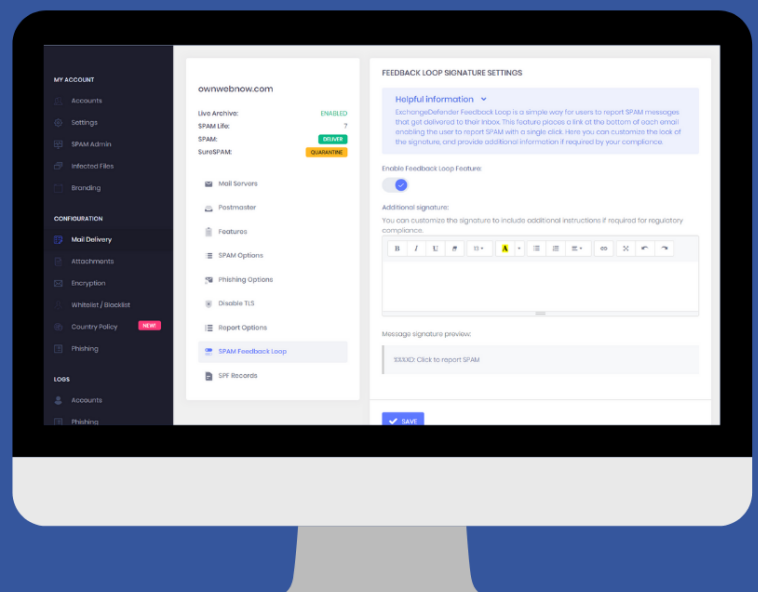


# Welcome to the ExchangeDefender PRO Starter Kit for SMB Partners

Thank you for choosing us, we're excited that you're here.

This kit includes useful information to help you learn about and start selling ExchangeDefender PRO.



# How to use your Starter Kit

## What's inside?

**1** Understanding ExchangeDefender PRO

**3** How to get technically ready

**2** How to sell ExchangeDefender PRO

## 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 ExchangeDefender PRO and how it works!

### Pre-Sales

### Go deeper for expertise

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

### Understand your selling opportunities

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

### Find your target customer

**4** Identify customers that need email security, and how much 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 ExchangeDefender PRO

**ExchangeDefender PRO** is an advanced email security suite that provides a powerful multi-layered defense against email-borne threats like SPAM, viruses, malware, spoofing, phishing and more. ExchangeDefender protects your email from viruses, trojans, malware and spyware in four major ways: first, by providing multithreaded protection using six different commercial antivirus engines. Second, by stopping identity theft by blocking phishing, third by adding authenticity to your mail messages, and fourth by eliminating worthless traffic from your inbox.

## Stop email-borne threats with ExchangeDefender PRO

Compatible with all major email service providers – including Office 365, on-premise Exchange, and G-Suite for Business.



### SPAM Protection

Offers the industry's leading anti-spam filtering technologies to keep junk out of your mailbox.



### Virus Protection

ExchangeDefender relies on advanced multi-level virus detection technologies to get the fastest response to the new in-the-wild viruses.



### Malware Protection

Protection against malicious software designed to infiltrate and damage a system. Trojans, viruses, worms, ransomware, and other threats fall into the category of malware.



### Phishing Protection

Warns users if there is anything suspicious in their email. Advanced protection also includes: Domain phishing (address book), Numerical phishing (IP address), Domain mismatch / forgery, and Protocol violations.



### Spoofing Protection

Defends users from email forgery designed to deceive users into giving up their credentials, downloading malware, or replying to the email with sensitive material.

## Prevents data loss, and protects against phishing attacks

ExchangeDefender PRO enables companies to custom their own keyword policies, along with other sensitive data (credit card numbers, social security numbers etc.) they wish to keep private. ExchangeDefender provides the most sophisticated and most comprehensive real-time protection from email phishing threats through ExchangeDefender Phishing Firewall, External Sender flagging, real-time databases of safe and dangerous sites.



### Malicious Attachment Blocking

Protects against unknown malware and viruses, and provides zero-day protection to safeguard your messaging system.



### Anti-Phishing Policies

Checks incoming messages for indicators that a message might be a phishing attempt.



### Safe links

Proactively protects your users from malicious URLs in an email message.



### DMARC Domain Fraud Prevention

Protects your brand and the people who trust it from suspicious and infringing domains.



### Automatic Signature Disclaimer

Make your emails compliant with automatic signatures disclaimers. Every domain can specify their custom signature.



### Network Redundancy

Protection against (DDoS) attacks, and offers secure email storage, across multiple networks around the world.

# How to sell ExchangeDefender PRO

ExchangeDefender is a leading provider in email security solutions to small businesses of 20 employees or less. ExchangeDefender PRO has proven to be most in-demand in the following sectors: legal, healthcare, finance, consulting, and professional services.

## Identify customers ready for ExchangeDefender PRO

### Outlook & Gmail users

**Profile:**

- Relies on built-in security from Outlook or Gmail.
- Worried about security and cost

**What to look for:**

- Customers who work in industries with confidential information that needs securing.
- Customers who are currently using business email from outlook and gmail.

### Too much SPAM

**Profile:**

- is currently having excess SPAM in their inbox
- Uses Microsoft or Google for email

**What to look for:**

- customers complaining about too much SPAM
- customers using basic email services
- customers who rely heavily on email for transactions

### Virus & Malware protection

**Profile:**

- Knows built-in email security is lacking
- Business is vulnerable to attack
- Thinks security “must be expensive

**What to look for:**

- Customers relying on basic built-in security
- Customers wanting their email and files to be secure
- Customers concerned about getting viruses

### Email Phishing Scams

**Profile:**

- is getting more phishing emails
- self-service IT, wants the service to work automatically
- worries that employees will fall victim to phishing email

**What to look for:**

- Customers concerned about email scams
- Customers with basic or no security at all
- Customers with multiple employees

### Sends Sensitive Emails

**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

[ExchangeDefender PRO Product page](#)

[Complimentary Branding Request](#)

[ExchangeDefender PRO Data sheet](#)

[Service Manager \(add accounts\)](#)

# How to get technically ready

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

## How to deploy ExchangeDefender Pro

In order to properly [deploy ExchangeDefender](#), you need to make several changes on your network. First, you have to change your MX record to point all of your inbound mail to ExchangeDefender. Then, you should change your outbound smarthost to allow us to scan all of your outbound mail\*. Finally, enforce IP restrictions so that you can only exchange mail through a trusted connection with ExchangeDefender.

## Tool: ExchangeDefender Service Checker

ExchangeDefender Service Checker enables our clients to quickly tell if there are any technical issues related to email delivery, mail flow, or their hosted Exchange mailbox. You can access the service checker here: [check.exchangedefender.com](https://check.exchangedefender.com)

### Troubleshooting ExchangeDefender Delivery

HOW EXCHANGEDEFENDER WORKS

TROUBLESHOOTING OUTBOUND DELIVERY

LOCAL SERVER

CHECK OUTBOUND SMARTHOST

CONNECTIVITY

TROUBLESHOOTING INBOUND DELIVERY

GENERAL TROUBLESHOOTING

CHECK THE DNS

☆ EXCHANGEDEFENDER EXCHANGE SETUP

☆ CONFIGURE O365

☆ EXCHANGEDEFENDER DEPLOYMENT GUIDE

## Partner support for ExchangeDefender PRO

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 ExchangeDefender PRO? 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. We also have [documentation for end users](#) for you to pass along to clients.

### ExchangeDefender Blog

We are constantly changing and evolving our powerful security suite solution, to stay up-to-date on service announcements, please [subscribe to our blog](#).