



Securing Your Web World



13.3.2010

Trend Micro Update

Harri Kaikkonen
Channel Manager

Trend Micro

A global leader in Internet content security advancing threat management technology to secure data against a wide range of threats

EVA CHEN
CEO and Co-Founder



1000+ Threat Experts
TrendLabs

VISION

A world safe
for exchanging
digital information

MISSION

Innovate to
provide the best
content security
that fits into the
IT infrastructure

Founded
United States
in 1988

Headquarters
Tokyo, Japan

Employees
4,350

Market
Content Security

Locations
Operations in 23
Countries

\$1 Billion Annual Revenue

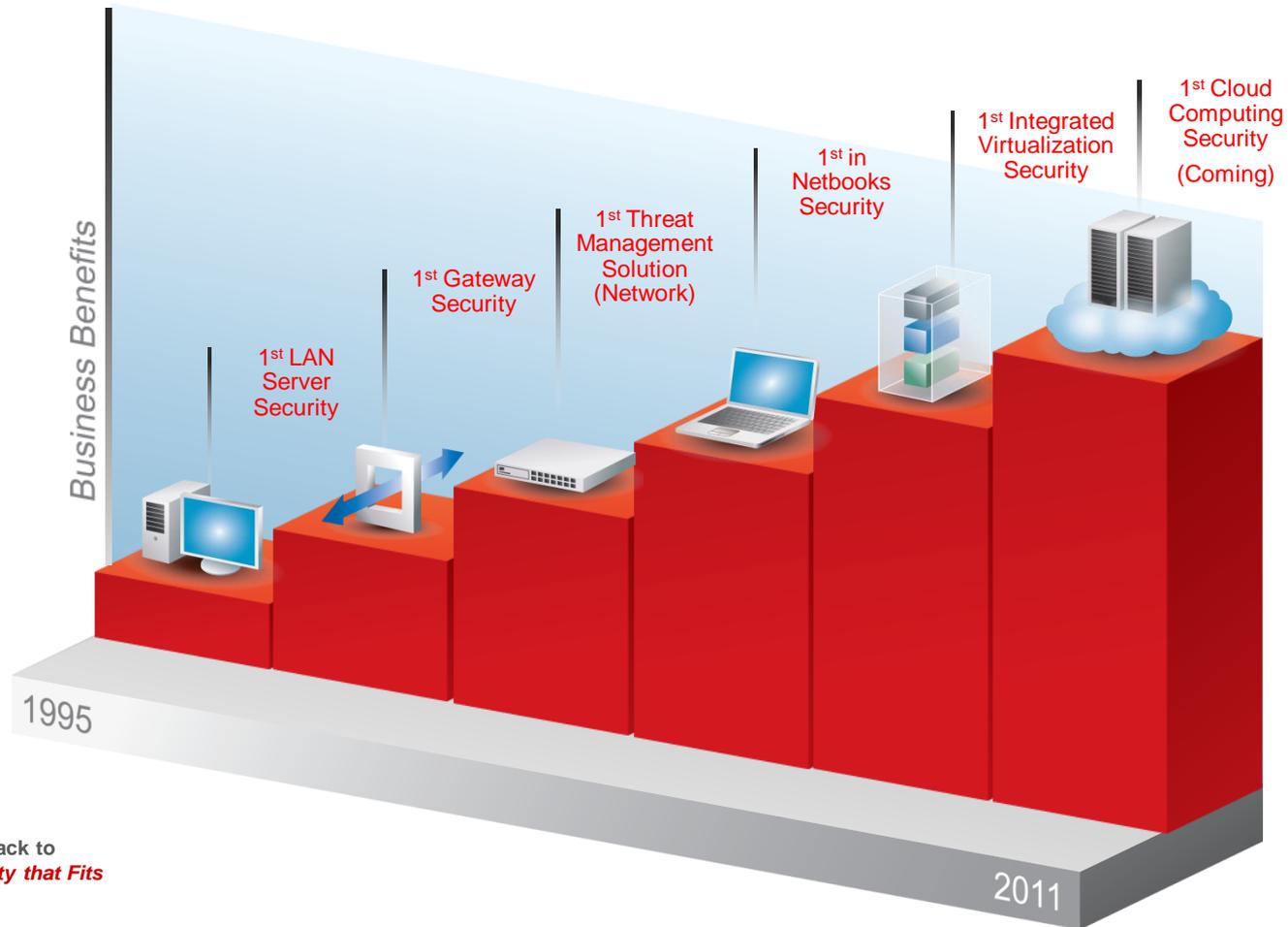
**Largest Security Company
Headquartered Outside US**

