

# 3X Differentiators Highlights Packages



Imagine a world where cyber threats are neutralized before they even get a chance to strike. That's what Xcitium offers. As a leader in preemptive Zero Trust cybersecurity, we provide a fully integrated platform that combines advanced cybersecurity with IT services. Our performance, transparency, and affordability ensures a comprehensive security solution for organizations of all sizes.

## Differentiators

1. Incident Response **AND Remediation included** (MDR & XDR packages)
2. **Consolidated Platform** with 20+ proprietary products/services, easily managed through one interface.
3. **Patented ZeroDwell Containment** technology

## Highlights

1. **Price competitive** when compared to the endpoint protection marketplace
2. **Security Guidance** and best practices provided quarterly by Xcitium TAM
3. Customizable **RMM Tool** included for patching, remote management, & more

## Core Packages & Standalone Services

### Advanced (\$7)

- ZeroDwell Containment
- Antivirus (AV)
- Viruscope (NGAV)
- Endpoint Detection & Response (EDR)
- Host Intrusion Prevention System (HIPS)
- Firewall (FW)
- Device Manager (RMM):
  - Remote Control Tool
  - Patch Management
  - Ticketing System
  - Custom Scripting & Monitoring

### Managed (\$15)

- Xcitium Advanced Included
- 24x7x365 Continuous Monitoring
- Proactive Threat Hunting
- Unlimited Incident Response Services
- Live Remediation Support
- Quarterly Security Guidance Meetings
- \*Service Warranty Included

### Complete (\$20)

- Xcitium Advanced + Managed
- Cloud Monitoring
  - Network Log
  - Traffic Visibility
  - Windows Event Logs
  - Firewall Logs
  - Linux Server Logs
- Custom Data Sources
- Cloud Monitoring
  - O365
  - Azure AD
  - AWS CloudTrail

**Email Protection \$2**

**MDM \$2**

**Web Protection \$2**

**CNAPP \$TBD**

# Cheat Sheet for Recommending Xcitium



Use Case	Recommend Xcitium if...	Key Selling Points
Needs comprehensive security across endpoints, networks, and cloud	The client needs to secure a hybrid environment or struggles to manage multiple disjointed security solutions	<ul style="list-style-type: none"> <li>• <b>Unified</b> Zero Trust Platform <b>natively architected</b> EDR, XDR, MDR, and CNAPP (plus SIEM and ITSM)</li> <li>• <b>Works seamlessly</b> with existing infrastructure</li> </ul>
Compliance	The client is in a regulated industry (e.g., healthcare, finance, retail, tec.) and struggles to satisfy compliance requirements	<ul style="list-style-type: none"> <li>• Automated and comprehensive compliance <b>dashboards</b></li> <li>• Pre-built <b>mapping</b> for PCI-DSS, HIPAA, GDPR, NIST, CIS, etc.</li> </ul>
Protection against threats (known and unknown)	The client is concerned about zero-day attacks, ransomware, or other threats – particularly those that are not found through a detection-only approach	<ul style="list-style-type: none"> <li>• Patented <b>ZeroDwell</b> containment technology</li> <li>• Irrefutable <b>verdicting</b> on all threats</li> <li>• <b>Pre-emptive</b> threat prevention</li> </ul>
Limited IT resources	The client lacks in-house security expertise, tools, or resources to manage their security operations (simple or complex)	<ul style="list-style-type: none"> <li>• MDR/XDR and CNAPP in a single <b>unified platform</b></li> <li>• <b>24/7 SOC services</b> (including managed SOC)</li> <li>• <b>Incident response</b> never costs extra</li> <li>• <b>Reduced alert fatigue</b></li> <li>• <b>Simplified security management</b></li> </ul>
Limited budgets ... but unlimited threats	The client is cost-sensitive but requires comprehensive enterprise-grade protection	<ul style="list-style-type: none"> <li>• The <b>most affordable</b> solution on the market</li> <li>• Full-featured security with <b>no hidden costs</b> (IR included)</li> <li>• <b>Scalable and flexible</b> offerings for businesses of all sizes</li> </ul>
Cloud-native application protection	The client has significant cloud workloads, is moving to a cloud-native environment, or must satisfy cloud-based compliance requirements	<ul style="list-style-type: none"> <li>• <b>CNAPP</b> with CSPM, KSPM, CWPP <b>unified and natively architected</b> with the entire Zero Trust platform</li> <li>• <b>Continuous monitoring</b> and real-time protection</li> <li>• Support for the cloud providers the client uses (<b>AWS, Azure, GCP</b>)</li> </ul>
Future-proofing a security strategy	The client needs a solution that can adapt to the emerging threats and technologies (e.g., IoT, 5G). They care about	<ul style="list-style-type: none"> <li>• <b>Proactive threat hunting</b></li> <li>• <b>Scalable</b> architecture</li> <li>• Future-proofed, natively architected <b>innovation</b></li> <li>• Continuous <b>updates and improvements</b></li> </ul>

