

The slide features a background image of a server room on the left and a woman looking at a computer monitor on the right. The RSA logo and 'The Security Division of EMC' are in the top right. A red banner contains the main title, speaker information, date, and audio instructions.

RSA
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RSA introduces RSA SecurID® Appliance 100 and new route to SMB market

Carol Clark, EMEA Market Development Manager

4 April, 2007
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AUDIO INSTRUCTIONS
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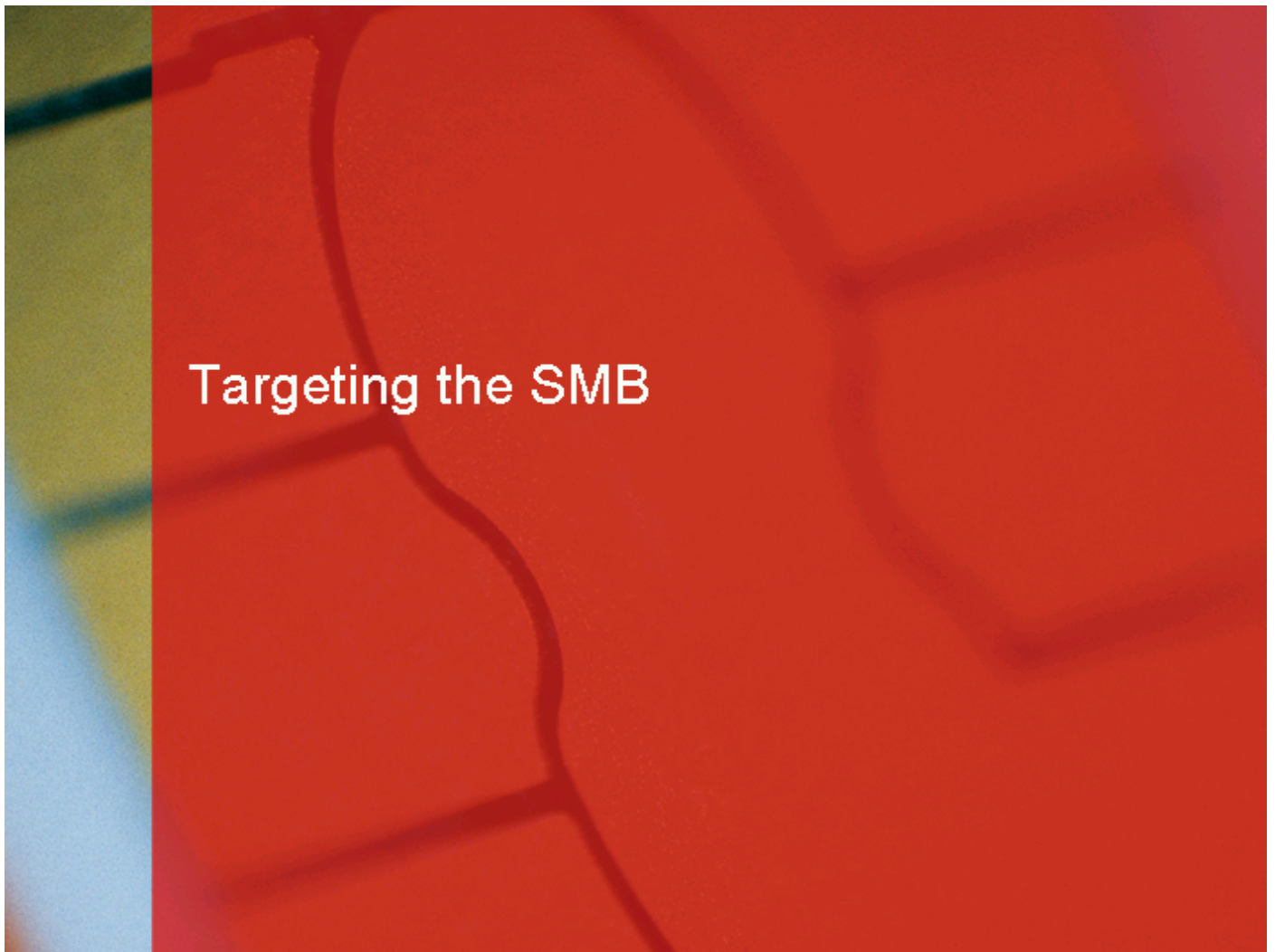
RSA introduces RSA SecurID® Appliance 100 and new route to SMB market Carol Clark, EMEA Market Deve...

