

## GREATER **VISIBILITY**, SUPERIOR **PROTECTION**, LOWER TOTAL **COST**

The need for greater visibility on the network and superior protection at the web gateway

*It's a fact - attacks via the Internet browser are increasing exponentially and are the number one source of malware. Nearly 2.5 malware threats are created every second and the reason is simple, Cybercriminals recognize that there is profit to be made. The shift from email to the web as the primary threat vector is significant for today's IT staff as they scramble to try and catch up with sophisticated socially engineered attacks. Neither URL filtering nor signature-based anti-virus scanning is sufficient to protect organizations from threats such as black hat SEO attacks, multi-stage downloaders, domain hopping communications, obfuscated JavaScript, portable executables, and other sophisticated malware. Furthermore, application visibility is critical to understanding network risks and to achieving application control. Customers need the ability to see streaming audio and video, file sharing, collaboration, and social networks; just a few types of applications that are capable of hopping from port to port. Today's Internet-savvy users demand to use the latest cloud-based applications such as Skype or Facebook to communicate and collaborate with their colleagues. These non-browser applications represent a new risk that proxy-based gateway solutions just can't address.*

### Trend Micro InterScan Web Security

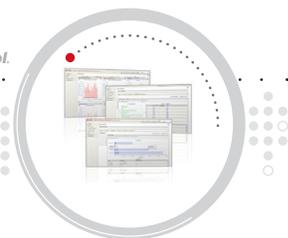
Trend Micro™ InterScan Web Security delivers the multi-layer security and real-time visibility you need to safely manage today's rich and dynamic Internet content. With InterScan Web Security and Advanced Reporting and Management, Trend Micro combines the best security elements into a single web gateway security solution with cost-effective deployment options that easily fit into your network infrastructure. The solution gives you complete security for not only the key Internet protocols HTTP and HTTPS, but also for more than 420 additional Internet application categories, including instant messaging, streaming media and peer-to-peer applications to name just a few. A single console provides the control and visibility necessary to help ensure that your users are protected and can browse content without the risk of infection—even when the material may not be safe.

#### **AV-Test Labs**

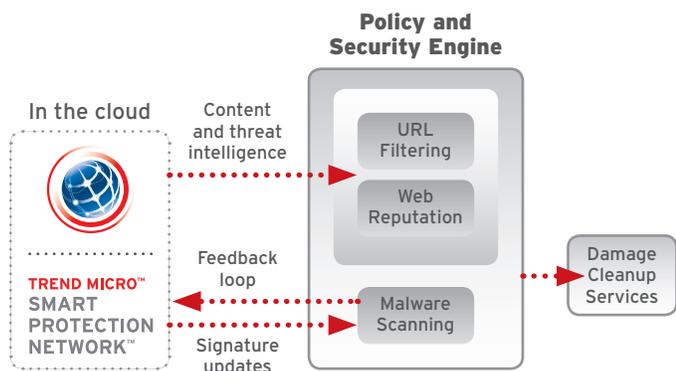
*Independent testing showed that Trend Micro's ability to block threats at multiple layers (Exposure, Infection & Dynamic) provide better overall security against the new threats propagating today.<sup>1</sup>*

### The best security technologies to address today's critical web threats

Unlike most IT security vendors, Trend Micro owns and develops the best security technologies to address today's critical web threats, both at the exposure layer and infection layer. This gives our experts the ability to develop innovative new security solutions, including the integration of Application Control, URL filtering, web reputation, malicious content filtering, and other technologies within a common framework. Using this approach allows administrators to create comprehensive policies, dynamic dashboards, and performance reports, dramatically improving your organization's security posture, and reducing the costs and challenges of managing different point solutions separately. If you currently use only URL filtering to defend your web gateway, or you rely on static antimalware engines, now is the time to consider adding zero-day threat protection tools, including web reputation and malware scanning features, to block known threats that may emerge on new sites or to scrub the content of viruses and spyware before they hit your users' computers.



## InterScan Web Security



Trend Micro helps you move beyond traditional URL filtering and static signature-based antimalware solutions, giving you the advantage of real-time threat intelligence from the Trend Micro™ Smart Protection Network. A highly correlated source of email, web, and file reputation services and URL categories, the Smart Protection Network is a cloud-based system that is constantly updated with new threat data. With over 5 billion queries per day from Trend Micro's broad-reaching customer base, the Smart Protection Network delivers greater visibility and accuracy across the spectrum of Internet threats. Moving this information into the cloud eliminates the chore of maintaining and updating local databases, helping ensure that every URL request is checked against the most current category and reputation information. By filtering non-business or known malicious content before it gets to the gateway, our system inspects content one last time before your users access it.

Malware content filtering continues to be a must-have security requirement for web gateway security solutions. As information passes through the gateway, scanning for viruses, spyware, and malicious scripts helps ensure that both inbound and outbound content is scrubbed of known bad elements. Instead of just deleting infected files, a complete content filtering engine can clean files and pass them to users. The combination of centralized scanning at the gateway and automated rule updates into a single point dramatically accelerates the delivery of this layer of protection. This approach reduces the window

of endpoint exposure, optimizes resource utilization, and helps ensure that only clean content crosses the network.