**Top 3 in Messaging, Web
and Endpoint Security**

**A Leader in Virtualization
and Cloud Computing
Security**

Security That Fits: IT Infrastructure

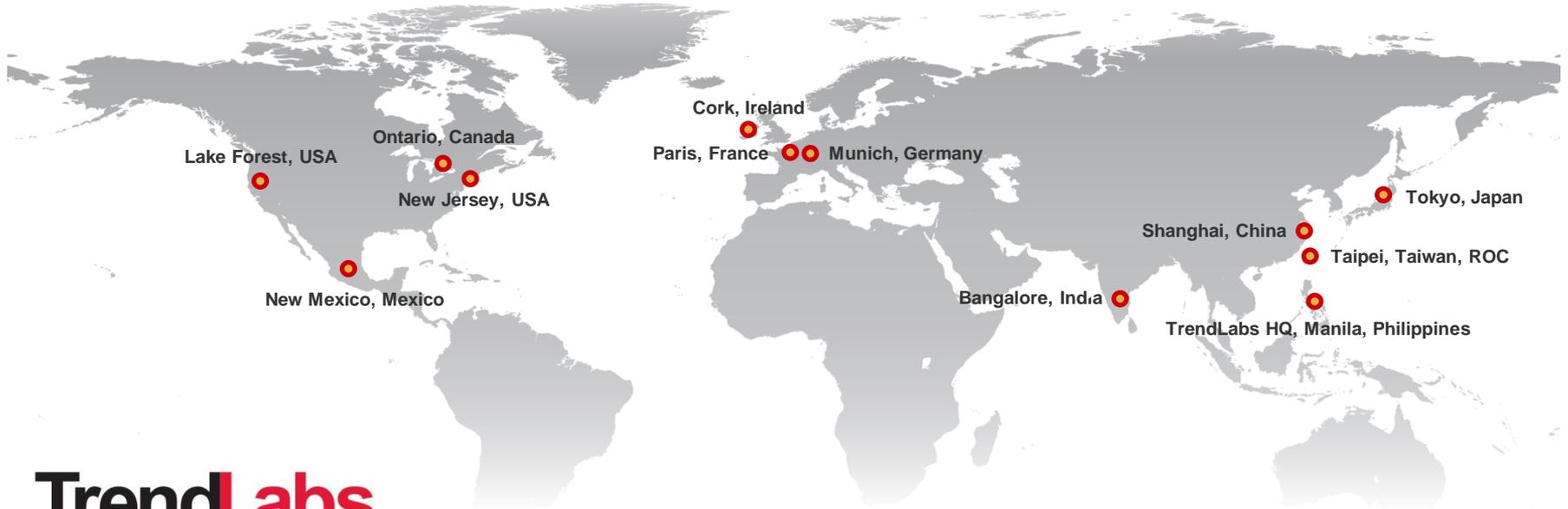
Trend Micro innovation enables benefits of next-generation IT platforms



Back to
Security that Fits

Trend Micro Foundation: TrendLabs

TrendLabs helps provide a worldwide platform for delivering timely threat intelligence, service, and support anytime, anywhere.



TrendLabs
Global Technical Support & R&D Center of TREND MICRO

- More than 1,600 threat research, service, and support experts at 12 locations
- 24/7 operations
- Real-time alerts for new threats

