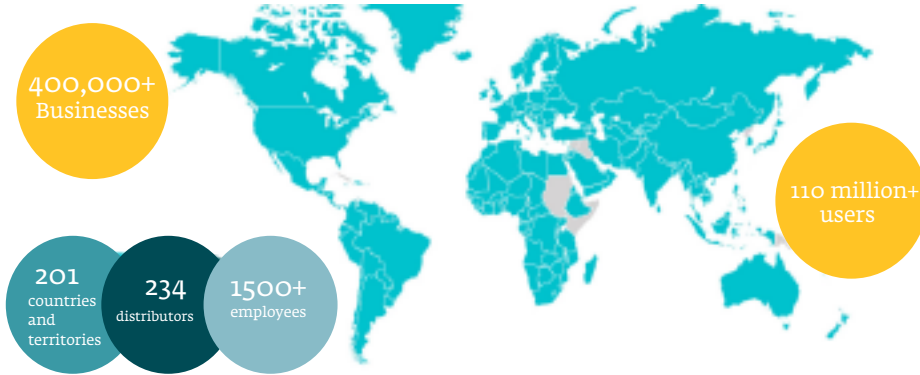




Digital Security  
Progress. Protected.

# WHY ESET?

ESET is well established and continues to grow



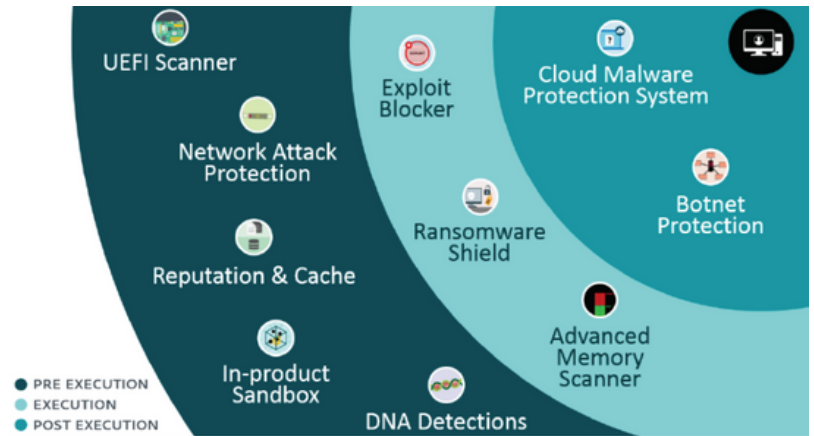
Over 30 years ago, in 1987, ESET started with just 2 programmers. We have since grown to over 1600 employees worldwide. Due to the company being built by programmers, we have never left our development roots—over 1/3 of our employees are in R&D. This important focus helps us to develop new technologies and stay ahead of malicious authors.



## ESET protects you through the entire malware cycle

ESET protects against malware throughout the entire lifecycle, before, during and after execution. This is a very important component, because malware sometimes looks completely benign due to encryption, obfuscation, or other concealing methodologies.

A file may look completely normal, but then 6 months down the road, it gets a communication from a malicious server and completely changes its payload.



## Our products and technologies stand on three pillars



### ESET LiveGrid

Whenever a zero-day threat such as ransomware is seen, the file is sent to our cloud-based malware protection system—LiveGrid®, where the threat is detonated and behavior is monitored. Results of this system are provided to all endpoints globally within minutes without requiring any updates.



### Machine Learning

Uses the combined power of neural networks and handpicked algorithms to correctly label incoming samples as clean, potentially unwanted or malicious.



### Human Expertise

World-class security researchers sharing elite know-how and intelligence to ensure the best round-the-clock threat intelligence.





## IS YOUR CUSTOMER RECONSIDERING THEIR CURRENT SECURITY PROVIDER?

With the global security landscape changing daily, ESET provides stability and a name you can trust. ESET will buy out your customer's current contract with another provider.

Contact your ESET Partner Account Manager for more details.

### ESET PROTECT Solution Bundles

	PROTECT ENTRY	PROTECT ADVANCED	PROTECT COMPLETE	PROTECT ENTERPRISE	PROTECT MDR	
<b>CORE COMPONENTS</b>	ESET PROTECT PLATFORM CLOUD / ON-PREM	●	●	●	●	
	MODERN ENDPOINT PROTECTION	●	●	●	●	
	FILE SERVER SECURITY	●	●	●	●	
	ADVANCED THREAT DEFENSE		●	●	●	
	FULL DISK ENCRYPTION		●	●	●	
	MAIL SECURITY			●	○	
	CLOUD APP PROTECTION			●	○	
	DETECTION & RESPONSE				●	
<b>OPTIONAL SOLUTIONS</b>	SHAREPOINT SECURITY	○	○	○	○	
	ENDPOINT ENCRYPTION	○	○	○	○	
	AUTHENTICATION	○	○	○	○	
<b>SERVICES</b>	COMPLIMENTARY TECHNICAL SUPPORT	●	●	●	●	
	PREMIUM SUPPORT ADVANCED	○	○	○	●	
	DEPLOYMENT & UPGRADE	○	○	○	●	
	SECURITY SERVICES	○	○	○	●	
					MANAGED DETECTION & RESPONSE (MDR)	●

Additional solutions

ESET PROTECT Mail Plus: includes ESET PROTECT Platform, Advanced Threat Defense, Mail Security

ESET PROTECT Essential<sup>®</sup>: includes ESET PROTECT Platform, Endpoint Antivirus Protection

\*Only available from your local partner or reseller

● Included

○ Optional

### WHY ESET MANAGED DETECTION AND RESPONSE?

Together with our products, ESET's Managed Detection and Response creates a complete security solution that will:

- Provide effective help in the investigation of incidents and security challenges
- Perform robust analysis of potentially harmful files
- Implement response and remediation steps to ensure business continuity

# CUSTOMER BENEFITS AND PROMOTIONS

## CUSTOMER BENEFITS

- ESET Solutions provide multiple layers of protection for your networks, data and employees.
- ESET has a full range of solutions, including cost-efficient solution bundles – ESET PROTECT
- ESET Professional Services - a catalog of defined services, from implementation and customization to training and support.
- ESET provides FREE US based Technical support to customers.

## CUSTOMER PROMOTIONS

ESET has great deals for new customers, upgrades and vertical markets.

- 20% off ESET PROTECT Entry or Advanced Cloud for new customers. [Click here](#) for Entry promo details. [Click here](#) for Advanced promo details.
- Up to 30% savings on upgrades for current customers. [Click here](#) for details.
- 30% discount for GOV/EDU/Healthcare/Nonprofits. [Click here](#) for details.
- 95% Off ESET Cybersecurity Awareness Training with the purchase of any ESET PROTECT bundle. [Click here](#) for details.



Questions? Contact your ESET Partner Account Manager