

# RESELLER QUICK REFERENCE GUIDE

## RESILIENT ENDPOINT VISIBILITY & CONTROL

### THE CHALLENGE

40% of an organization's endpoints are uncontrolled at any given time. These uncontrolled devices, called "dark endpoints" are devices that are off the network, lost, stolen, or operating without effective security controls. They are breeding grounds for security breaches<sup>1</sup>.



Devices off network or uncontrolled  
Strategy Analytics, 2019

### THE ABSOLUTE ADVANTAGE: PERSISTENCE<sup>®</sup>

- Patented technology provides unbreakable visibility and control of all your endpoints – on or off the organization's network.
- The only cloud-based security platform embedded into the firmware of leading OEM manufacturers.
- Protects customer investment in security technology by ensuring endpoint agents are functioning and operational.

### CUSTOMER BENEFITS

- Increased efficiencies – ROI in 3 to 6 months based on improved security ops and IT helpdesk efficiencies, device utilization, asset lifecycle optimization and reduced physical asset loss.<sup>2</sup>
- Increased visibility – Patented Absolute Persistence™ technology eliminates blind spots with a self-healing connection to every device.
- Reduced risk – Ensures security controls are functioning and operational, enabling organizations to maintain continuous compliance.
- Multi-vendor support – Including Dell, HP, Lenovo, Fujitsu, Panasonic, Toshiba endpoints. Absolute is already embedded in 70% of all the world's endpoints.

### IDEAL CUSTOMER PROFILE

- Recent acquisition or security breach
- Mobile, distributed workforce
- Compliance concerns i.e. HIPAA, CIPA, GDPR
- Ongoing device drift and loss

### OVERCOMING OBJECTIONS

<b>I've never heard of Absolute</b>	You might not have heard of Absolute, but over 25 global hardware manufacturers have embedded Absolute technology into the firmware of their devices. 70% of the world's endpoints ship with Absolute technology.
<b>I already have a security solution</b>	How do you know you are taking full advantage of your current technology investment? How do you know if it's even operational on your entire fleet of devices? Absolute does not replace these security solutions, but ensures that they are healthy and working.
<b>We're too small of an organization</b>	60% of small businesses close within six months of a security breach <sup>3</sup> . Is that a risk you're willing to take? Protecting public funds and student privacy is a concern for organizations of all sizes.
<b>I just can't see the value</b>	Data breaches cost companies on average \$3.62 million – and this does not factor in the reputational costs associated with having allowed a breach to occur in the first place. In addition, customers typically see a 3 to 6 month return on investment with Absolute, as a result of improved security and IT operational efficiencies, and reduced physical asset loss.

<sup>1</sup> Source: 2019 Strategy Analytics.

<sup>2</sup> Source: 2018 Forrester "The Total Economic Impact of Absolute Endpoint Visibility & Control".

<sup>3</sup> KTAR News, "Small business data breaches reach all-time high," March 2018.

## WHAT'S IN IT FOR YOU?

<b>Growing Market</b>	Information Security spending will continue to grow and exceed \$124 Billion in 2019. Regulations like the Global Data Protection Regulation (GDPR) and the Children's Internet Protection Act (CIPA) are continuing to drive growth in the security market.
<b>Trusted Advisor</b>	Uniquely solving for your customer's compliance and risk management challenges, leads to increased share of wallet.
<b>Incremental Margin</b>	Turn margin neutral laptop/desktop opportunities margin positive. Earn extra margin with deal registration on net new customer opportunities.
<b>Recurring Revenue</b>	Absolute is sold as a subscription license. Customers renew licenses at a rate of 97%.

## PLATFORM EDITIONS

Commercial SLED

EDITIONS	MSRP	QUALIFYING QUESTIONS	DESCRIPTION	1 YEAR LICENSE	
<b>Absolute Visibility</b>	<b>\$16.95</b> per device	<ul style="list-style-type: none"> <li>Do you have visibility into all your endpoints if ever audited?</li> </ul>	See all devices, on and off your network, and collect hundreds of hardware, software, security, usage, and geolocation data points automatically, with 365 days of historical logs.	Absolute	DDSSTE-GD-EDU-12
				Dell	634-BKDZ
				HP	U8UQ1E
				Lenovo	4L40K61574
<b>Absolute Control</b>	<b>\$34.95</b> per device	<ul style="list-style-type: none"> <li>Can you easily discover or act on data breaches or device loss?</li> <li>How do you enforce EOL protocols?</li> </ul>	Go beyond device tracking, with the ability to take remote action to remediate endpoint risks immediately.	Absolute	DDSPRO-GD-V1-12
				Absolute	DDSPROE-GD-ED-12
				Dell	634-BKHT
				Dell	634-BKHJ
				HP	U8UN6E
				HP	U8UM4E
				Lenovo	4L40K61549
				Lenovo	4L40K61539
<b>Absolute Resilience</b>	<b>\$52.95</b> per device	<ul style="list-style-type: none"> <li>How do you validate or maintain security controls of your entire fleet?</li> <li>Can you prove ROI on your technology investments?</li> </ul>	Establish resilient security by ensuring critical third-party applications remain active at all times. Absolute's Application Persistence® allows you to deploy zero-touch, automatic re-installation of critical applications.	Absolute	DDSPRM-GD-V1-12
				Absolute	DDSPRME-GD-ED-12
				Dell	634-BKGF
				Dell	634-BKIC
				HP	U8UK9E
				HP	U8UJ9E
				Lenovo	4L40K61514
				Lenovo	4L40J46934

Absolute is sold as a per-device subscription license in one-year increments. SLED and GSA pricing available. Learn more about our editions: [absolute.com/platform/editions](https://absolute.com/platform/editions)

## TOOLS/VIDEO



[youtu.be/UnCj5spRcgU](https://youtu.be/UnCj5spRcgU)



[youtube.com/AbsoluteSoftware](https://youtube.com/AbsoluteSoftware)

## ABOUT ABSOLUTE

Absolute is the leader in endpoint resilience, embedded in more than 70% of the world's endpoint infrastructure to protect the devices, data, and users of more than 12,000 global organizations. With the only cloud-based, endpoint resilience and intelligence platform, our customers enjoy the patented, self-healing connection of Persistence® technology – embedded in 500M PCs, laptops, and tablets from Dell, HP, Lenovo, Microsoft, and 21 additional leading OEMs. With Absolute, IT professionals can manage and secure endpoints scattered across the globe enabling their teams to do their best work securely, from anywhere.

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