Cloud Threat Protect. The seller's one-pager.

How to spot the opportunity, what to ask, and what to say when they push back.

RAISE IT WHEN YOU HEAR

- Microsoft 365 or Google Workspace
- Working from home or on the move
- ChatGPT, Copilot or other AI tools
- Going for Cyber Essentials
- Insurer or big customer asking about security

01 Six questions that find the opportunity.

Q1 Do your staff use Microsoft 365, cloud apps or the internet for work?
- No → NOT A FIT — Explore other BT solutions.
- Yes ↓

Q2 How are you keeping users safe online at the moment?
- Nothing much → CTP — Protects users wherever they work.
- We have something ↓

Q3 Does it block malicious websites, phishing links and risky cloud apps?
- No, or not sure → CTP — Firewall and antivirus do not see cloud apps.
- Yes ↓

Q4 How do you help staff recognise phishing and cyber threats?
- Nothing → SAT — Ongoing training and simulated phishing.
- Some training ↓

Q5 Do you test users with simulated phishing?
- No → SAT — Training fades. Simulations show who still clicks.
- Yes ↓

Q6 Would your people spot a convincing phishing email today?
- Under 10 out of 10 → CTP SAT — Quote Cloud Native with SAT alongside.

02 One question per layer of the BT conversation.

Internet links	Network	Users, cloud apps, mail	Devices	People
Managed DDoS Security On-Net	**BT Firewall / Ultra**	**Cloud Threat Protect**	**ETP**	**Security Awareness Training**
"If an attack took your internet down, how long could you trade?"	"What protects your office network today?"	"How are people secured on cloud apps, the web and email?"	"How are company devices protected?"	"Do staff get awareness training, and is it tested?"

Flow adapted from the BT Local Business discovery flow, BT channel team, September 2026.

03 Three Cloud tiers.

Each tier includes the one before it.

Cloud Essentials	Cloud Native	Cloud Advanced
Web Security: safe browsing, URL filtering and anti-malware.	Adds Cloud Application Security for cloud apps and AI tools.	Adds Email Security: phishing stopped before the inbox.

SAT Quote SAT alongside any tier. It covers the people; CTP covers what they use.

04 · WHY NOW

Three numbers for the room.

43%

of UK businesses had a breach or attack last year. About 612,000.

85%

of those were hit by phishing. It starts with a click.

£3,550

average cost of the most disruptive breach, where there was a cost.

05 When they push back.

"We already have Microsoft 365."

It protects email and files. CTP covers other cloud apps, AI tools and the web.

"Our MSP handles security."

Ask what they cover for web, cloud apps and AI. Usually endpoint and backup.

"Sounds complex to set up."

Cloud delivered, no hardware. TrustLayer support through activation.

"Is this the right time for us?"

Hybrid working, AI tools and Cyber Essentials are not going away. The risk is already there.

"We need to think about it."

Offer a 20-minute demo. Message Lux with the customer name and two times.

"We can't justify the cost."

Monthly cost per user against one incident: £3,550 before downtime.

06 What happens next.

01

Activation email. Valid for 48 hours. Act on it the day it lands; check junk if it has not shown up.

02

Log in. Follow the getting started guide at help.clouduss.com.

03

Install the agent. Windows, macOS and Chromebook, from the dashboard.

04

Check it is on. The tray icon shows it is connected and filtering.

DEMOS AND DEALS

Lux Thavanathan, BT Channel Account Manager, South

07542 429358 · lukshmie.thavanathan@trustlayer.co.uk

ACTIVATION AND PRODUCT QUESTIONS

TrustLayer support

support@trustlayer.co.uk · help.clouduss.com

Figures: UK Government Cyber Security Breaches Survey 2025. Tiers: BT channel team, October 2026. Check the BT price book before quoting.