Trend Micro 2.0: Addressing Key Enterprise Security Drivers

Security That Fits

Dan Glessner • V.P. Enterprise Marketing • Trend Micro, Inc.

Addressing Key Enterprise Security Drivers

Challenges

- Threat Landscape

- Regulatory Compliance

**Trend Micro
Enterprise Security**

Opportunities

- Virtualization and Cloud Computing

- Consolidation and Cost Reduction

Security that fits

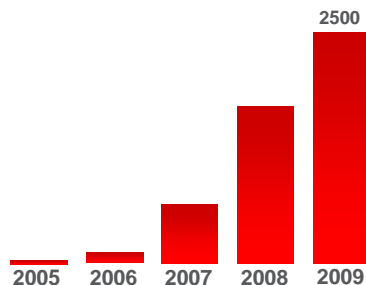TREND MICRO

Enterprise Security Drivers
Threat Landscape

"A new malware variant is unleashed every 1.5 seconds."
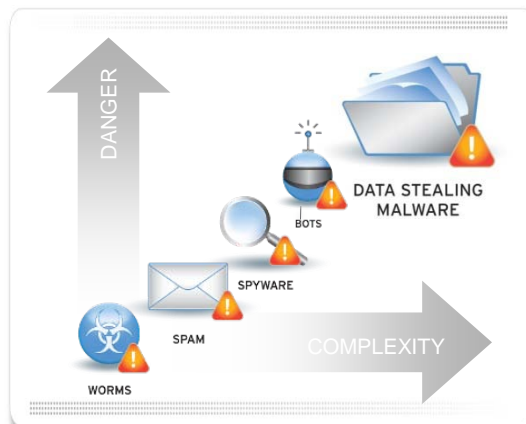—AV-Test.org

Skyrocketing Volume

New Unique Threats per Hour
(worldwide estimate*)

2500

| 2005 | 2006 | 2007 | 2008 | 2009 |

A virtual denial of service attack on security!

Dangerous Risks

DANGER

DATA STEALING MALWARE

BOTS

SPYWARE

SPAM

WORMS

COMPLEXITY

*One data breach could erode your brand forever!*

"Malware was behind 38% of data breaches and 94% of stolen records."
—Verizon Security Report, 2010

Conventional content security is failing to keep up with threats.

Avoiding Detection

Threats Found in Enterprises
(Real-world data from 150 assessments*)

Network Worms	42%
Data-Stealing Malware	56%
IRC Bots	77%
Active Malware	100%
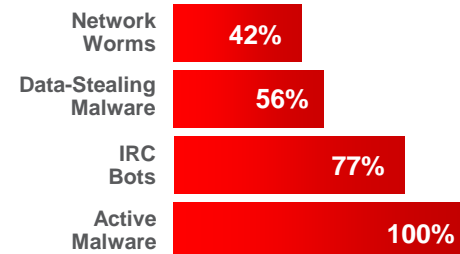
Do you think your network is any different?

New threat landscape requires a new approach

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Staying Ahead Of The Threat Landscape
Innovative Cloud-Client Infrastructure

The Smart Protection Network Difference

- Web, file, email reputation

- Enterprise, SMB, Consumer, Partner product integration

- Automated Smart Feedback

- All data collected, analyzed, *cross-correlated* to provide the best, real-time protection

- Most efficient signature mgt and endpoint footprint

TREND MICRO™ SMART PROTECTION NETWORK

EMAIL THREATS

WEBSITE THREATS

FILE THREATS

Email Reputation

Web Reputation

File Reputation

TrendLabs
Threat Correlation, Feedback Loops, Analysis

Off-site Employees
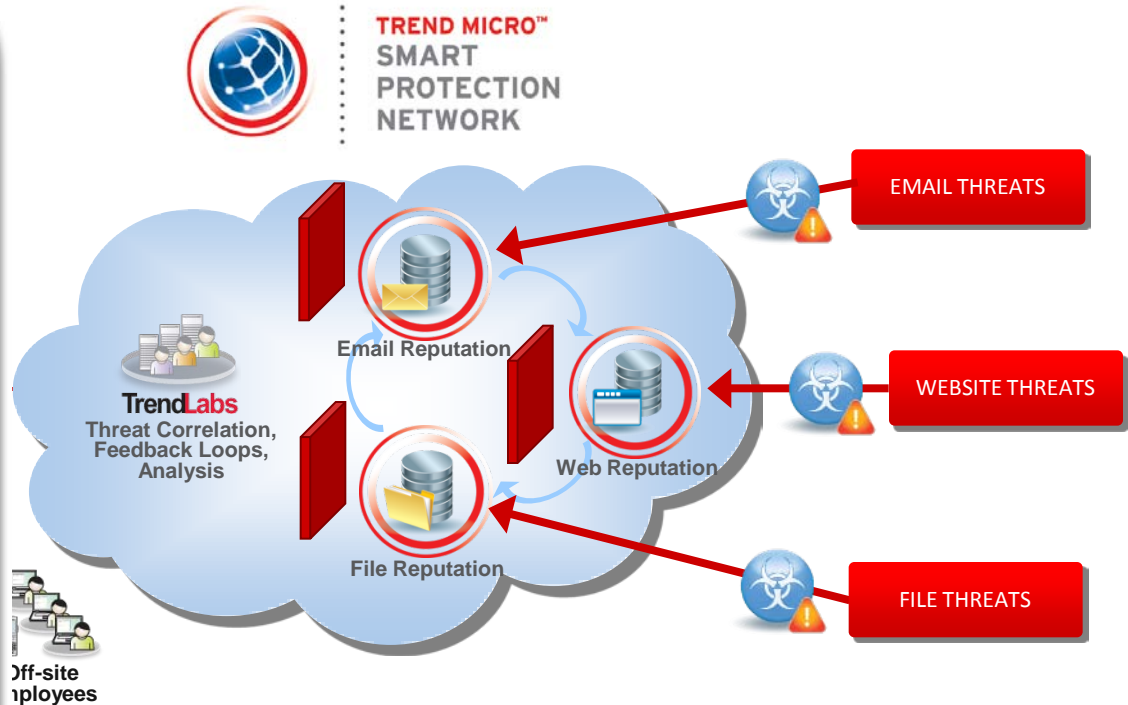
Stopping threats before they reach your network