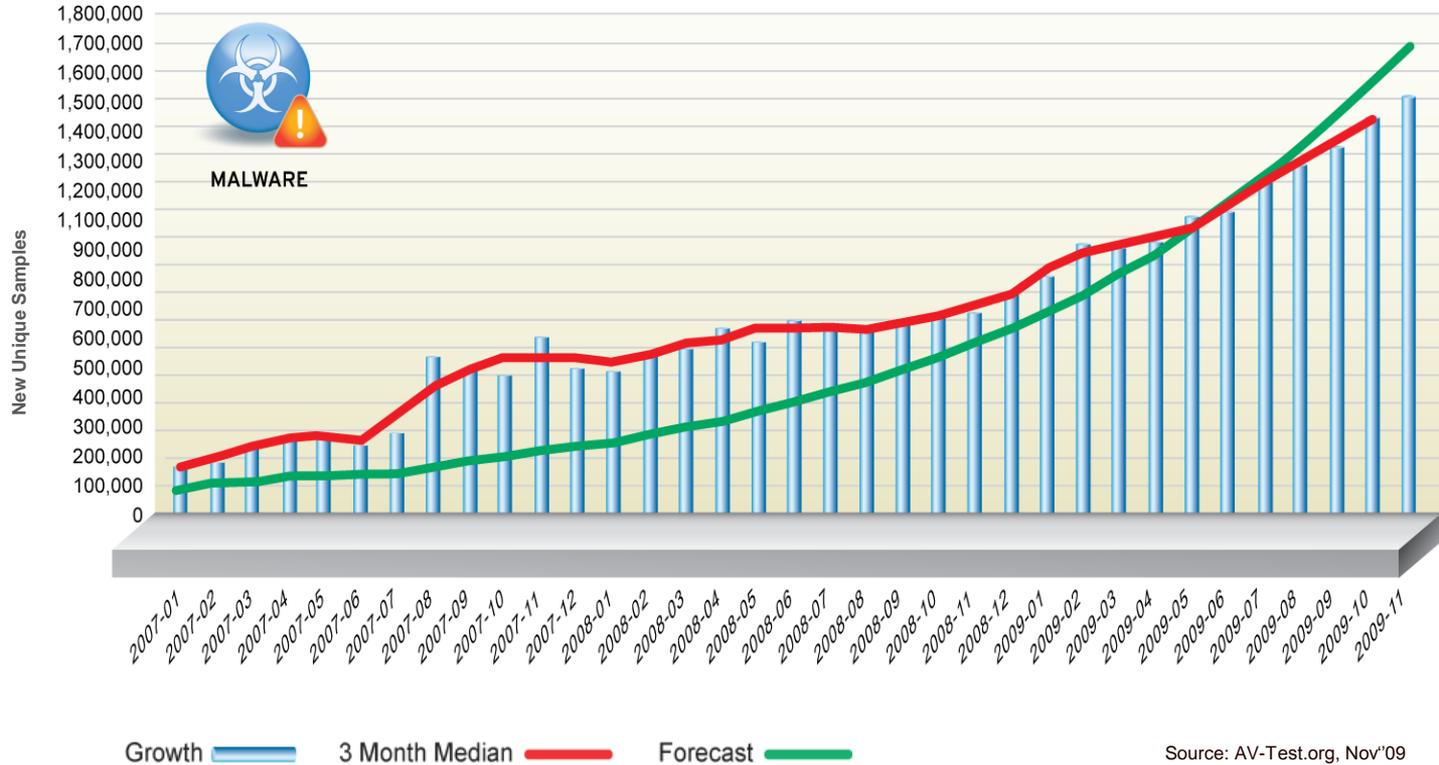
▶ Protection requires more than a product...

▶ It requires service—timely and expert service.

