Dropbox and Trend Micro Cloud App Security

Campaign guide for partners

Bringing the best of collaboration and security together with Dropbox and Trend Micro Cloud App Security

This campaign outlines how you can position the Dropbox and Cloud App Security joint solution with your prospects and customers.

Position Dropbox as a central hub for productivity tools and optimizing workflows across internal and external teams.

Communicate how the Dropbox and Trend Micro joint solution effectively secures content passing through cloud applications like Dropbox while providing centralized visibility and control over potential threat events.

Leverage a series of product and marketing assets to execute your own customer or lead generation campaign.

Campaign Overview

Campaign Core Message

Trend Micro Cloud App Security enables organizations to embrace the efficiency of collaborating using Dropbox while maintaining security.

Campaign Target Audience

- SMB companies
- Business and IT decision makers

Campaign Messaging Framework

This messaging framework is used to position the Dropbox Business and Trend Micro joint solution.

Compliance

Cloud App Security enhances Dropbox with DLP to enforce compliance or track sensitive data and advanced threat protection. Zero day and hidden malware are detected using sandbox malware analysis and other techniques.

Collaboration

Easy collaboration on files across internal and external teams with reliable uptime and ease of-use with Dropbox Business.

Security

Trend Micro Cloud App Security enables organizations to embrace the efficiency of collaborating using Dropbox and other SaaS services while maintaining security and visibility over shared content.

How to use this campaign

Step 1:

Familiarize yourself with campaign messaging framework and purpose

Tactic	Description	Resources
Apply Dropbox and Trend Micro campaign copy to your website, landing page, or marketing assets to generate interest in the joint solution.	Communicate the value of Dropbox and Trend Micro as a joint solution to boost productivity and keep sensitive data safe.	Copy blocks are available for use in your marketing efforts, including: • Social media posts • Customer or company newsletter promoting new services • Emails being delivered to prospects and/or customers

Copy blocks

To make marketing the joint Dropbox and Trend Micro Cloud App Security solution easy, we've created some simple copy sound bites that you can leverage in your own marketing channels, including social media, email campaigns, or company newsletters.

- Get advanced threat protection and data loss prevention for your Dropbox files with Trend Micro Cloud App Security.

- The Dropbox and Trend Micro joint solution gives you visibility into sensitive data use with cloud file-sharing services, without hindering collaboration across teams.

- It's time to supplement your cloud-based application security with advanced controls that strengthen your breach detection and compliance efforts. Get the Dropbox and Trend Micro joint solution.

- Employees are increasingly relying on Dropbox to collaborate and share content, simplifying the way teams work together. The Dropbox and Trend Micro Cloud App Security integration ensures that your files are protected from malware and provides you with visibility and control over shared content.

- Apply DLP and Advanced Threat Protection to Dropbox and other cloud applications easily with Trend Micro Cloud App Security. Reach out for more information.

- Dropbox Business provides IT departments with the power, security, and performance needed to manage your Dropbox deployment. Trend Micro Cloud App Security provides advanced threat and data protection to cloud services. They work seamlessly together.

- Easy collaboration on files across internal and external teams with reliable uptime and ease-of-use meets central visibility and control over potential threat events with Dropbox and Trend Micro Cloud App Security.

- You can now manage your Dropbox security and compliance right from your Trend Micro Dashboard. Learn more about the joint integration now.

How to use this campaign

Step 2:

Generate awareness for the joint solution and educate your customers

Tactic

Reach out to your customers and prospects with information on how Dropbox and Trend Micro bring the best of security, compliance, and collaboration together with a simple, yet effective integration.

Description

The Dropbox and Trend Micro App Integration One Pager enables you to easily communicate the joint value prop and integration benefits to your prospects or customers.

The Trend Micro Cloud App Security Datasheet can be used to effectively communicate the joint value prop to technical and IT admins.

Resources

- Dropbox App Integration One Pager
- Datasheet: Trend Micro Cloud App Security

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Email template

You can use or adapt this email template to reach out to your prospects and customers to showcase the power of the joint Dropbox and Trend Micro solution. Please ensure you make any appropriate edits before sending!

Subject Line: The Dropbox and Trend Micro joint solution
Subject Line: Let's talk about how Dropbox and Trend Micro work together
Subject Line: Bringing security and collaboration together with Dropbox and Trend Micro

Hi [Insert prospect or customer First Name here],

Teams like yours are increasingly depending on Dropbox to collaborate and share content, simplifying the way teams work together. With the Dropbox and Trend Micro Cloud App Security integration you're now able to effectively protect files from malware and gain visibility and control over shared content. This is an easy-to-use solution that IT admins love.

The Dropbox and Trend Micro joint solution enables teams like yours to:

•Apply Data Loss Prevention and advanced threat protection to Dropbox and other cloud applications
•Integrate with Trend Micro Control Manager™ for central visibility of potential threats across their organization

[Include asset - choose one]
You can now bring the best of collaboration, security, and compliance together. To learn more about the benefits, check out this integration one-pager.
OR
To learn more about how this joint solution works seamlessly to protect your information, check out this datasheet from Trend Micro.

[Sample closings - choose one]
Are you available for a quick chat to discuss Dropbox and Trend Micro? Let me know what works for you.
OR
Please reach out with any questions you might have. I look forward to connecting soon.
OR
Are you interested in discussing how this joint solution could keep your business secure without stifling collaboration?

Cheers,
[Insert First Name here]
[Insert Company Name and contact details]

How to use this campaign

Step 3:

Set up a discovery call with your prospect or customer

Tactic

Follow up with your customers to evaluate interest and opportunity to implement the joint Dropbox and Trend Micro solution.
Here are three customer qualifying questions/conversation topics to get you started:

1. Has your company recently adopted cloud-base technology and is trying to keep information secure without stifling collaboration?
2. Is your company using multiple cloud-based or SaaS solutions and needs a way to centralize security management?
3. Have you ever experienced malware or other security event, or have a plan for any threats that may occur?

Description

Once you've scheduled time with a prospect or customers, use this concise PowerPoint presentation to discuss the joint Dropbox and Trend Micro solution with your prospects and customers.

Resources

Dropbox and Trend Micro PPT Deck

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If you have any questions please reach out to your partner sales representative.

For any specific questions about the Dropbox Reseller Program, please reach out to: partners@dropbox.com.

To learn more about the Trend Micro Partner Program, email: us_info@trendmicro.com.