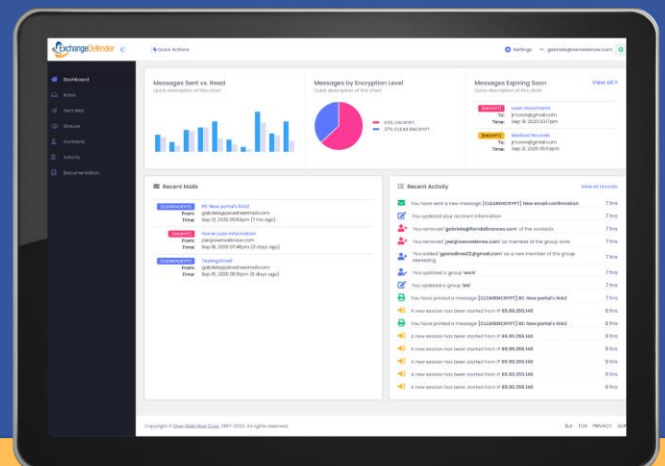
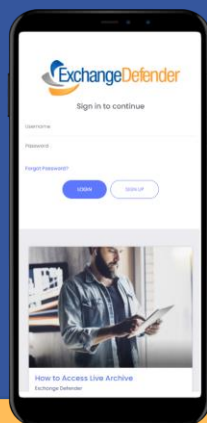


# Welcome to the Corporate Encryption Starter Kit for SMB Partners

Thank you for choosing us, we're excited to have you.

This kit includes useful information to help you learn about and start selling Corporate Encryption.



# How to use your Starter Kit

## What's inside?

**1** Understanding Corporate Encryption

**3** How to get technically ready

**2** How to sell Corporate Encryption

## Sell with confidence

This starter kit was created to help you with the process of selling ExchangeDefender services and products. The information here is designed to help you get started, and to provide you with helpful links to key details for when you are ready to become an expert.

### Get the key facts

**1** Figure out what makes up Corporate Encryption and how it works!

### Pre-Sales

### Go deeper for expertise

**2** Learn more about the real-world benefits that Encryption can offer your customers

### Understand your selling opportunities

**3** Identify how you can sell Corporate Encryption, sell it as an individual solution or as a bundle with another service.

### Find your target customer

**4** Identify customers that need to secure their data, and how you can sell to them. Include links to key sales and marketing docs to support your sale.

### How to sell

### Completing the transaction

**5** Understand what needs to be done to complete the deal. Navigate to the service manager to start adding new accounts and services.

### Deploy

### Be a technical expert

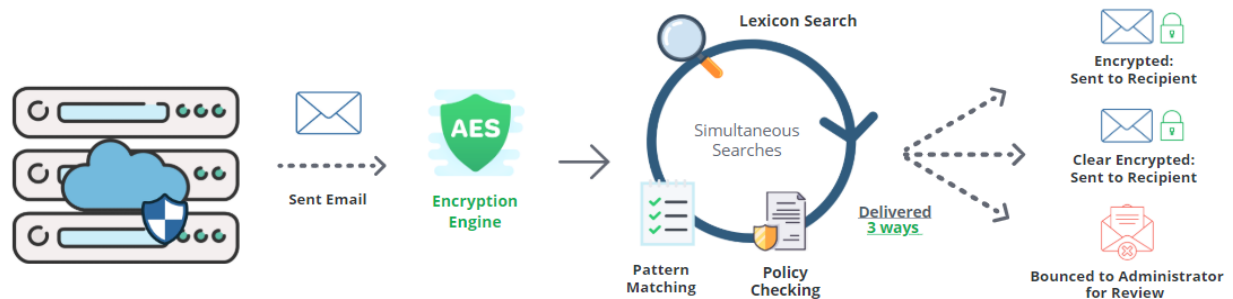
**6** Navigate to our documentation to find deep technical training and content to prepare yourself to deploy new customers.

# Understanding Corporate Encryption



ExchangeDefender Corporate Encryption is **the only multichannel encryption service that enables users to send and receive messages via email, url, or text message**. It offers an easy, seamless way to implement content protection in emails, and offers a secure way to share sensitive information. Corporate Encryption features two levels of security, and automatically encrypts all messages and attachments. ExchangeDefender email encryption integrates easily with our email hosting solution, and is compatible with all major email service providers – including Office 365, on-premise Exchange, and G-Suite for Business.

## How it works



## Noteworthy features

- User Dashboard
- Customizable Policies
- Password Protect
- Easy Recipient Experience
- Multi-level data encryption
- Auto-Destroy
- No install/ Downloads
- Read Notifications
- Outlook Addin
- Revoke Access
- Pattern Based Encryption
- Lexicon Keyword Matching
- Channel Encryption
- Managed Web Encryption
- Comprehensive Reporting

## Benefits of Corporate Encryption

### Detects sensitive information automatically

Pattern-based encryption can detect credit card numbers, social security numbers, dates of birth and other account-specific data.

### Prevents data leaks and data breaches

Organizations can configure their Lexicon dictionaries with specific words and word patterns that can trigger encryption mechanisms and protect from data leakage.