Agenda

- ▶ Targeting the SMB
- ▶ RSA SecurID Appliance 100
- ▶ Overcoming Customer Objections
- ▶ Channel Go-to-Market



Agenda



Targeting the SMB

Growing SMB Market in EMEA

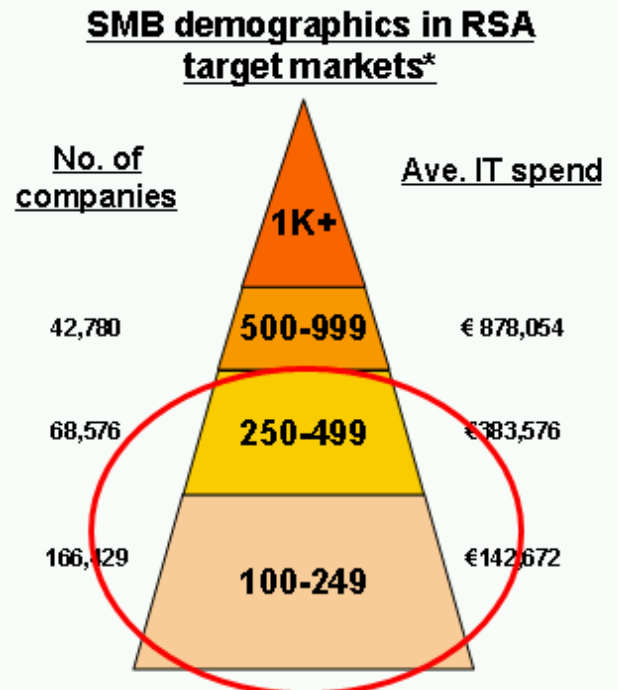
- ▶ The SMB marketplace is the fastest growing segment for IT spending across Europe
 - Over the next 3 years, SMBs plan increased investment in remote access and strong authentication technologies
- ▶ The SMB marketplace is the least penetrated for strong user authentication (SUA)
 - Secure remote user access traditionally found in larger organizations to accommodate the mobile characteristics of a remote workforce
 - As remote access technology has proliferated and become less expensive, smaller companies increasingly adopting this technology
 - SMB will have the greatest growth in SUA over the next 3 years compared to enterprise organizations (Gartner)
- ▶ Appliances are one of the most attractive form factors for SMBs
 - Appliances are cost effective and easy to manage for resource-limited SMBs (Datamonitor)



Growing SMB Market in EMEA

RSA Security SMB market definition

- ▶ After consulting the market, RSA centred on three size bands:
 - Small (100-249)
 - Mid 1 (250-499)
 - Mid 2 (500-999)
- ▶ Current Market penetration is greatest in 500-999 band
- ▶ Significant opportunity to expand in the sub-500 bands



*We have focused on 7 target markets: UK, Germany, France, Italy, Spain, Sweden & the Netherlands



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RSA Security SMB market definition

SMB Market Opportunity

- Security is the second most important area of IT investment after PC upgrades (Gartner 2005).
- Surveys show that the adoption of VPN technology (bundled with firewalls) is high, creating strong remote access capabilities.
- According to Juniper, SSL VPN adoption among Mid 2 companies is also growing strongly.
- Complementary solutions are growing in adoption too – according to Gartner, 60 percent of businesses with 100 to 999 employees adopted WLAN technology by YE2005.



European security appliance units market share (IDC)



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SMB Market Opportunity



RSA SecurID Appliance 100

Appliance Benefits Resonates with SMBs...

- ▶ Today users want pre-installed appliances that they can slot straight into racks....**WHY?**
 - Better performance
 - Lower initial installation costs
- ▶ Appliance delivers lower TCO*
- ▶ Appliance reduces procurement process

By 2007 end, 80% of all network security solutions will be delivered via an Appliance**

Source:

***Security Appliances Unwrapped*”, Forrester Research

***Worldwide Threat Management Security Appliances 2005 – 2009*

Forecast and 2004 Vendor Shares: Security Appliances Remain a Well-Oiled Machine”, IDC, Sep 2005



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Appliance Benefits Resonates with SMBs...

RSA SecurID Appliance 100 *Launched at CeBit in March'07*

▶ What is the solution:

- \$8499 (+ maintenance) sold with 100 maximum user license
- Targets sub-500 employee firms
- Ships with 25 RSA SecurID 700 3-year tokens
- License components
 - RSA Authentication Manager Base license only
 - Remote Access only
 - Administration through Web interface
 - Embedded database user repository
- Capacity based system aligning with how VPN vendors sell product



RSA SecurID Appliance 100 Launched at CeBit in March'07

RSA SecurID Appliance 100 *Accelerating Your Business!*

- ▶ Potential to increase attach rate to VPN sales
 - Ideal in combination with SSL VPN Appliances
- ▶ Faster Sales Cycle
 - Through faster procurement cycle and low initial costs
- ▶ Seeds the Sub 500 SMB for follow on token purchases
 - Software is already included, follow on upgrades now less costly
- ▶ Great customer experience and low support costs
- ▶ Higher value and higher revenue at initial purchase



RSA SecurID Appliance 100 Accelerating Your Business!