TREND MICRO™

The Threat Landscape
Trend Micro: #1 Malware Protection
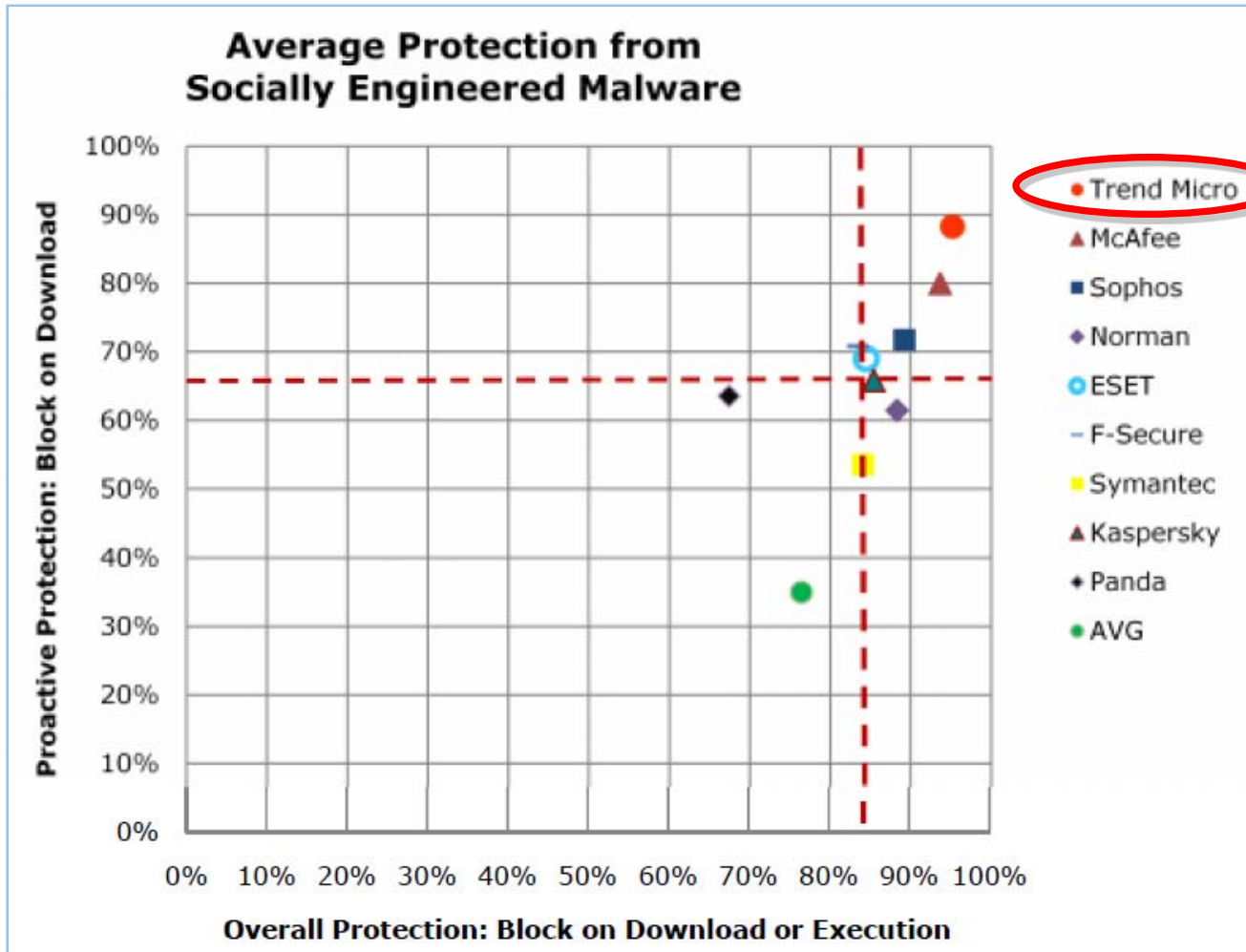
Trend Micro Enterprise Security Advantage

Threat Landscape

University of Windsor

▶ *Secured free-wheeling students without restrictions*

University
of Windsor

16,000 students
"Thinking Forward"