### Provides comprehensive reporting

Corporate Encryption includes full reporting of all message activity plus Compliance Officer reporting with search capabilities to provide proof regulatory compliance.

# How to sell Corporate Encryption

ExchangeDefender is a leading provider in email security solutions to small businesses of 50 employees or less. Corporate Encryption has proven to be most successful in the following sectors: legal, healthcare, finance, consulting, and professional services.

## Identify customers ready for Corporate Encryption

### Handles sensitive information

**Profile:**

- Handles sensitive information daily
- Relies on built-in security from Outlook or Gmail

**What to look for:**

- Customers that work in healthcare, legal, and real-estate industries.
- Customers who are using just their email

### Outlook & Gmail users

**Profile:**

- Does not use a business-grade encryption software
- Sends sensitive information daily through email alone

**What to look for:**

- Customers who want to protect their email
- Customers currently using G-suite, and O365

### Wants to protect email

**Profile:**

- Knows built-in email security is not enough
- Feels that their data is not secure
- Thinks added security could be too complicated

**What to look for:**

- Customers using basic built-in security
- Customers wanting their email and files to be secure
- Customers concerned about data breaches

### Needs to Safeguard files

**Profile:**

- Self-service IT, wants the service to work automatically
- worried about data breaches
- thinks company files are vulnerable to theft

**What to look for:**

- Customers who store files in the cloud
- Customers who are mobile/BYOD
- Customers who use Office 365

### Compliance

**Profile:**

- Sends tons of confidential emails per day
- Relies on built-in message encryption
- Receives sensitive information from clients via email

**What to look for:**

- Customers who don't encrypt their emails
- Customers using Microsoft or Gmail
- Customers who work in industries heavy in confidential data like healthcare, legal, and finance.

### Useful links

[Corporate Encryption Product page](#)

[Complimentary Branding Request](#)

[Corporate Encryption Data sheet](#)

[ExchangeDefender Blog](#)

# How to get technically ready

We want to make sure that you are well-equipped to deploy and manage Corporate Encryption with ease. There are some great guides available for you to learn, and to train your technical staff.

## How to deploy Corporate Encryption

Deploying Corporate Encryption is really easy since we designed it to be a software service supported by the cloud. After adding a new user account in the Service Manager located inside the Support portal, the user will be able to login into their encryption dashboard and start sending secure messages at [encryption.exchangedefender.com](https://encryption.exchangedefender.com).

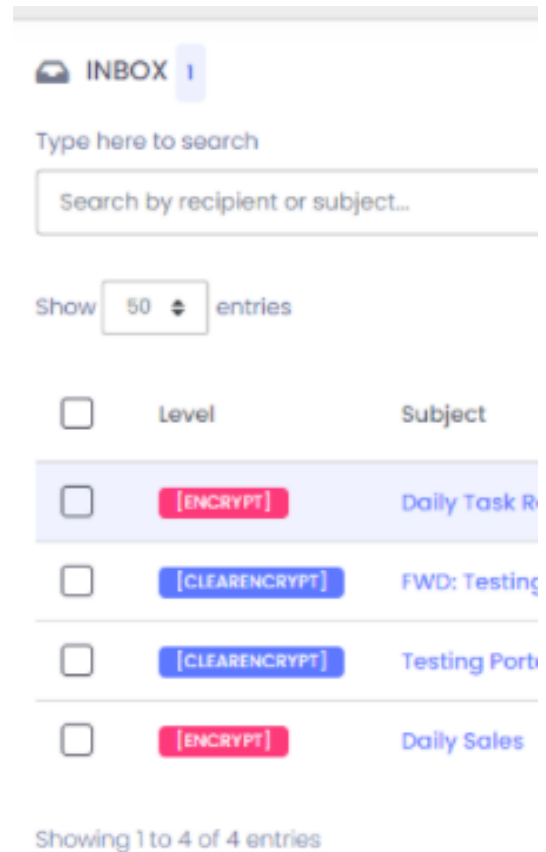
Installing Outlook Add-in? We support Outlook 2013, and 2016 on Windows, 2016 for Mac, and Outlook on the web. For instructions on how to install, [see documentation](#).

## Sending an encrypted message

ExchangeDefender Encryption enables you [to send encrypted messages](#) to individual email addresses, to predefined groups of contacts, to a web service or site (such as Slack, Teams, Facebook, forums, or your corporate web site), and even to mobile phones using SMS/text messages.

## Partner support for Corporate Encryption

All ExchangeDefender services come equipped with access to our [support portal](#). Inside the portal you'll find our service manager, updated knowledgebase, and our NOC center for service checkups. You have the ability to submit a ticket with any technical questions or service issues you may have.



## Useful links for technical questions

### Service Descriptions

Looking for answers to a complex question about Corporate Encryption? Visit our features page that has [all features](#) and capabilities of the service.

### Deployment / Management Guide

Take advantage of our [deployment guide](#) to properly deploy and manage the service. You can use the same documentation for end users.