RSA SecurID Appliance 100 *Benefits to Your Customers*

- ▶ Higher value at Initial purchase
 - 100 user capacity system positions SMBs for today and beyond
- ▶ Incremental upgrades only require additional token purchases
- ▶ Ensuring strong security without giving up simplicity
- ▶ Low TCO related to both acquisition and ongoing management
- ▶ Strengthening compliance via easy-to-use reporting capabilities
- ▶ Introducing a rapidly-deployable solution without draining limited IT resources



RSA SecurID Appliance 100 Benefits to Your Customers

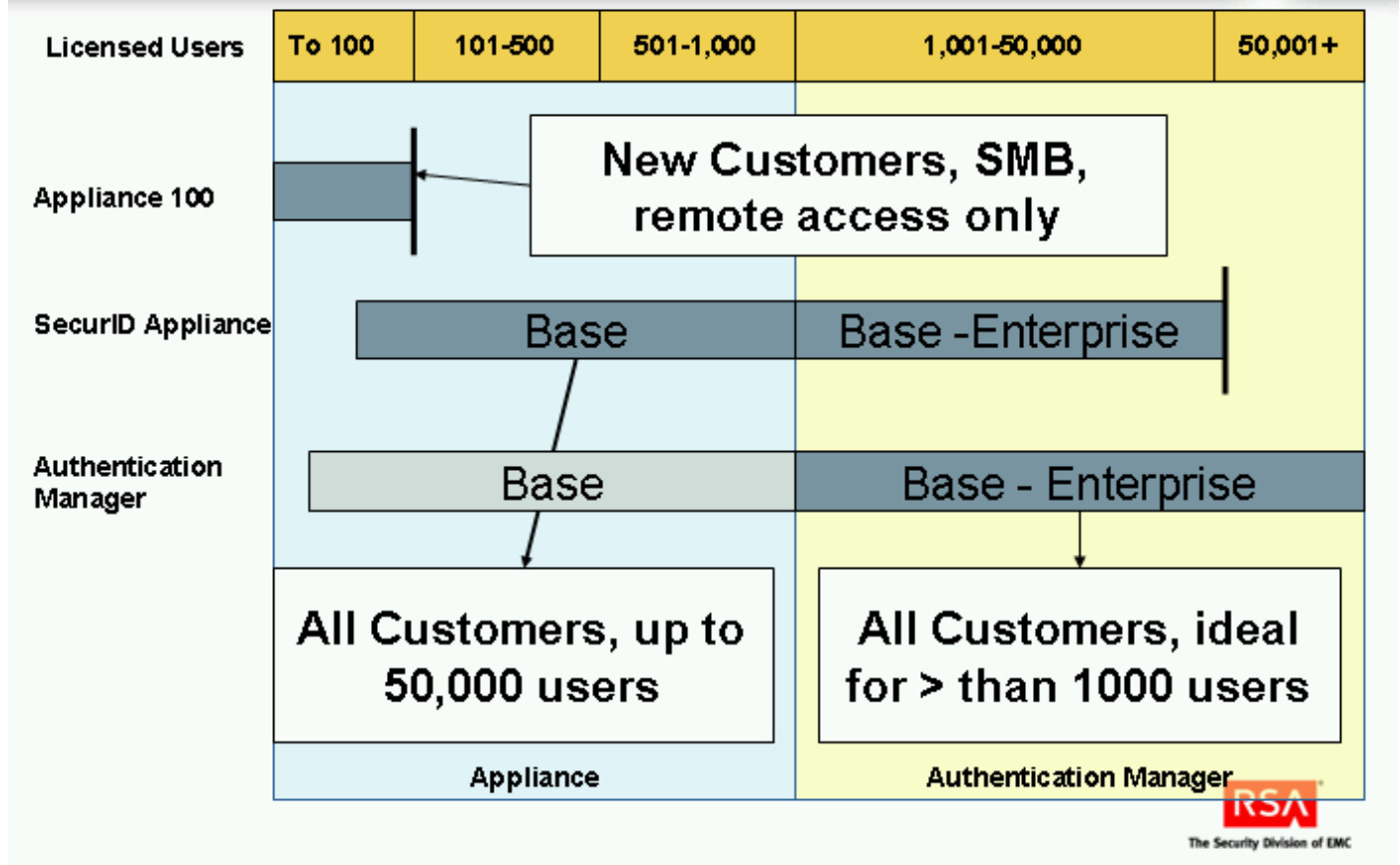
The Product Line up for Authentication Manager *Sub-100 user levels*