Security That Fits: Threat Landscape

Trend Micro provides industry-proven real-world protection

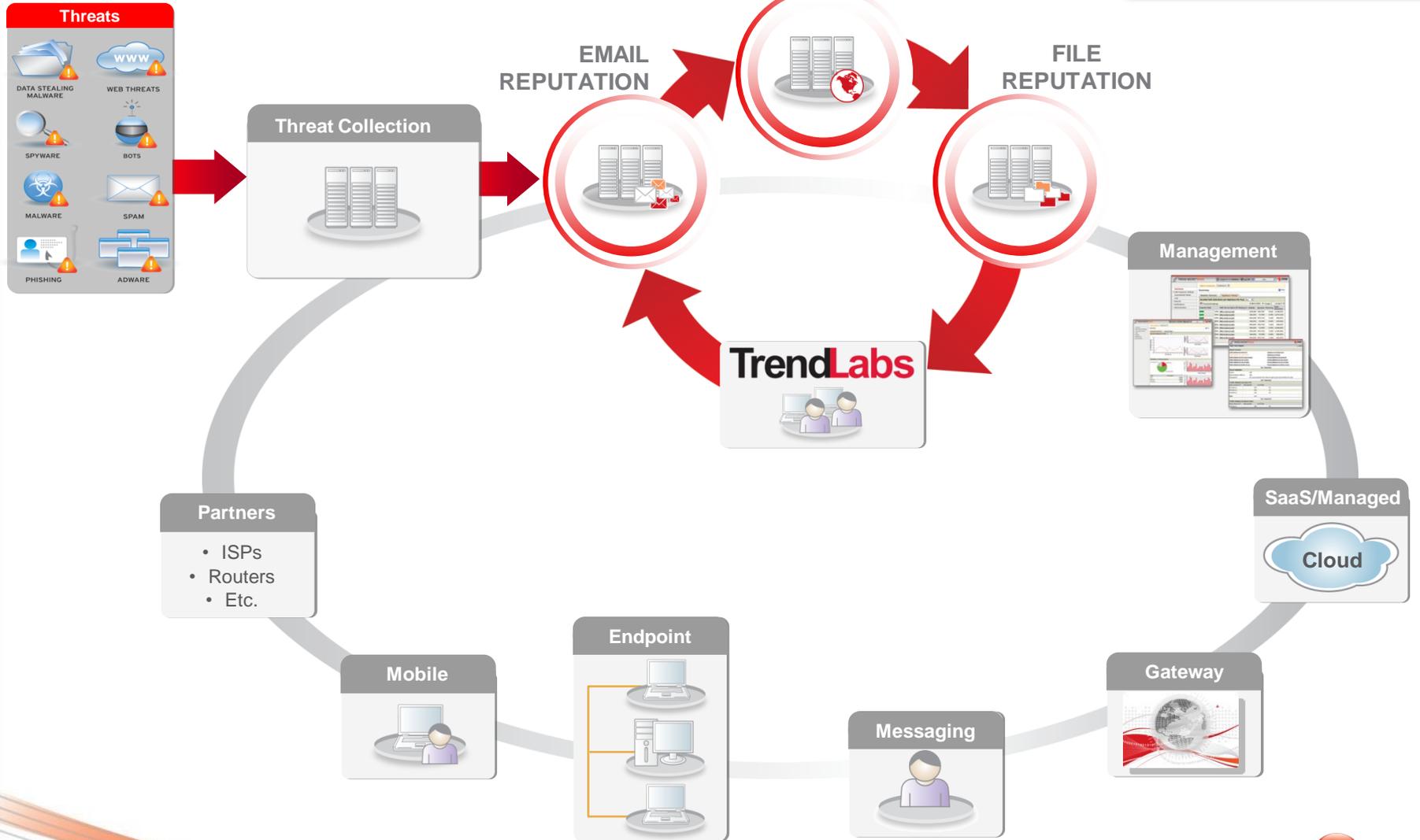
NEW
Threat Every
1.5