During a one-month campus-wide test…

- Enabled Trend Micro Endpoint Security to fight web threats
- Over 15,000 URLs blocked by Smart Protection Network
- 81% reduction in web-based malware infections

TREND
MICRO

Enterprise Security Drivers
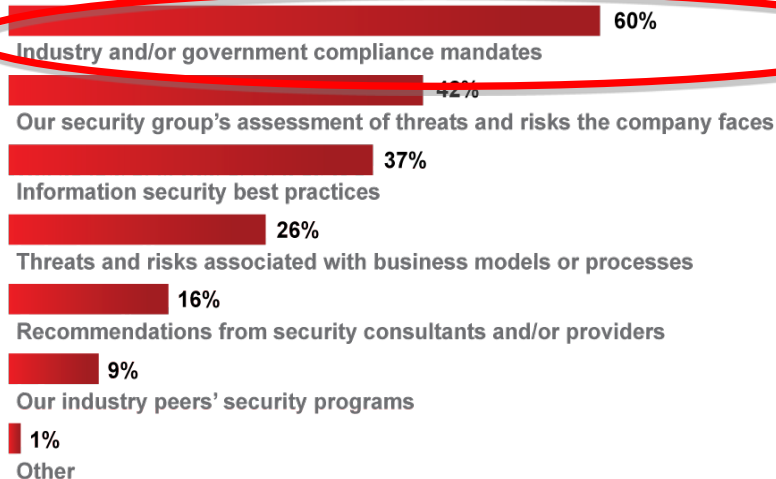## Regulatory Compliance

Tightening Regulations

Escalating Scrutiny

Rising Penalties

Most Influential Factors On Security Program

Which of the following factors have the greatest influence on your information security program?

- **60%** — Industry and/or government compliance mandates
- **42%** — Our security group's assessment of threats and risks the company faces
- **37%** — Information security best practices
- **26%** — Threats and risks associated with business models or processes
- **16%** — Recommendations from security consultants and/or providers
- **9%** — Our industry peers' security programs
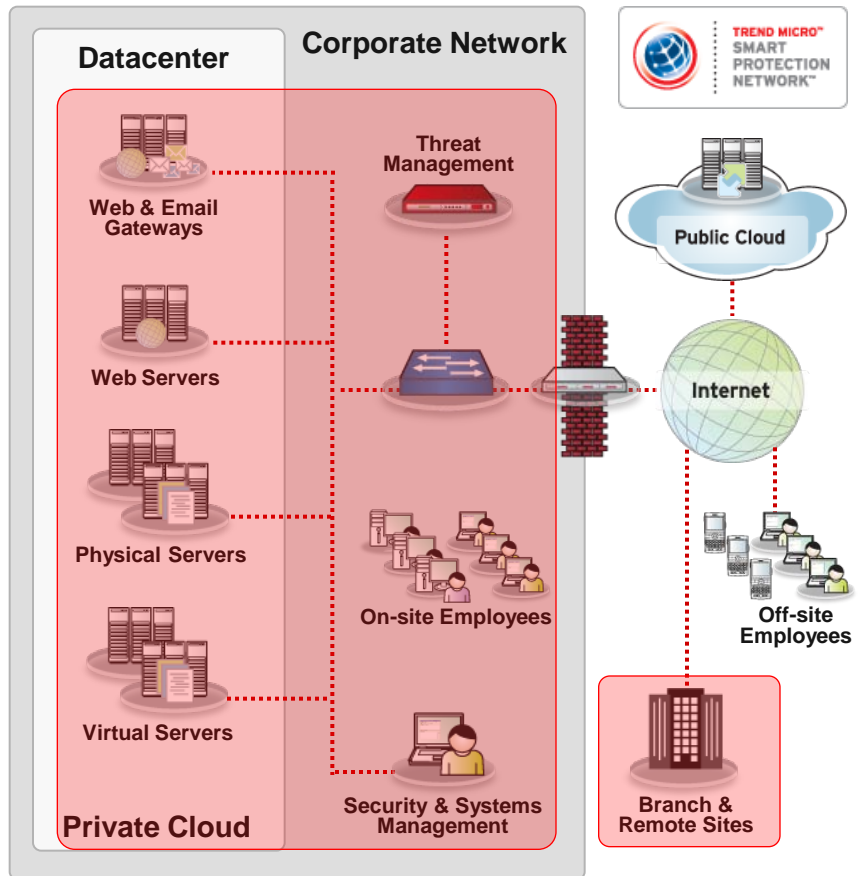- **1%** — Other

Note: Two responses allowed

Data: *InformationWeek Analytics* Executive Security Priorities Survey of 326 business technology professionals

What are your compliance initiatives and concerns?

