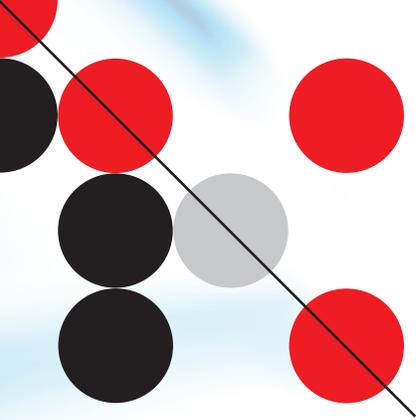


# Protecting Your Digital World



• CORPORATE OVERVIEW





# With revenues of more than \$105 Billion, cybercrime generates more revenue than the illegal drug trade.

Source: U.S. Treasury, reported by Reuters

*If customers don't feel that their confidential information and transactions are secure, all electronic communication and commerce may be undermined, with devastating effects to the economy. Businesses and consumers alike must take every possible precaution to secure their systems and data to stem the erosion of trust in the Internet.*

Source: Computer Economics 2004



Each year, advancing technologies offer new ways to streamline business transactions and enable seamless communication among customers, partners, and employees. As businesses become more responsive, it's almost as if internal and external boundaries disappear.

## Trend Micro

**A leader in threat management software, hardware and services that is committed to protecting customers of all sizes from the growing range of digital threats.**

**OUR VISION:** A world that's safe for exchanging digital information

**OUR MISSION:** Ensuring operational continuity through comprehensive protection against malicious threats

**OUR STRATEGY:** Delivering timely intelligence and customer- driven innovations that seamlessly integrate with the network information flow.

But as the line between the enterprise and the Internet blurs and fades, organizations and individuals alike are exposed to new kinds of security threats. And these security threats aren't from the old-fashioned hackers who simply want to brag that they shut down a business or a network node. Motivated solely by profits, this new breed of hackers uses extraordinary skills to lurk undetected in your network, monitoring business transactions, mining confidential data, and hosting illicit Web pages and malicious code on your own servers or personal computers.

To keep pace, the public needs security solutions that protect against the expanding range of threats: the viruses, spam, phishing, pharming, spyware, rootkits, and other emerging types of malicious code designed to compromise business operations, personal information, and property. Don't wait until your systems are under attack to make sure that your security vendor can answer these three key questions about malicious code:

- **Where is the threat coming from?**
- **How quickly was I informed of the threat?**
- **How well are my systems protected?**

By providing timely and complete answers to those three key questions, Trend Micro delivers exceptional security to individuals and organizations of all sizes.



# Our Approach

INNOVATIVE, CUSTOMER FOCUSED SOLUTIONS FROM A TRUSTED INDUSTRY LEADER.

*Trend Micro is focused on delivering strategies, services, and technologies to ensure that you always know the source of any threat, the speed of its detection, and the depth of your protection—the answers to the three fundamental security questions.*

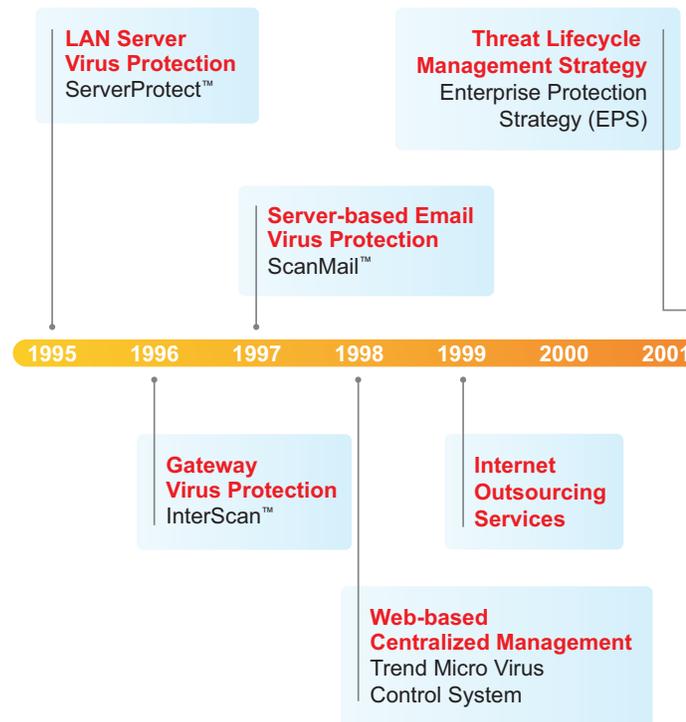
At Trend Micro, we know that the security paradigm must constantly evolve to keep pace with the changing threats. It's no longer sufficient to simply secure individual systems within an enterprise—organizations need comprehensive protection for the network infrastructure itself as well as for the information flowing through it. Through deep integration with the network infrastructure and new technologies including next-generation IP filtering, network content inspection, network access control, and more, Trend Micro secures both the network infrastructure and individual machines. For home and home-office users, Trend Micro provides the freedom to use their computers as they desire, without worrying about protecting systems and data against a growing range of threats.