Seconds



Trend Micro Smart Protection Network

Security Made Smarter

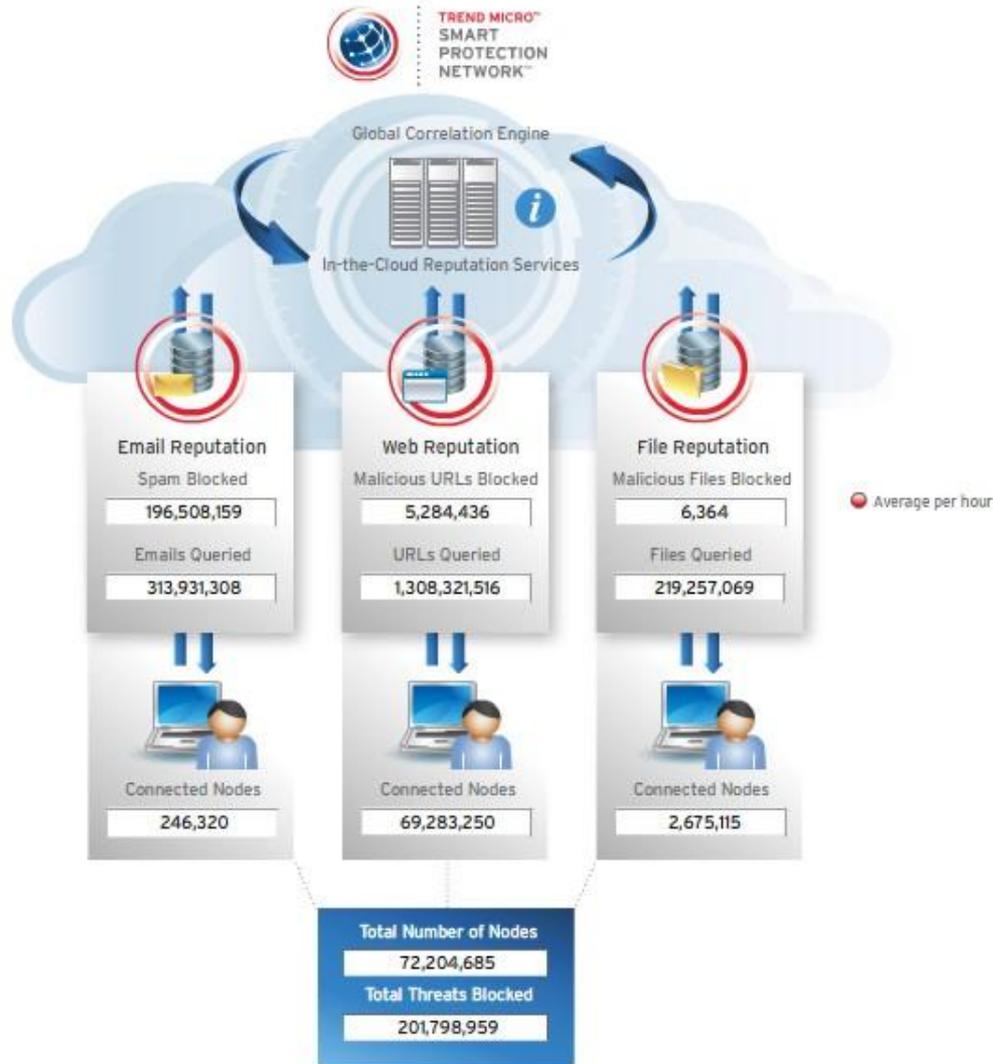
250 Billion updates and
1.9 TB data processed
daily



