please follow the demo script provided to show this product.

Resources

Qualys Academy Resources

- Our Commitment to Partners and Resellers
- Qualys Sales Presentation
  - ◆ Standalone or part of your presentation
  - ◆ Detailed presenter notes
- From Prospect to Client
- The Reference Desk



Welcome to our sales academy. We will begin with some information about the special commitment we make to partners and resellers -- and just what a relationship with Qualys means to you.

***It's not about 'hard sell' or 'soft sell.'***

***It's about 'smart sell.'***

*- Leo Burnett*

We'll then go through the standard sales presentation - which has a detailed set of presenter notes.

We'll take a few minutes to talk about bringing a new client on board and then review the many resource documents and presentations we have for you. At the conclusion of this section, we will have an opportunity for an open Q&A to discuss any information that might not have been covered in our training program.

Commitment

Our Commitment to You

- Our prime directive is to support our partners and resellers
  - ◆ We do not compete
  - ◆ We do not consult
  - ◆ We work exclusively through our channel



So now, let's talk about what QualysGuard means for you, and how we can help you move more money.

But first let me make these three extremely important points.

We support you -- we do not compete - we do not consult and we work exclusively through our channel.

Market Opportunity

The Market Opportunity

- The ASP market is supposed to be at 21 Billion in 2003
  - ◆ Big chunk related to infrastructure software and security services
  - ◆ We give you a new opportunity in this managed security services market



If you look at any of the current market forecasts, the ASP market is supposed to grow to be \$21 billion in 2003; a big chunk of that will be related to infrastructure software -- such as security services.

What we give you is an opportunity, to help you get in this sexy, managed security services market, with minimal investment. So let's talk about how this business relationship works. And how you can benefit from moving into this market.

## Revenue Potential

### Revenue Potential

- You've been providing related services
  - ♦ New opportunity to move into managed services space
  - ♦ Provide better services and generate additional revenue among existing customers
  - ♦ Build new customer base

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Again, remember that there is a huge revenue potential. As a reseller or maybe a traditional service provider, you've been providing hosting services or bandwidth services, or maybe you're a security consultancy. You want to move more into the managed services space, and part of the benefit of doing that, is generating the additional revenue associated with this space.

It is also in increasing your product differentiation – in terms of the services you offer. The more services that you are able to offer the better chance that you are going to meet your customers requirements, retain them and do business with them over time. You'll also attract new customers.

## Consulting

### The Consulting Potential

- Excellent pull for recurring revenue
- You fix problems identified by QualysGuard
- Automates mundane activities to let you concentrate on value-added tasks
- Lets you focus on your core business

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If you've got consulting resources, this is excellent pull for recurring revenue. You can help your end-users fix issues that come up as a result of QualysGuard scanning. Not all of the solutions that are identified by QualysGuard are things that are necessarily easily resolved. Your IT staff or your customers' internal staff may not have the expertise to deploy a particular fix. So this is a great opportunity for you to go in, and -- on a billable basis -- take care of those particular issues.

This also lets you focus on your core business. Right now, most consultancies, and most resellers say the number one issue they have is hiring talented, qualified people to help build their business -- to have enough resources to take on more customers and make more money. With QualysGuard, we let you focus on that existing business and actually automate many of the mundane activities that are associated with risk assessment. Your consultants or the people you've got internally can focus on the higher value-added activities such as design activities or selling other types of products.

## Partnership Advantages

### Additional Partnership Advantages

- Competitive differentiation
  - ♦ "One-stop shopping"
- Provides for an ongoing relationship with your customer
  - ♦ Renewal opportunity every 12 months
  - ♦ Continuous engagement with customers

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Again, providing a competitive differentiation is very important. Because it's subscription based, you enjoy a key benefit of an ongoing relationship with your customer.

It's not a one-time event -- you're getting something you can go back to. You've got a renewal opportunity at the end of 12 months, in terms of incremental revenue, and you are continuously engaged with your customer.