- ▶ Goal: To simplify the product offerings for sub-100 users.
 - Streamlines offers for SMBs
 - Reduces number of SKUs at the low end of the range.
- ▶ Timed with Appliance 100 availability:
 - Promotional 10/25 user bundles no longer available
 - Upgrade licenses not affected
 - Sub-100 RSA SecurID Appliance Bundles removed
 - A-la-carte pricing removed from 50 users
- ▶ RSA SecurID Appliance 100 is a better value than software!
 - Acquisition: A better value for any customer growing beyond 32 users
 - Acquisition cost + Appliance simplicity offers TCO that SMBs require



The Product Line up for Authentication Manager Sub-100 user levels

When to Sell which Server Form Factor?



When to Sell which Server Form Factor?

When to Sell which Server Form Factor?

Breadth of Functionality

What's Included:

- Authentication Manager Base License only (1 primary, 1 replica)
- Supports Windows OS only
- Maximum of 100 users only
- Ships with 25-SID700 3 year tokens
- Aligns w/VPN vendor pricing

Limitation:

- Remote Access use only
- LDAP synch not supported



SecurID Appliance 100

Designed for:

- New customers
- Sub-500 employee organizations

What's Included:

- Authentication Manager Base or Enterprise License available
- Base (1 primary, 1 replica) or Enterprise (1 primary, 10 replicas)
- Supports Windows OS only
- Maximum of 50,000 users
- Available in bundles (3-yr SID700 tokens only)
- Available with a-la-carte pricing as well (choose your Auth Mgr License & type of token)

Limitation:

- >than 10 concurrent remote admin sessions not supported



SecurID Appliance 2.0

Designed for:

- New customers
- Medium to Large Enterprises
- Existing SID customers who want to replace existing SW environment with Appliances (or want SW primary and Appliance replicas)

What's Included:

- Authentication Manager Base or Enterprise License available
- Base (1 primary, 1 replica) or Enterprise (1 primary, 10 replicas)
- Supports multiple platforms (Windows, Linux etc.)
- Supports more than 50,000 users
- Flexibly configurable software solution via an a-la-carte pricing model



Authentication Manager (software)

Designed for:

- Medium to Large Enterprises
- Organizations that prefer software deployments
- Organizations that don't prefer Windows OS



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When to Sell which Server Form Factor?

Case Study – Giorgio Armani

SITUATION

- International clothing retailer with company valued at approximately £3 billion
 - New RSA customer looking to proactively meet PCI compliance requirements
 - PCI compliance not mandatory for Tier 2 and Tier 3 retailers but Armani wanted to ensure protection against any data breach or loss of customer information
 - Key priority was protecting and maintaining stellar brand reputation
 - Interested in introducing strong authentication to remote users and to key super-users within the company

SOLUTION

- Developed and executed an effective plan to provide ready information access to remote employees and administrators without sacrificing security
 - Non-competitive scenario; RSA was chosen due to its legacy in strong authentication
 - Key decision makers - Director of Technical Services & Manager for Infrastructure
 - Introduced RSA SecurID Appliance for strong authentication needs

OUTCOME

- Greater security for Armani's sensitive corporate information
- Assured validity of online identities; end-users strongly authenticated before being given access to corporate information
- Low TCO; easy and fast setup of the Appliance
- Business acceleration through improved employee productivity



Case Study – Giorgio Armani



Overcoming Customer Objections

Common Objections

- ▶ RSA Doesn't Specialize in Appliances
- ▶ RSA Is Known for High Priced Solutions
- ▶ Based on Windows OS, not Linux
- ▶ No LDAP Synch
- ▶ RSA is an Enterprise security vendor



Common Objections

Most Frequent Objections... & Rebuttals

1. *RSA Doesn't Specialize in Appliances*

- ▶ **RSA has been delivering Appliances to the market for almost 2 years**
 - RSA Appliance has been driving new customer acquisition
 - Approximately 2000 customers in 2 years
- ▶ **Partnering with the Best**
 - RSA has partnered with Celestix, a best-of-breed Appliance hardware manufacturer
- ▶ **The RSA Appliance, on which the Appliance 100 is based, has won many industry accolades**



2006 Excellence Award for Best SME Security Solution



9 out of 10 Stars in Computer Reseller News Product Review – "A Recommended Buy"