How do you balance compliance obligations vs security aspirations

TREND MICRO™

Addressing Core Compliance Challenges

Data Protection

Endpoint Compliance

Server Compliance

Vulnerability Management

Risk Assessment & Reporting

CHALLENGE
Automating risk assessment, actions and audit reporting

WHY TREND MICRO
Real-time network overwatch provides assessment and compliance-specific reporting

Solution uniqueness, scope, and cost efficiency

Trend Micro Enterprise Security Advantage
Regulatory Compliance

Major Electronics Retailer

▶ *Enabled PCI compliance and optimized operational efficiency*

Over 1,000 stores and 150,000 employees

Re-evaluating how to achieve PCI Compliance

- TM Datacenter Security specified as a "must" to meet security, compliance and operational cost requirements

- Now centrally managing 5000 self-defending servers across 1000 stores

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Enterprise Security Drivers
Virtualization and Cloud Computing

95% of data centers are deploying virtualization.

North America and Europe deployed more virtual servers than physical servers in 2008.
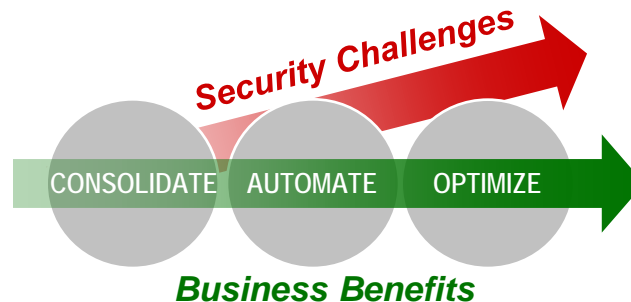
Virtual Servers Are at Risk

**Does your organization have a formal security/information protection strategy for virtualized server environments?**

36%
No IT security/protection plan in place for virtual servers

29%
VM servers comply with company standards defined by traditional server infosec policy

23%
We're working on it

88%

12%
A VM-tailored strategy and solutions in place

% of respondents
Data: *InformationWeek* online poll of 384 readers

Security Challenges

CONSOLIDATE AUTOMATE OPTIMIZE

Business Benefits

Enabling Virtualization and Cloud Computing
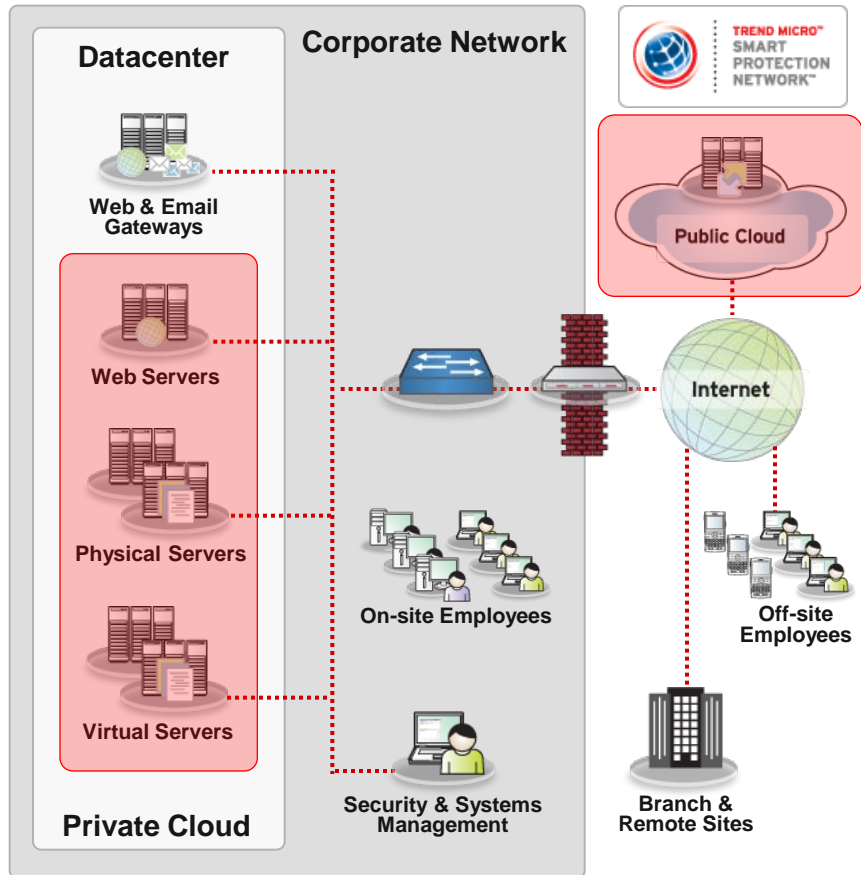
Virtual Servers

Physical Servers

Cloud Servers

CHALLENGE
Confidently adopting private and public cloud-computing

WHY TREND MICRO
Providing a secure container for applications and data in the cloud

The only solution providing location & deployment independent security

Trend Micro
Leadership in Virtualization Security

Selected Virtualization Security Vendors							
	Host Based	Anti-Malware	Virtual Appliance	Virtual Zones	Virtual Infrastructure Protection	VM Lifecycle Protection	Log and Patch Management	Configuration Management
Altor			X	X	X	X	X	X
Apani	X			X		X		
Catbird		X	X	X	X	X	X	X
Check Point			X	X	X			
HyTrust					X	X	X	X
IBM-ISS	X		X	X	X	X	X	X
McAfee	X	X	X					
Red Cannon			X		X	X	X	X
Reflex Systems			X	X	X	X	X	X
Stonesoft			X		X		X	
Trend Micro	X	X	X	X	X	X	X	X
Tripware	X				X	X		X
VMware				X	X	X		

