



# VARONIS

PARTNER Battlecard



## BUZZ WORDS

Companies engaged in or considering data management projects will save time and money by implementing Varonis solutions. Words to listen for:

- Data Loss Prevention (DLP)
- Content Management
- Data Classification/Indexing
- e-Discovery
- Information Lifecycle Management (ILM)
- Hierarchical Storage Management (HSM)
- Identity and Access Management (IAM)
- Data Restructuring/Migration
- Migrating/Consolidating Directory Services
- Governance, Risk, and Compliance (GRC)
- Compliance regulations: SOX, HIPPA, PCI

## VARONIS PROSPECTING – IDEAL TITLES TO TARGET

- IT Manager/IT Director
- VP of IT
- Systems Admin
- Systems Analyst
- Info Security (any title in Info Security)
- IT Operations/Infrastructure
- Windows System Admin
- Active Directory Admin
- Server or Storage Admin/Manager
- Systems/Network Engineer
- Exchange/Messaging Admin

# USE CASES

## EVERYONE

- If I can't use Dropbox, what can I use?
- I want to access files on my file share or NAS from my iPhone, iPad, or Android device
- I want to sync files with my Windows or Mac laptop
- I need to send files to people that are too big to email
- I need to share data with business partners

## IT OPERATIONS AND STORAGE

- Complete visibility into the users, groups, and folder permissions of file systems, SharePoint and Exchange
- Who deleted all my files?
- Who does this data belong to?
- How can I make access provisioning faster and off-load it from IT at the same time?

## RESOURCE PLANNING

- Directories that are no longer being used – help save on storage space
- Users that are no longer accessing shares – did they leave?
- Who are Most/least accessed directories and Most/Least active users?
- I need to migrate data across platforms or domains—how can I do it faster?

## SECURITY

- Conformance with policy of least privilege
- Users deviating from their normal behavior—for example, if a user starts accessing large number of files on any given day, and that's not their normal behavior, you can be alerted to that.
- Which data is accessed by our important users, and therefore probably high risk?
- Provide usage history for any user for any time period
- Figure out who accessed, moved or deleted files or emails

## AUDIT

- Who has access to your critical data?
- Who has accessed your critical data?
- Entitlement reviews

## COMMON OBJECTION

“We already have a similar product... or “We already have a similar product... or This is the same as...” [The categories beginning with “Data Loss Prevention” under “What to look for...” above are often those raised as competing solutions]

Answer: No other solution combines permissions, directory services information, auditing, and file classification, nor does any product cover the breadth of platforms. DatAdvantage® uses these metadata streams to to provide forensics on file access (e.g., open, rename, delete, etc.), identifies business owners, makes recommendation on who shouldn't have access, and identifies at-risk sensitive content, etc. Once owners are identified, they are seamlessly involved in data governance processes.

“While the product is truly unique and we want to buy it, it is not in the budget”

Answer: It's not uncommon for our customers to not have budget for Varonis, however a Varonis investment can pay dividends with operational and capital savings related to a variety of different IT and business groups within an organization, and Varonis will work to help you find budget where appropriate.

# SELLING VARONIS

## WHO IS VARONIS?

Varonis is the foremost innovator and provider of access, governance, and retention solutions for human-generated data, the fastest-growing and most sensitive class of digital information. Based on patented technology and a highly accurate analytics engine, Varonis solutions give organizations total visibility and control over their data residing in File Systems, SharePoint, NAS devices, and Exchange, ensuring that only the right users have access to the right data at all times from all devices, all use is monitored, and abuse is flagged.

## WHO WILL BE INTERESTED IN VARONIS?

- Any company that has file shares on Windows, UNIX/Linux, or NAS, SharePoint, or Exchange
- IT generalists, IT security, storage, compliance, AD admins, SharePoint admins, and anyone that wants enterprise mobile device access or file sync

## WHY WILL THEY BE INTERESTED IN VARONIS?

- They have pain in managing permissions and understanding who is accessing, deleting, moving, etc. their data
- They need to reduce risk – fix the everyone problem, identify exposed sensitive data, etc.
- They have a data classification project
- They can't figure out who data belongs to (data owners)
- They have a data disposition, migration or consolidation project across platforms (e.g. file shares to SharePoint) or across domains
- They can't figure out what data they can delete or archive
- They have to be compliant with PCI, SOX, HIPAA, HITECH, ETC.
- They want an enterprise alternative to Dropbox, using their existing file servers, permissions and Active Directory.

# OPPORTUNITY MANAGEMENT PROCESS

- Customer meeting - Book a valid customer meeting in-person or via WebEx
- Register - Register the opportunity by going to [www.my.varonis.com](http://www.my.varonis.com).
- Contact - Your local Varonis sales representative will contact you about your deal registration submission.

## CONTACT INFO

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