



## PARTNER ALIGNMENT

### Company

Trend Micro is the global market share leader in server security

### Aligned Practices

Infrastructure/Platform-as-a-Service

- Amazon Web Services

### Trend Micro Cloud Security Products for AWS

- [Trend Micro™ Deep Security](#)
- [Trend Micro™ Deep Security for Web Apps](#)
- [Trend Micro™ SecureCloud](#)

### Additional Resources

To learn more about cloud security for AWS and register to gain access to training and sales incentives for System Integrators, please visit our web site: [www.trendmicro.com/AWSpartners](http://www.trendmicro.com/AWSpartners)

### Key Contacts

Please contact your Partner Manager for more details and to learn more about how Trend Micro can help you address customer challenges.

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### Start Earning Today

Complete the **Trend Micro AWS Accreditation Program** to earn financial incentives.

**STEP 1:** Create a free account at the [Trend Micro Education Portal](#)

**STEP 2:** Click [here](#) to access the Trend Micro online training courses for AWS security.

**STEP 3:** Complete the Trend Micro online training courses for AWS security.

**STEP 4:** Once you've completed this accreditation program and register to become a Trend Micro partner, you automatically qualify to earn significant financial incentives per customer.

Trend Micro is the **#1 provider of server security for physical, virtual, and cloud environments**<sup>1</sup>—combining the most complete set of security capabilities with automated management to dramatically reduce both risk and cost.

## INSTANT-ON CLOUD SECURITY FOR AWS

Cloud shared responsibility means organizations are responsible for security beyond facility and instance hardware. Building security into their cloud architecture will allow for substantially reduced administrative effort in operations and increased overall security.

### BUSINESS PARTNER RELEVANCE IN THE CLOUD WORLD

Most of the cloud conversations are being held at the CIO/CISO level now. This is an opportunity to connect with executives and drive your brand through marketing programs, as well as an opportunity to cross sell and upsell other Deep Security platform products. Talk about:

- **Expert Install, configuration, and deployment of security controls for AWS** that can accelerate projects. This can be achieved by recommending and deploying a complete set of security capabilities for securing applications running in the cloud (*shared security responsibility*).
- **Customization of security policy for AWS deployments focused on reducing customer TCO.** Effective security policy definition can help by automating server security controls and policy management, so the right security is activated the moment instances are launched.
- **Security monitoring and remediation services** as part of a customer's ongoing commitment to their AWS deployment, leveraging a central dashboard with comprehensive controls and reporting to streamline operational processes.

### CUSTOMER SITUATION—QUALIFYING QUESTIONS

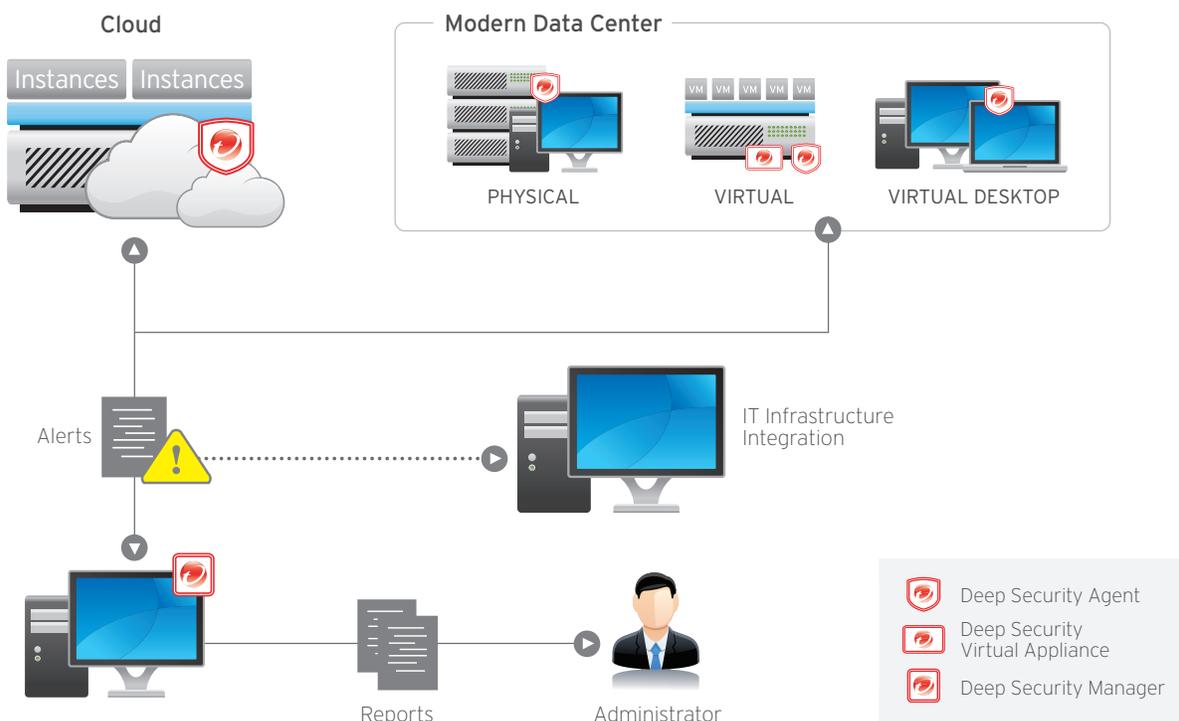
- Are there projects underway to launch in cloud (standalone or in conjunction with data center)?
- If so, what security measures in place/planned (anti-malware, firewall, intrusion detection, integrity monitoring, log inspection, etc.)?
- Is the customer looking for initial help with security deployment OR ongoing help with monitoring and remediation?

### CUSTOMER SITUATION—OBJECTION HANDLING

- ***I have the security I need.*** If you haven't supplemented security beyond native cloud capabilities, you aren't meeting your shared responsibility (as recommended by AWS).

<sup>1</sup> IDC Worldwide Endpoint Security 2013-2017 Forecast and 2012 Vendor Shares, Figure 2, doc #242618, August 2013

## Securing Cloud & Hybrid Architectures



Amazon Advanced Technology Partner



Securing Your Journey to the Cloud

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## ABOUT THE TREND MICRO™ DEEP SECURITY PLATFORM

- **Comprehensive set of security capabilities:** anti-malware with web reputation, host-based firewall, intrusion prevention, integrity monitoring, log inspection, encryption, AWS-approved vulnerability scanning, & globally trusted SSL certificates
- **Deployment flexibility:** available as software or security-as-a-service. Includes full multi-tenant capabilities for easy service operation
- **Designed to reduce cost and complexity:** highly optimized for AWS for reduced operational impact; single platform for security controls and policies managed across multiple environments: physical, virtualized, cloud

### Trend Micro Instant-On Security for AWS Cloud Architectures

Instant-On Cloud Security for AWS is built on Trend Micro's Cloud and Data Center Security Solution comprising market-leading products that deliver key capabilities for securing the modern data center and cloud.

#### Shared Security Responsibility

- Meet security and compliance requirements for data, applications, and operating systems instances running on cloud

#### Optimized for Cloud

- Lower operating costs with *AutoSync*, leveraging metadata-based policy enforcement to automatically recognize and launch security for instances

#### Easy Administration

- Single integrated dashboard with events, reports, instance inventory, and customizable policy templates
- Built-in multi-tenancy capabilities for easy management and billing