Nemertes Research (October, 2009)

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Trend Micro Enterprise Security Advantage

Virtualization and Cloud Computing

Beth Israel Deaconess / Harvard Medical School

▶ *Enabled access to cutting-edge health care applications and data*

Beth Israel Deaconess
Medical Center

*The teaching hospital
and network of Harvard
Medical School*

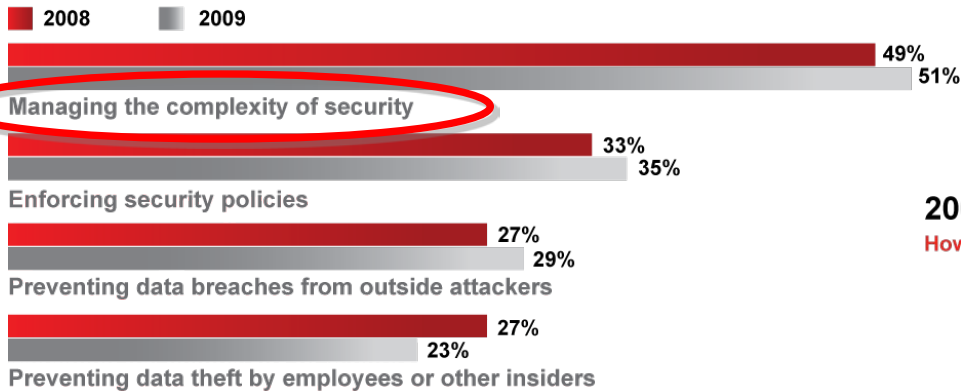**Secure On-Demand Electronic Health Record Solution**

- Private external cloud delivers SaaS EHR applications and data for network of 300 physicians across 173 locations

- Trend-setter for provider-sponsored EHR/HIPAA initiatives

- Trend Micro Data Center Security – "our most important security layer"

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Enterprise Security Drivers
Consolidation and Cost Reduction

Biggest IT Security Challenges

Which of the following are the biggest information/network security challenges facing your company?

■ 2008   ■ 2009

- Managing the complexity of security — 49% (2008) / 51% (2009)
- Enforcing security policies — 33% (2008) / 35% (2009)
- Preventing data breaches from outside attackers — 27% (2008) / 29% (2009)
- Preventing data theft by employees or other insiders — 27% (2008) / 23% (2009)
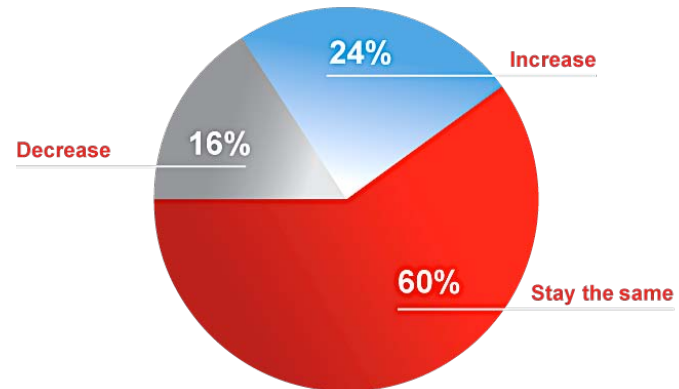
Source: *InformationWeek* 2009 survey of 600 business technology and security decision makers

Managing Complexity of Security is Still #1 Challenge

76% of Security Budgets in 2009 were Flat or Shrinking
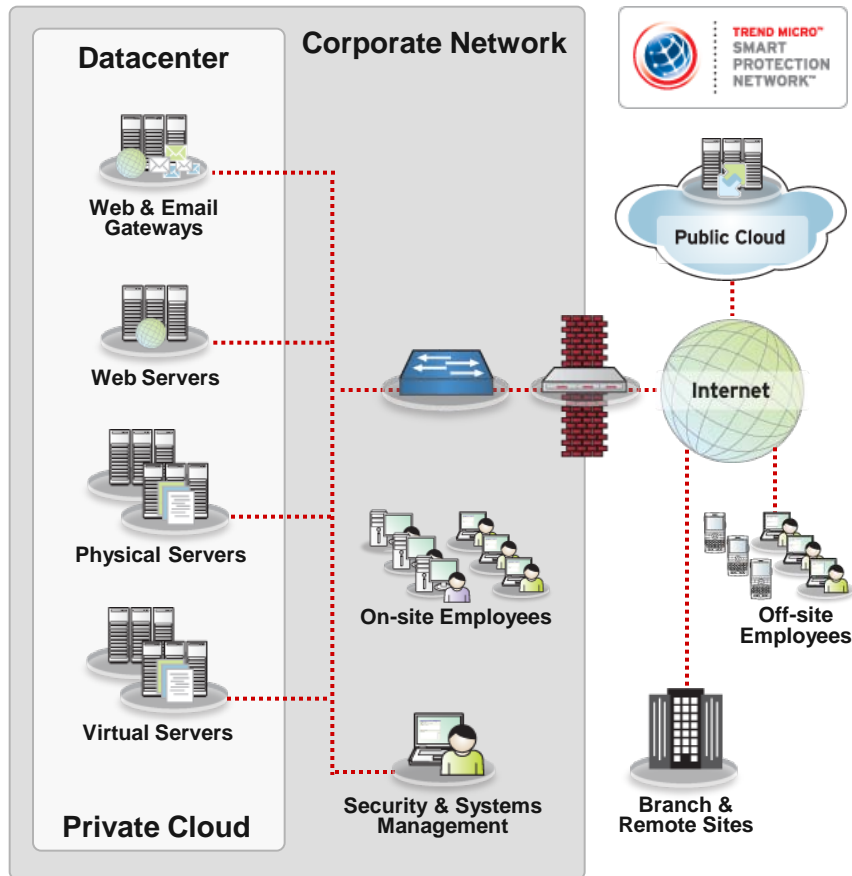
2009 Vs. 2008 Security Budget