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Most Frequent Objections...& Rebuttals

Most Frequent Objections... & Rebuttals

2. *RSA Is Known for High Priced Solutions*

- ▶ Average cost of a security breach to an organization is \$203,000*.
- ▶ RSA has introduced the Appliance 100 to meet the needs of the SMB market and priced it accordingly
- ▶ The Appliance 100 is priced at \$8499
 - Ships with 25- SID700 tokens
 - Maintenance is not included
 - 100 maximum user license
 - The Appliance 100 is priced similarly to how VPN solutions are priced
- ▶ While the cost of authentication solutions is generally higher compared to VPN solutions, the Appliance 100 drives low TCO, through rapid installation & ease of use

* Source: CSI-FBI "Computer Crime and Security" Survey, Computer Security Institute



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Most Frequent Objections... & Rebuttals

Most Frequent Objections... & Rebuttals

3. *You only have a Windows-based Appliance I need Linux/Unix*

- ▶ **SMBs not an issue...**
- ▶ **Over 300% more vulnerabilities found in Linux/Unix than Windows (Cyber Security bulletin)**
- ▶ **RSA SecurID Appliance 100 is a purpose built appliance**
 - Unnecessary services are shut off
 - OS is hardened based on NSA and Microsoft guidelines
 - Only a small number of known vulnerabilities are applicable
- ▶ **Patching Windows appliances are much easier and well defined**
- ▶ **Staff already trained on Windows OS**
 - 70%+ Enterprises use Win OS in the backend (AD); 90%+ SMBs use Win NOS
- ▶ **Windows based appliances integrate well with other IT management applications such as IBM Tivoli, Microsoft MOM, NetIQ, etc**



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Most Frequent Objections...& Rebuttals

Most Frequent Objections... & Rebuttals

4. The Appliance 100 Doesn't Offer LDAP Synchronisation

- ▶ Appliance 100 focuses on core features needed by smaller sub-500 employee organizations
- ▶ The Appliance 100 ships with an embedded database as a user repository, minimizing set-up.

5. RSA is an Enterprise security vendor, they don't know the SMB marketplace

- ▶ RSA has successfully been meeting security needs of companies of all sizes for over 20 years.
- ▶ The Appliance 100 is tailored to the feedback and requirements we have heard from the SMB marketplace.



Most Frequent Objections...& Rebuttals



Channel Go-to-Market

Appliance 100 and Channel Partners

- ▶ New price lists will be issued to reflect changes in Authentication Manager line up
 - Work through distribution for pricing and availability
 - New price lists will be posted on the SecurWorld portal shortly
- ▶ Appliance 100 will be available via authorised RSA distribution partners
- ▶ New Appliance 100 collateral will be posted on the portal



Appliance 100 and Channel Partners

Appliance 100 and Channel Partners

- ▶ Any deal registered and approved for Authentication Manager bundles, 10 user licenses, promo bundles and Appliances until **15th April 2007** will be honoured
 - Including where the deal may have been extended
- ▶ Deal registration will apply to Appliance 100 (10% of list) for new license sales
- ▶ Solution Partner Instant rebate for certification will apply to Appliance 100 (5% of list)
- ▶ No new certification or sales authorization is required for Appliance 100
- ▶ SecurWorld rewards will be available at the same rate as SecurID Appliance



Appliance 100 and Channel Partners

Partner/Disti Ready Programmes Available from 1st April 2007

- ▶ HTML email
- ▶ Web banner
- ▶ Advert
- ▶ Letter
- ▶ Promotional copy
- ▶ Product image
- ▶ Web page



Available in English, French, German, Italian, and Dutch



Partner/Disti Ready Programmes Available from 1st April 2007

Press Relations and End User Media

- ▶ **Press**
 - Press Release issued at CeBit
 - SMB opinion pieces in development
 - SMB research project in Q2

- ▶ **End User Media**
 - Print / online media activity in:
 - Germany
 - Netherlands
 - France
 - UK
 - May – November 2007
 - Landing page: www.rsa.com/smb
 - Creative to be confirmed



Press Relations and End User Media

RSA SecurID Appliance 100 *Summary*

- ▶ **Partner with the Industry Leader**
 - Leading vendor in Authentication
 - Over 70% market share in Authentication

- ▶ **Large Market Opportunity**
 - Growing SMB Market
 - Opportunity for new customer acquisition

- ▶ **Faster Sales Cycles**
 - Low cost, simple product with great value proposition

- ▶ **Lower Cost of Sales**
 - Easy to Demo / Customer Evaluations
 - Easy to Order



RSA SecurID Appliance 100 Summary



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Thank you!

Slide 28