Security That Fits: Threat Landscape

Trend Micro provides industry-proven real-world protection

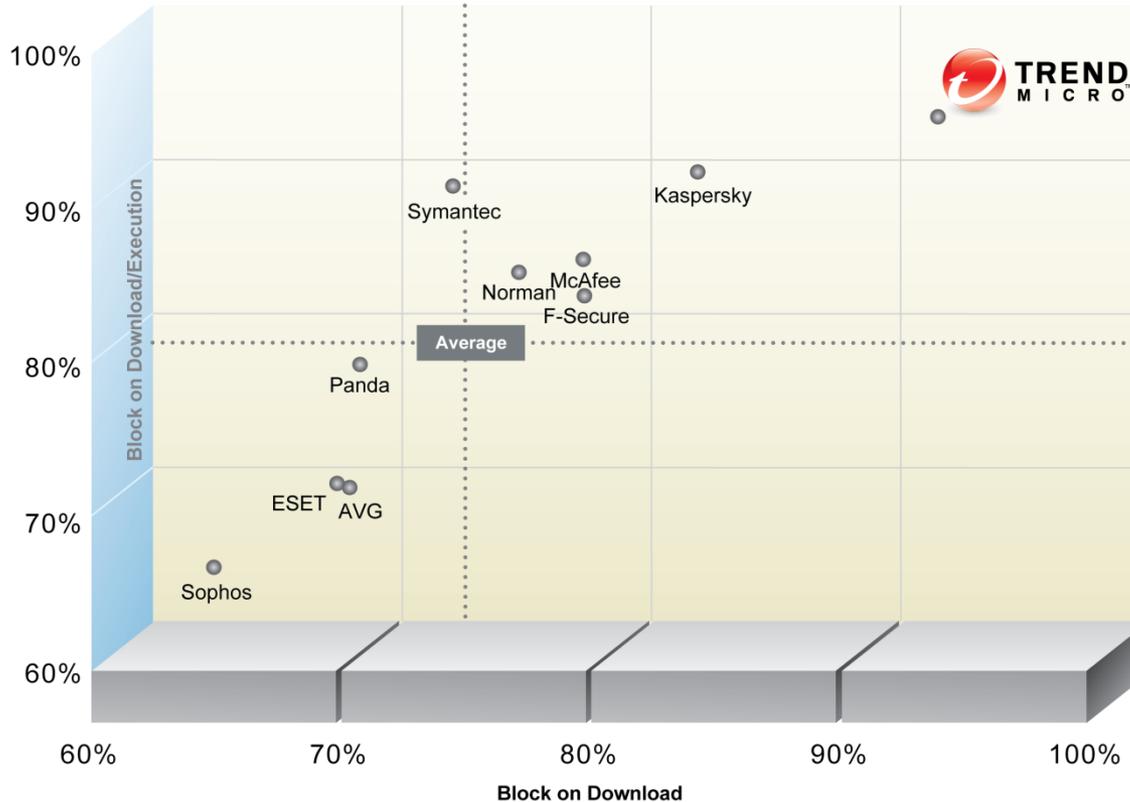
Blocking
Billions of
Threats
Daily



Security That Fits: Threat Landscape

Trend Micro provides industry-proven real-world protection

Mean Block Rate for Socially Engineered Malware*



#1
Real-world
Online
Testing

NSS Labs
Security. Certified.
September, 2009

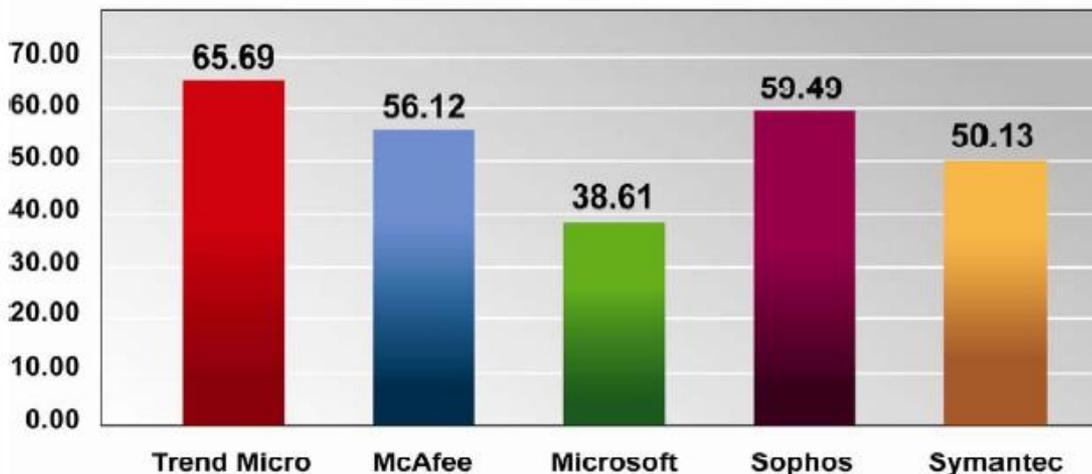
* Data referenced from the NSS Labs report:
Endpoint Security
Socially Engineered Malware Protection
Comparative Test Results
Corporate Products