Our goal is to deliver seamless content and data security that enables organizations to focus on their core competencies and individuals to focus on their desired tasks. To achieve this goal, we've organized our company to make it easier to do business with us. We've expanded



our offerings to include a choice of form factors—software, services, hardware, network integration, and more—to ensure that our customers can tailor a security solution to their exact needs.

We're leveraging our strategic partnerships and alliances to deliver the most value to our customers. We've developed a comprehensive range of home and home-office products so that individuals can use their systems for work or play with peace of mind. And we're continually investing in innovative technologies and services that help ensure continuity in the face of the shifting threat environment.

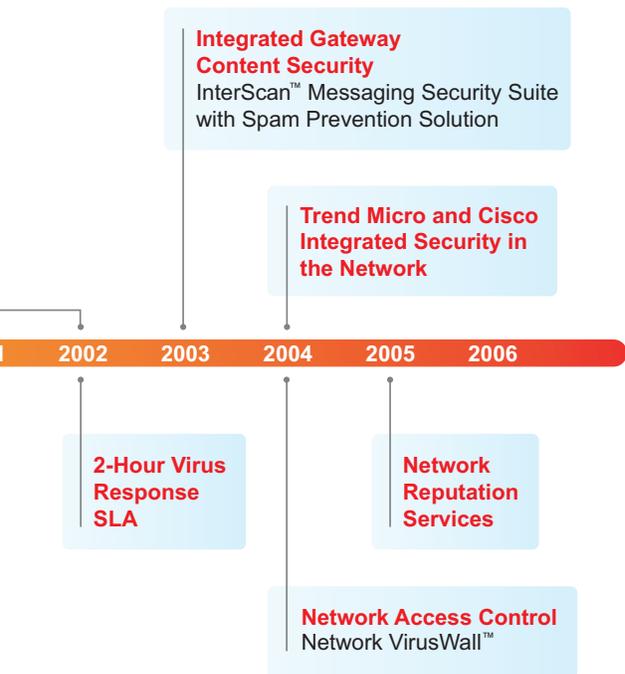


*Building on a history of industry firsts, Trend Micro's latest technology innovations include extending protection into the network itself.*



# The Advantage

CONTINUOUS INNOVATION. CONSISTENT PROTECTION. CUSTOMER SATISFACTION.



Since our inception, Trend Micro has consistently been at the forefront of threat management with innovations that protect customers from emerging threats. We were the first to extend antivirus protection from the desktop to the gateway. The first to offer a centralized Web-based management console. The first to deliver antivirus protection for email and file servers. The first to deliver a comprehensive, customer-centric approach for managing the complete threat lifecycle. And through our strategic partnerships with leading technology vendors such as Cisco Systems, we are the first to integrate our threat management technology and expertise directly into the network information flow.

But comprehensive protection requires more than just security hardware and software products—it demands expert service with rapid deployment of intelligence about new threats. Through TrendLabs™, our global network of threat research and product service and support centers, we offer continuous round-the-clock coverage to Trend Micro customers around the world. More than 800 engineers, researchers, and support personnel in 15 dedicated service centers around the globe monitor potential security threats and mount rapid responses to major security incidents and urgent support requests.



Our timely threat intelligence and ongoing technological innovations combine to help customers minimize damage, reduce administration costs, and—most important—ensure continuity in the face of increasing and ever-changing security threats.

***“Trend Micro is a premium partner: thoughtful, reactive, with the ability to evolve and listen to our needs. Trend Micro enables us to have global visibility of the antivirus and content security situation throughout our IT infrastructure. We benefit from timely updates and enhance our productivity.”***

Bruno Martini, IT Infrastructure Manager  
Aéroports de Paris, France

# Enterprise Protection Strategy

COMPREHENSIVE PROTECTION. INTEGRATED MANAGEMENT. A SECURE ENTERPRISE.