How will your information security budget for 2009 compare with the 2008 budget?

- 24% Increase
- 16% Decrease
- 60% Stay the same

Data: *InformationWeek Analytics* Executive Security Priorities Survey of 326 business technology professionals

Cost management will continue to be a tier 1 priority in 2010
–Gartner

Reducing Security Cost & Complexity

Datacenter

Web & Email Gateways

Web Servers

Physical Servers

Virtual Servers

Private Cloud

Corporate Network

On-site Employees

Security & Systems Management

TREND MICRO™ SMART PROTECTION NETWORK™

Public Cloud

Internet

Off-site Employees

Branch & Remote Sites

Security Incidents

Operations Overhead

Point Products

Dead-end Appliances

Endpoint Management

CHALLENGE
Complexity of endpoint security and systems management

WHY TREND MICRO
Unified, ultra-scalable platform provides complete endpoint visibility and control

Better security doesn't have to cost more

TREND MICRO™

Trend Micro: Total Economic Impact
An in-depth business & financial analysis

Security Results:

Endpoint: 58% reduction in infected devices

Web: 20% reduction in web infections

Messaging: 18% reduction in spam

                       25% reduction in email infections

Overall Security: 73% reduction in malware infections

Financial Results:

ROI: 129% risk-adjusted ROI

Breakeven: 14 month payback

Trend Micro Enterprise Security Advantage
Consolidation and Cost Reduction

Jenny Craig

▶ *Integrated suite improved security and dramatically lowered costs*

Jenny Craig

Leader in health and lifestyle programs

Better security and lower TCO for 7000 employees

- Issues: Infections, Spam, trouble ticket volume; management

- 15% trouble ticket reduction; Spam 8K to zero/day; Lower management costs

- "The metrics are staggering…a very significant cost savings"

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Trend Micro Enterprise Security

Addressing Key Enterprise Security Drivers

The Threat Landscape ▶ Trend Micro Smart Protection Network advantage: #1 endpoint malware protection (NSS Labs, June 2010)

Regulatory Compliance ▶ Unique vulnerability management, file integrity, and data protection to support compliance initiatives

Virtualization & Cloud Computing ▶ Leading security capabilities across physical, virtual, and cloud environments
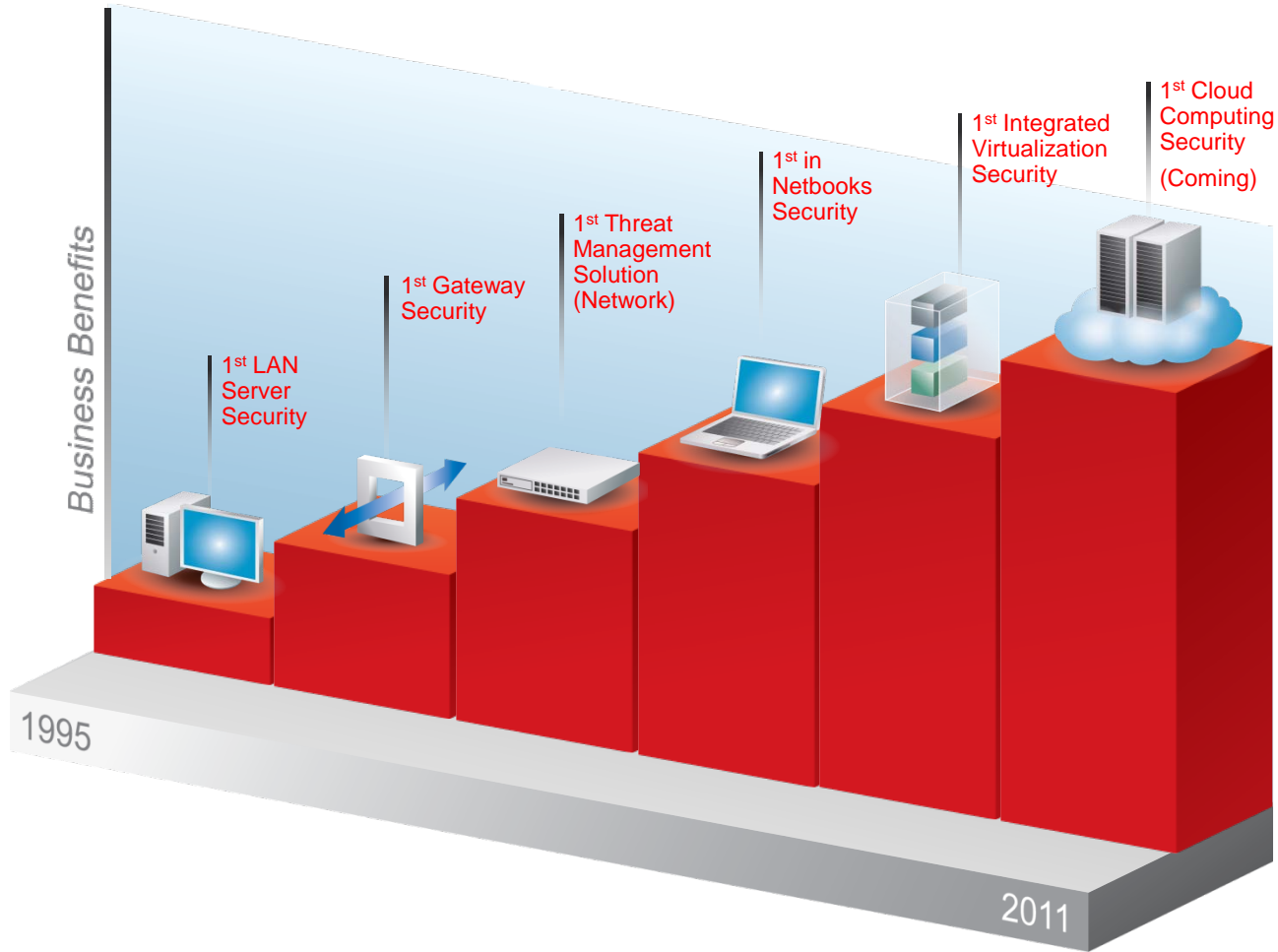
Consolidation & Cost Reduction ▶ Consolidated platforms with proven ability to lower security management TCO by 40%