## You may run into trouble if ....

- **The client is in love with their legacy systems:** Clients committed to legacy security solutions might resist the unified, modern approach that Xcitium offers. **PITCH THE WAY XCITIUM OVERCOMES THE SHORTCOMINGS OF THEIR EXISTING TOOLS**
- **The client believes the hype from multiple, disjointed “best-of-breed” tools:** Xcitium’s value lies in its unified and natively architected approach, so clients preferring a piecemeal strategy may not fully benefit from its strengths. **PITCH THE BENEFIT OF A UNIFIED, NATIVELY ARCHITECTED PLATFORM. INTEGRATION OF ACQUIRED TOOLS DOESN’T CUT IT**



## STRONGER THAN STEEL SECURITY SOLUTION

Streamlining SOC services and enhancing endpoint protection for a steel manufacturer's 1200-employee workforce.

### AT A GLANCE

#### CHALLENGES

Heidtman Steel's third-party SOC was overly reactive, forcing their IT team to internally validate incident notifications instead of receiving proactive threat management.

#### BENEFITS

Heidtman Steel transitioned to a proactive security posture with Xcitium's ZeroDwell Containment and streamlined their operations by integrating multiple security services into a single, cohesive solution.

"Working with Xcitium allowed us to deliver a customized, proactive security solution that met our customer's needs. Their ZeroDwell Containment and flexible support options made all the difference, giving us confidence in the solution and its long-term benefits."

#### RYAN BOYK

C3 Technology Advisors

### OBJECTIVES

Heidtman Steel, with a knowledgeable IT staff and 1,200 employees, was outsourcing its SOC to a third-party vendor while using CrowdStrike for endpoint protection. Although CrowdStrike met their needs, they found the SOC services reactive. Heidtman Steel's trusted advisor, C3 Technologies, presented multiple managed services and technologies, including ZeroDwell containment, and effectively demonstrated the benefits of service consolidation. As a result, Xcitium won the contract to provide endpoint protection, MDR, XDR, and secure email gateway support. Despite facing strong price competition, Heidtman Steel valued Xcitium's ability to customize SOC support and saw future benefits in additional security solutions, leading to their selection.

### SOLUTIONS

Xcitium provided a comprehensive security solution that addressed Heidtman Steel's concerns about their reactive SOC. The deployment included robust endpoint protection coupled with ZeroDwell Containment, which offered proactive threat prevention, minimizing the risk of unknown threats executing on their systems. Additionally, Xcitium's RMM tool streamlined both patch management and third-party patching, ensuring that Heidtman Steel's software was always up to date. Customizable SOC support allowed the security services to be tailored to Heidtman Steel's specific needs, whether they required a more hands-on or hands-off approach. Furthermore, Xcitium addressed budget concerns by offering flexible payment terms, making it easier for Heidtman Steel to commit to the comprehensive protection package.

### KEY STATS

#### 1200 Endpoints Secured

Comprehensive protection deployed across the company

#### 500 Secure Email Gateway Licenses

Added to enhance email security one month after initial deployment

#### Improved Proactivity

Shifted from reactive to proactive threat management with ZeroDwell Containment