Trend Micro's Enterprise Protection Strategy (EPS) combines multiple layers of products and services to deliver intelligent, comprehensive protection against known and unknown threats. The multilayered security of EPS is deployed to gateways, email and file servers, desktops, and mobile devices, protecting the organization from viruses, spyware, spam, phishing, pharming, botnets, and more, while seamless inter-product communication ensures a rapid and coordinated response to threats. EPS enables the following key functions:

**“Trend Micro Enterprise Protection Strategy gives us the foundation for a complete threat management solution—protecting our complex, distributed networks from a wide range of attacks. By ensuring business continuity and ease of management, EPS provides a significant return on investment.”**

Udo-Peter Meyer,  
Team Lead Virus Protection  
Bayer Business Services ITO-GDC



**MONITOR**

**Monitoring.** Through TrendLabs, our global threat research and support organization, and the Network Security Services Group, EPS provides ongoing real-time detection and identification of known and unknown threats.



**ENFORCE**

**Enforcement.** EPS makes it easy to limit network access to users who comply with security policies, and prevent computers from attaching to the network or otherwise communicating until they're at current levels of protection and authentication.



**PREVENT**

**Prevention.** With multilayered protection at the desktops, servers, and gateways throughout the network, EPS ensures that new patterns are deployed quickly and prevents threats from spreading and interrupting business operations.



**RECOVER**

**Recovery.** EPS is designed to bring businesses back to normal as quickly as possible by rapidly repairing damages caused by network intrusion, spyware, or malware. Our agent-based and agentless offerings provide automatic client remediation and enable recovery from even the most malicious code, such as rootkits.



**Integrated centralized management.** Through Trend Micro Control Manager™, EPS provides an intuitive Web console for centralized management of Trend Micro products and services, simplifying enterprise-wide security policy deployment and coordination.

Trend Micro Enterprise Protection Strategy offers multilayered, intelligent protection against known and unknown threats.

# Small and Mid-Sized Business

WORRY LESS. ACCOMPLISH MORE.

*The smaller the organization, the greater the need for a worry-free infrastructure—the financial impact of a security incident can be proportionally greater for small and mid-sized businesses (SMBs) than for larger companies. Trend Micro delivers a range of solutions in a variety of form factors that address SMB's unique operating environments, including:*



**Automatic Threat Protection** that continuously protects businesses from viruses and other malicious code by detecting vulnerabilities, preventing threats, assessing damage and cleaning up—all without intervention.



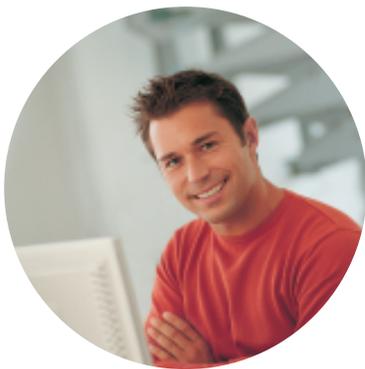
**All-in-one Integrated Defense** that simplifies installation, deployment, and management of security against multiple threats.



**Zero-administration** solutions that proactively deliver critical information, including real-time notification, at-a-glance live status, and detailed pulse-point reporting, to ensure business continuity without creating administrative burden.

Trend Micro's integrated solutions are available in a range of form factors (such as software, managed services, appliances, and more) that can be tailored to meet any business's specific requirements.

*Your digital safety and security are paramount to Trend Micro. With our constant innovations, we strive to continuously provide comprehensive protection against today's ever-increasing malicious threats and deliver exceptional security to individuals and organizations of all sizes. Your mission-critical information and systems stay safe and secure for your peace of mind. And that peace of mind enables you to focus on your continued organizational success.*



***“Trend Micro's Worry-Free solution is one thing that I don't have to worry about. The automatic threat protection is 100 percent true across our grocery chain. Every time I turn on a PC it's automatically updated without requiring me to do anything.”***

Frank Geer, IT manager  
Nijiya Market

## • TREND MICRO INCORPORATED

Trend Micro Incorporated provides individuals and organizations of all sizes with market-leading threat management software, hardware and services. The Tokyo-based corporation has operations in more than 30 countries. Trend Micro solutions are sold through corporate and value-added resellers and service providers worldwide. For additional information visit our Web site at [www.trendmicro.com](http://www.trendmicro.com).



### **Trend Micro Incorporated**

10101 N. De Anza Blvd.,  
Cupertino, CA 95014 USA

1-877-268-4847

[www.trendmicro.com](http://www.trendmicro.com)