Security that fits

Security That Fits: IT Infrastructure

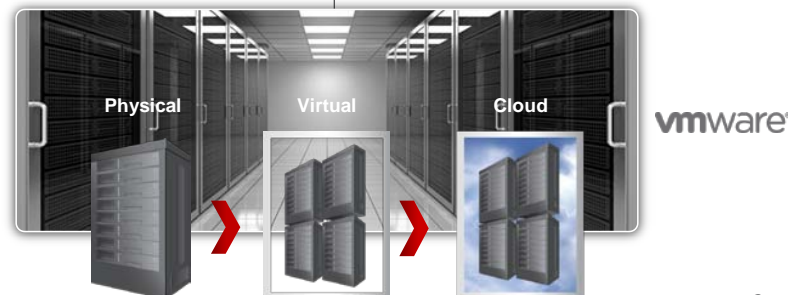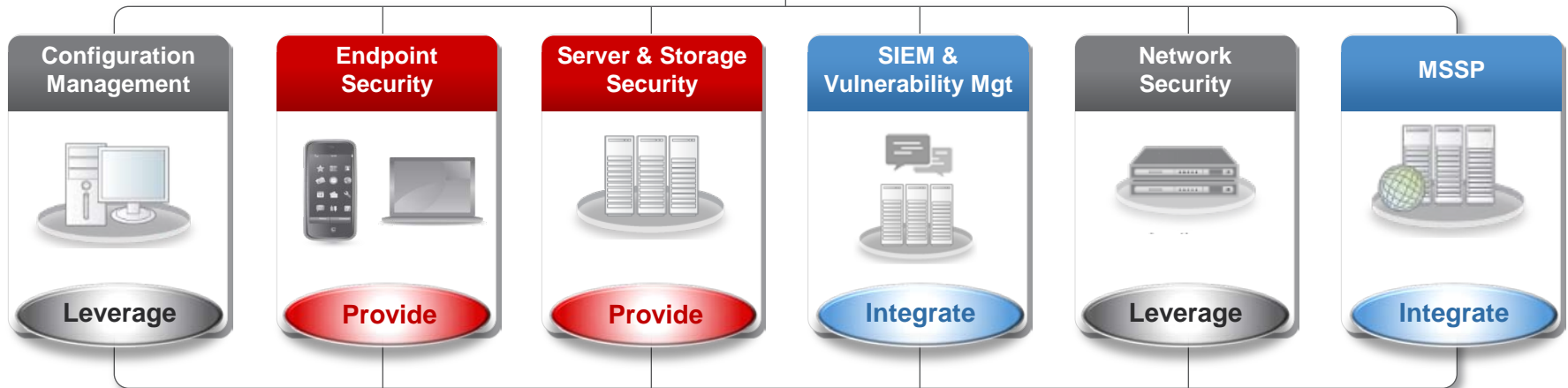*Trend Micro innovation enables benefits of next-generation IT platforms*

Business Benefits

1st LAN Server Security

1st Gateway Security

1st Threat Management Solution (Network)

1st in Netbooks Security

1st Integrated Virtualization Security

1st Cloud Computing Security (Coming)

1995

2011

TREND MICRO

Security That Fits: Customer Environment

Trend Micro's ubiquitous protection secures your corporate data—wherever it resides

