

EMBRACE CONSUMERIZATION. UNLOCK OPPORTUNITY.

One of the most significant trends in enterprises today is the Consumerization of their information technology. The democratization of IT means that today's users are far more tech-savvy than ever before, and personal IT choices permeate their business and personal lives. They maintain relationships on Facebook, access files from everywhere with Dropbox and are accustomed to having the freedom to actively shape the applications and information they work with, for example with Google Apps and Wikis. As a result, users now lead a "connected" life, and in many cases, their personal IT equipment, Internet connectivity, smart-phone data-plans are superior to those provided by their employer. Plus, as the users obviously prefer and chose these devices themselves, their motivation to use their own gear is increased.

Combine that with the "Millennials" generation that is now entering the job market, young professionals who have never known a world without their own personal IT and ubiquitous Internet connectivity at their disposal, and it becomes obvious that in order to attract and retain this next wave of talent, enterprises have to provide them with IT assets more attractive than standard-issue laptops to do their work.

Consumerization Challenges for Enterprises

Organizations that embrace Consumerization need to be especially careful not to expose themselves and their business to risk, data-loss and damaged reputation. However, overcoming the following challenges when embracing Consumerization can release significant opportunity:

Managing and securing the exploding diversity of user-liable devices

Regardless of whether enterprises sponsor "Bring Your Own Device" (or "BYOD") programs or simply tolerate user-owned or user-liable devices on the corporate network, the mere fact that devices not controlled by corporate IT access corporate resources creates immediate concerns:

- Is the device safe to access my network resources or does it constitute a threat to the safety of corporate IT by possibly introducing malware or backdoors that could create havoc amongst users and datacenter?
- Are the data and the access credentials to the corporate data safe, if the device is lost or stolen?
- How can users and IT-operations (support) be enabled to easily enable these devices on the network without introducing user or support challenges?
- How can enterprises secure user-owned PCs if no performance baseline can be assumed?





Securing the Enterprise adoption of Social Media and Webification of applications

As users are accessing applications from anywhere, and as they are used to leverage social media, forums and Wikis for communication, enterprises increasingly adopt these technologies for business purposes too. In this process, they need to ensure that:

- Customer web applications are secure and cannot be exploited
- Collaboration applications do not host or spread malicious content
- Sensitive corporate information does not get exposed as enterprises embrace cloud computing

Maintaining visibility and control at all times

With the plethora of devices, operating systems, data plans and user behaviors, enterprises that lose visibility immediately expose themselves to risk, as visibility is the #1 prerequisite to effectively securing the new paradigm of IT. Locating devices and users, monitoring communication patterns and pinpointing suspicious activity will make the difference between happy, productive users in a reasonably secure environment and IT-anarchy, chaos and exploding cost.

How Trend Micro can help

Consumerization is a broad and fast-growing phenomenon. Naturally, there cannot be one silver-bullet product to address all challenges of Consumerization. Trend Micro is a leader in securing enterprises and their journey to the cloud, providing a complete, integrated portfolio of solutions, designed to help customers evolve their IT without exposing devices, networks and data to unnecessary risk.

Mobile Device Management and Mobile Device Security. Available for almost any mobile operating system, and leveraging cloud security for “to-the-minute” threat information, Trend Micro Mobile Security manages and secures smart phones and tablets, including those based on Android, BlackberryOS, and Apple iOS.

Light & Lean Endpoint Security protects PC and Mac endpoints with the industry’s lightest, yet fastest and most effective threat protection suite.

Data protection is more than just encryption. Trend Micro combines true content awareness at the endpoint, server and network layer with powerful data encryption technology, including the latest self-encrypting hard drives to provide end-to-end protection for data, whether it’s at rest, in motion or in use.

Enterprise applications on the Web and in the cloud. Trend Micro is the #1 vendor for virtualization and cloud security solutions, taking customers through the virtualization journey from Server virtualization, through Desktop Virtualization to cloud computing, all while providing security solutions to secure users, protect applications and maintain privacy and integrity of corporate information and applications.

Threat Discovery and Threat Information Management. Sanctioning all users and devices is not a feasible approach in Consumerized IT landscapes. Trend Micro’s non-intrusive out-of-band network over-watch technology identifies rogue devices and pinpoints the sources of dangerous or malicious traffic, so administrators can take charge.