Make a new year's resolution that's easy to keep and get your bright moment in the spotlight by participating in Check Point's win of the week program. With limited slots available and so many talented sales people around the world, don't let the opportunity to share your key wins and best practices pass you by. As a security company it is critical that we all respect our customer relationships and the confidential nature of these stories.

The Wins of the Week is an internal newsletter and is not to be distributed to prospects, customers, partners or any other third party. We want to hear about your wins! Send them to: tprice@us.checkpoint.com.

This Week's Win

Best Practices for Keeping it Simple Selling Eventia Solutions

Security event management is the next step most enterprises take to tighten their IT security and get a bird's eye view of the security operations required by compliance mandates. Enterprises looking at Security Information and Event Management (SIEM) solutions are looking for a way to correlate event data emanating from every point in the network and the ability to consolidate and prioritize this type of data. Sound complicated? While the requirement list sounds complex and Eventia Analyzer (Eventia) is one of Check Point's more advanced products, it's important to remember that customers look to Eventia and other security event management solutions to take the complexity out of their security operations.

The Customer

Come with Serdar Yalcin and Gokhan Poyraz to Check Point's office in Istanbul Turkey and their major account Ford Otosan; a joint venture between Ford and Koc Group. Learn how a last minute Eventia sales opportunity turned into a large SIEM win against Arcsight, Computer Associates (CA) and Network Intelligence.Like many other sales calls, this one began as a partner faciltated meeting with the customer. Initially Check Point was not included, as our Eventia solution was viewed as being in the early stages of development. But things change and Check Point was invited to present their SIEM solutions to Ford Otosan, along with ArcSight, CA and Network Intelligence.

The Strategy

Since this was a last minute invitation, Serdar presented alone during the first round of presentations. "I knew our competion had a more developed product with more features. When I presented I decided to keep things very clear and simple and clearly drew the line between what Eventia can and cannot do. I knew they were looking at Eventia as a Sarbanes-Oxley (SOX) compliance solution so I tried to keep to keep everything within the confines of logging and audits," explains Serder. "I also shared our product roadmap and told them about some of the upcoming enhacements such as better report filtering and generation. In the end, I closed the presentation by asking is this enough for right now or not?"

> "Concentrate on what the customer needs, not matching our competitors feature for feature. Most times, you will find that Eventia gives customers all the audit and logging features they need for compliance initiatives. If you invest the time in educating the customer on our roadmap and building the trust that the features and device support will be there when they need it, you will be on equal footing against any competitor."
>
> - Serdar Yalcin, Channel Manager

"I think that after some rather involved presentations Ford Otosan received from the other vendors, keeping it simple and providing a clear delination of what Eventia can and cannot do built some instant trust and got us to the next phase of their evaluation," Serdar explains. ArcSight, Check Point and Network Intelligence moved to the next phase as CA was disqualified in the first round of presentations. "We don't know why," says Serdar. Ford decided to evaluate Network Intelligence and ArcSight first since Check Point was still viewed as the underdog. Network Intelligence is a hardware based solution and they were unable to bring up any devices under their platform. While ArcSight worked, it took them a long time to implement and get even one device working. In the end, Ford decided it would be a very tedious process to maintain and deploy a solution like ArcSight's in a real life environment.

The Win

"I am really lucky to have an SE in Istanbul who has experience working with Eventia and SIEM solutions in general," explains Serdar. Like all the best SE's at Check Point, this is where Gokhan Poyraz stepped in and helped make it happen. "They were shocked and surprised," explains Serdar. "Gokhan installed Eventia and everyone could see the interface on their machine within the hour. Next Gokhan was able to write a parsing script to support devices we didn't have out-of-box that they wanted, and we were able to show very good results right in front of the customer."

"The fact that Eventia is a software solution that is hardware independent played well for Check Point," explains Gokhan Poyraz. "Ford uses a TACACs system to authenticate users on their network. I was able write a simple parsing script to show how Eventia could support TACACs within a short amount of time, which really impressed them."

Next Steps

"We are keeping it simple with Ford by implementing Eventia 25 devices at a time by taking a phased-in approach to deployment," says Serdar. "While customers have a long list of wants, their initial requirements are usually pretty straightforward and Eventia does a good job of giving the customer what they need up front."

 Meet Check Point's Team in Istanbul Turkey

Serdar Yalcin, Channel Manager

Gokhan Poyraz, Security Engineer

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