## Partnership Benefits

*Qualys Partnership Benefits*

- Infrastructure
- Web-based account tools
- Evaluation accounts
- Co-branding
- Significant revenue sharing



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We very intentionally designed it to allow you to have direct access to set up user accounts and basically manage that process so you can control that.

We also allow you to do evaluation accounts, for people to get the initial try-it and buy-it, understand the value of the service. It's a very powerful tool to allow people to see both our test servers and if needed to do actual evaluation scans, to understand the value of the service.

One of the most exciting benefits for you I think, is the opportunity to co-brand the service.

So if you're interested in getting your name on the service as well, we have a very interesting offering that allows you to get your logo placed on a number of the key user interface points that will in addition to Qualys, you'll be able to co-brand the service that you're offering to your end users. This is something that's a really exciting opportunity. And that's not something that is very common in the asp market. Most asp's don't allow you to do that. It's a very significant revenue sharing opportunity.

## Partner Contributions

*Partner Contributions*

- **Up-front commitment minimal**
  - ◆ End user relationship
  - ◆ End user trust
  - ◆ On-site presence



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So we'll work with you to get started - we'll give you the training you need to make sure your sales people are able to sell this effectively; to help ensure you can close business, as well as prospecting. And then we'll ask you to take on the front-line technical support and we'll provide you some assistance in that area.

It doesn't end once you're signed up, we have demand generation programs that will give you qualified leads and again help you close business. So this is definitely something that we see as a key focus for us in terms of helping you generate business for the both of us.

## Conflict Free

*Policy: Conflict-Free Partnership*

- **Fundamentally indirect sales strategy**
- **No prospect conflict**
- **Qualys provides no consulting—so no competition**



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Our business model is fundamentally an indirect business model so we are reliant on partners like yourself to maintain that customer interface on a regular basis. But the bottom line is there is really very little in terms of significant financial commitment or resource commitment.

The level of training that's required to actually run the service is minimal, it's very simple, very easy to use. So we will provide you the necessary sales training and the high-level support training but basically this is something you could implement with minimal financial investment as well as very little time investment in terms of the human resources you've got.

Key point, I mentioned earlier, we have an indirect business model, we also don't have any on-staff consultants, so we're not interested in the consulting business and we're not trying to develop a direct sales model. The bottom line of that is there's no conflict with you.

## In Review

### In Review...

- **Qualys is a vehicle for partner success**
  - ♦ Powerful tools for network audits
  - ♦ Objective proof of fixes means easy signoff
  - ♦ Recurring revenue driver



We think QualysGuard's the best, most powerful tool on the market to perform risk assessments, and if you're in this business today it's going to give you a better way to do risk assessments; it's a more efficient way you can free up your staff to focus on other activities and yet still maintain that recurring revenue stream with your end users.

If risk assessment is not an area of focus for you right now it's a very logical outgrowth if you're selling firewalls or manage firewall services or other types of network based services this is a very natural incremental product that you can add to your portfolio to generate additional revenue.

## Qualys Sales Presentation

*This is a separate PowerPoint presentation -- with presenter notes  
QualysEU.PPT*

## Sales Presentation

- **The sales presentation can be used as is or incorporated into your presentation**
- **We have included speaker notes for each slide to help you prepare**
  - ♦ The message should be your own
  - ♦ We are here to help
  - ♦ Please give us feedback



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Sales Presentation

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Reference Desk

We have developed a number of helpful documents that are available for you to use directly or incorporate into your own sales presentations.

Each of these documents has been placed on your reference CD.

## **Reference Desk Checklist**

### **General Information**

Benefits of QualysGuard  
Datasheet  
Demo Script  
Hacker Attacks  
Hacker Attack Diagram  
Operating System Vulnerability Statistics  
Qualys Security Resources  
SANS Institute Resources

### **Technical Papers**

Technical Brief: The QualysGuard Internet Security Auditing Service  
Overview of DNS  
Network Address Translation (NAT)  
About Ports  
About TCP/IP

### **Educational Presentations**

End-User Sales Presentation  
Training Presentation  
Training Guide