Servers

Virtual Servers

Networks

Cloud Computing

Routers

Security Appliances

Netbooks

Windows/OSX

Smart Phones

PSP/PS3

Hosted Security
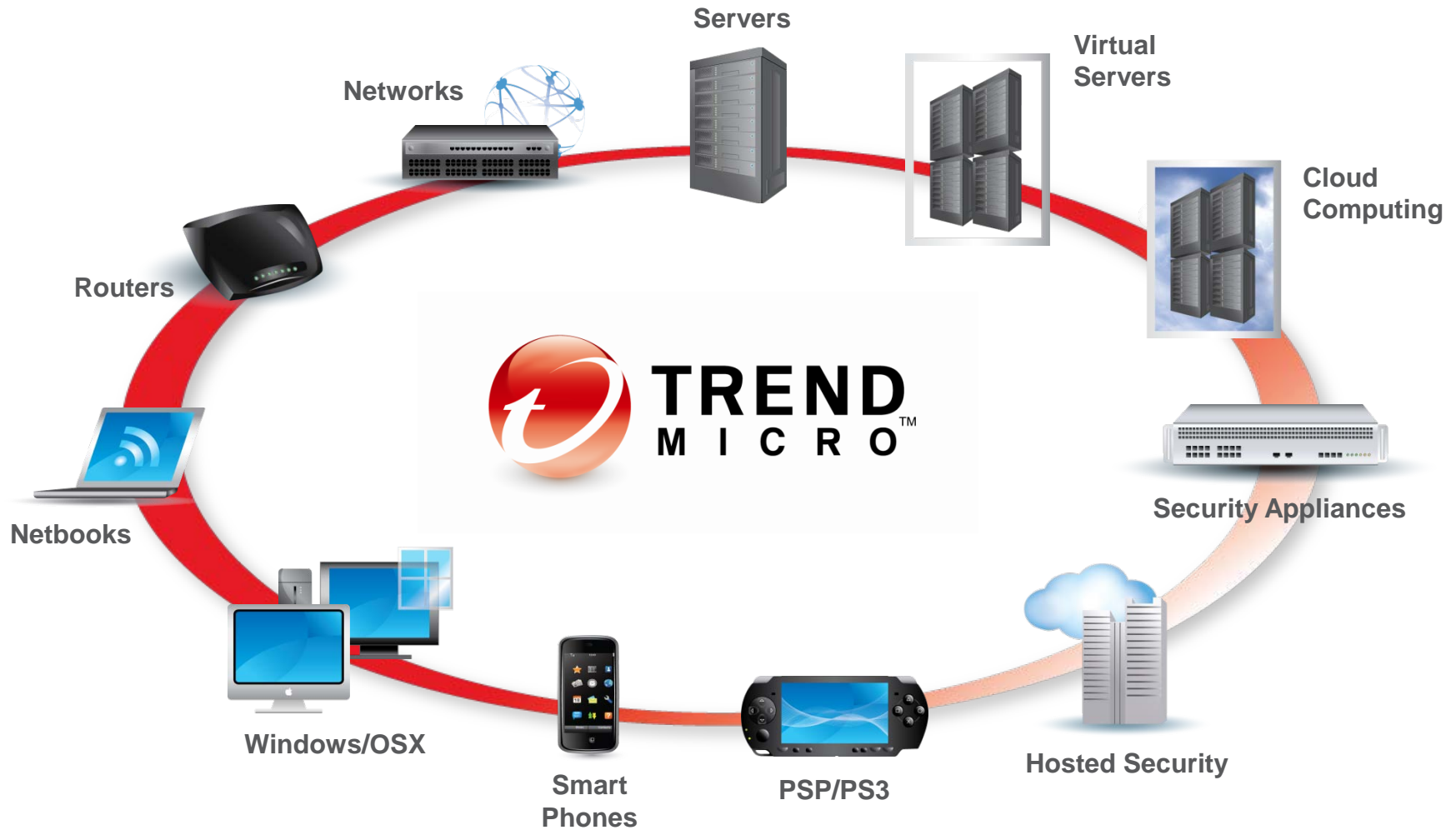
CIO Insight: Trend Micro offers more value, better reliability, and stronger loyalty

Security

VeriSign continues to show its strength in this market, while Trend Micro is clearly taking advantage of uncertainty in Symantec and McAfee's positions. (Intel's purchase of McAfee occurred after most fielding of this study was completed.)

RANK 2010	RANK 2009	RANK 2008	RANK 2007	RANK 2006	Vendor	Average of all 2010 ratings	Value	Reliability	Prefer to stay with vendor (% yes)
1	2	1	1	2	VeriSign	72%	69%	76%	92%
2	4	3	3	1	Trend Micro	69	66	74	91
3	1	4	4	3	Symantec	63	60	68	85
4	3	2	2	2	McAfee	63	60	67	86
					AVERAGE 2010	67	64	71	88
					AVERAGE 2009	71	70	72	87
					AVERAGE 2008	74	73	75	88
					AVERAGE 2007	75	75	77	91
					AVERAGE 2006	71	70	72	87

CIO INSIGHT
Vendor Value 2010
Best Security

Note: Trend Micro was in top 5 vendors who increased the most in 2010 and achieved #3 top score out of all vendors in "Delivering Required Support."

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Thank You