Security That Fits: Threat Landscape

Trend Micro provides industry-proven real-world protection

**AV-Test.org Benchmark Test
December 2009**



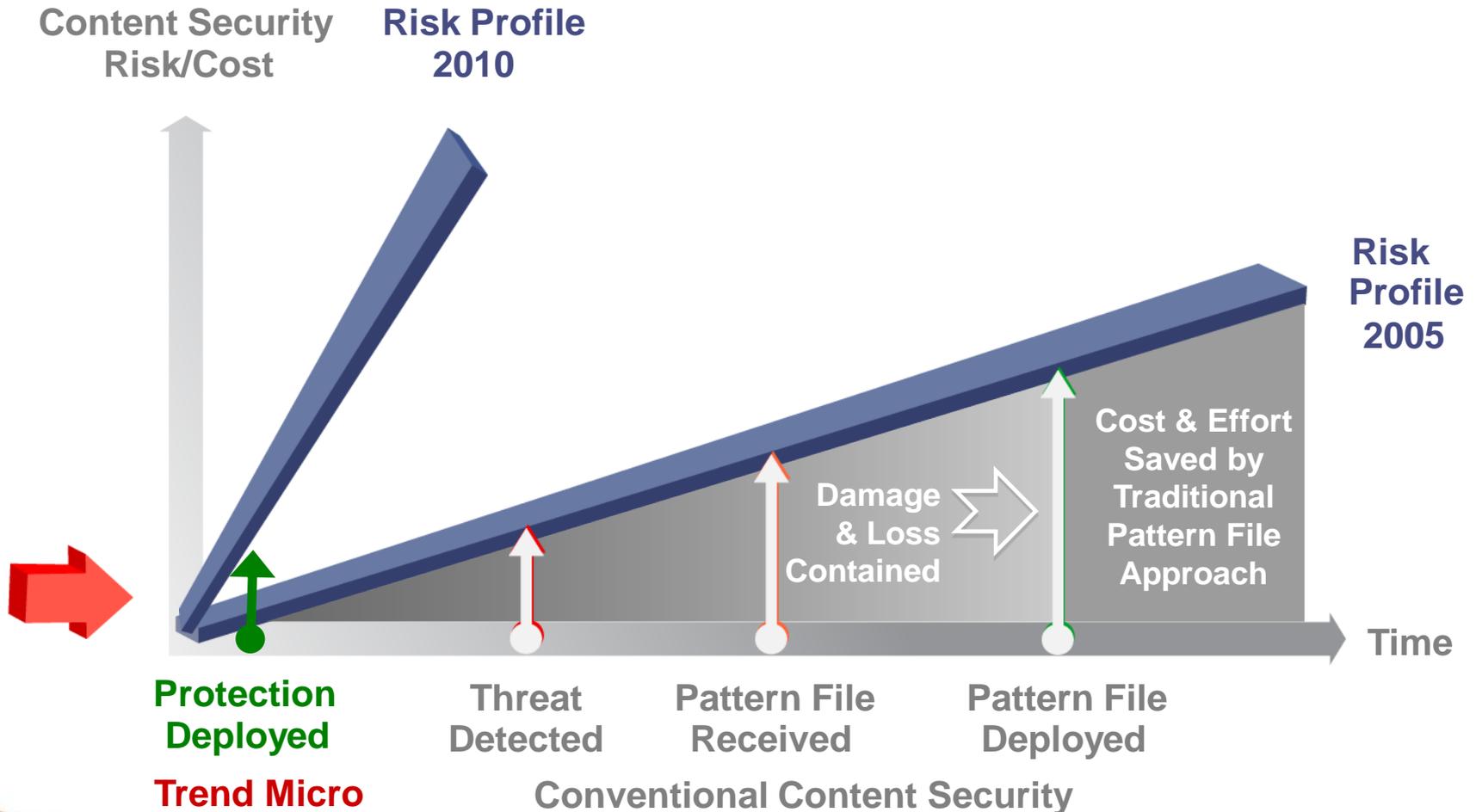
100% = Perfect Score for Each Metric

	Trend Micro	McAfee	Microsoft	Sophos	Symantec
Exposure Layer	65.1%	16.07%	0%	59.26%	0%
Infection Layer	50.46%	64.48%	51.48%	51.79%	66.84%
Overall Score	65.69%	56.12%	38.61%	59.49%	50.13%

#1
Real-world
Online
Testing

Security That Fits: Defend against today's threats

New Protection Paradigm for more efficient cost savings



Smart Protection Network Security Impact Report

The Cost of Content Security

In an enterprise with **5,000 employees**, every year on average:

- Nearly 2/3 of endpoints are infected
- 197,000€ is spent cleaning endpoints
- 160,000€ is lost in employee productivity
- 124,000€ is spent deploying and managing pattern files
- 10% of IT security time is spent managing multi-vendor complexity

The Trend Micro Security Impact

Respondents project significant savings:

- ✓ **62% reduction** in endpoint infections
- ✓ **40% reduction** in security management costs
- ✓ **20% reduction** in security breaches

**Savings of Over
300K€ / Year**

60€ / Employee

Immediate Projection – Less Complexity

Based on Survey and Analysis by Osterman Research - January 2009

Copyright 2009 Trend Micro Inc.





Securing Your Web World



13.3.2010

Trend Micro Update

Harri Kaikkonen
Channel Manager