It takes just minutes to apply a comprehensive Internet security policy, following these five easy steps:

1. Define URL filtering policies by applying rules to users/groups/IPs against over 80 pre-defined or custom URL categories, including time and disposition criteria
2. Select a desired risk profile or security threshold for Web Reputation rules
3. Define malware scanning and file criteria for HTTP, HTTPS, and FTP traffic, along with script security criteria for active browser-based content.
4. Define application policies for more than 420 Internet application categories, such as rules for instant messaging, streaming media or peer-to-peer applications
5. Define reporting and dashboard elements for monitoring Internet activity, such as most active users by bandwidth, most popular applications or URL categories, most malware infected users

Once the monitoring process starts, administrators can constantly refine policies to respond to changing business requirements and meet corporate and regulatory compliance standards

### Real-time visibility

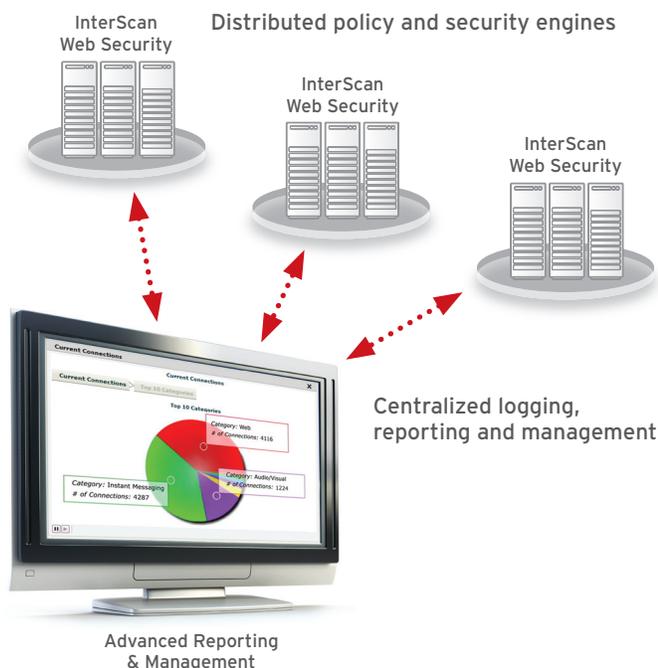
Having the flexibility to define filtering rules for the Internet traffic entering your organization is important, but the Trend Micro InterScan Web Security solution also gives you visibility into how those policies are affecting real-time Internet traffic. With performance reporting, dynamic dashboards, and real-time end-users activity monitoring, InterScan Web Security and the optional Advanced Reporting and Management module provide unprecedented visibility into those difficult questions— who, what, when, how, and where? Trend Micro's solution is flexible in design and offers actionable information so administrators have the capability to open specific views into live events, conduct forensic analysis against real-time information, and execute corrective actions to reduce or eliminate risky Internet activity immediately.



The advanced reporting features support drag-and-drop configurations, dynamic charting styles, and configurable templates to customize reports to meet business needs.

Organizations can centralize their reporting and management and retain the ability to deploy the web gateway across multiple sites in their enterprise. This approach removes the reporting burden from each web gateway security engine, giving systems greater flexibility to meet the needs of distributed organizations, as well as more capacity to improve server scanning performance.

### Centralized logging, reporting, and policy management across a distributed gateway environment



### Lower total costs

Trend Micro lowers the total cost of securing your web gateway, and has a direct impact on factors such as minimizing productivity loss, simplifying IT management, reducing endpoint cleanup, and alleviating the need for additional server procurement and licensing. Trend

Micro's adoption of the software virtual appliance form factor—which provides appliance-like deployments on standard hardware platforms and virtualization frameworks such as VMware and Microsoft Hyper-V—leads to savings on hard costs. By supporting both software appliance and virtual appliance options, Trend Micro web security solution allows IT departments to take advantage of the latest high-performance, multi-core processors and virtualized environments without paying for proprietary hardware appliances, excess capacity, or additional licensing fees for operating systems.

Additional benefits of Software Virtual Appliances include:

- Reduced IT procurement costs
- Greater number of users per server
- Consolidation of hardware servers
- Increased IT department efficiency
- Reduced operational costs
- Greening of IT by maximizing power usage across consolidated hosts

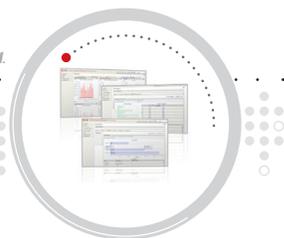
Trend Micro's software virtual appliances include a hardened and tuned OS that supports the security application. To provide the highest level of expertise and commitment, we also complete additional certifications:

- VMware Ready validation to help ensure that the InterScan Web Security and Advanced Reporting and Management are fully tested and supported in a VMware ESX environment
- Support for Microsoft Hyper-V environments
- Certified by Trend Micro assurance program to verify that your Trend Micro security applications are fully compatible with independent hardware vendors' servers.



#### Osterman Research

shows Virtual Software Appliances can lower costs by 48-54% than when deploying a traditional hardware appliance model. <sup>2</sup>



## Conclusion

As you continue to integrate the Internet into your business processes—and as malware becomes more and more web-based—security has become the top priority for defending the Internet gateway. By consolidating web security technologies and leveraging in-the-cloud security services from the Smart Protection Network, Trend Micro InterScan Web Security offers better protection that is faster, smarter, and more

comprehensive. The solution's new advanced reporting capabilities give organizations the resources to understand the interaction between users and the Internet in real time.

The bottom line: IT security professionals and business leaders require an innovative security solution that incorporates the latest technologies targeted at addressing new and existing threats in a cost-effective manner—and that's exactly what Trend Micro delivers.

For more information on **InterScan Web Security**, visit

<http://us.trendmicro.com/us/products/enterprise/inter-scan-web-security-virtual-appliance/index.html>

For more information on **Advanced Reporting and Management**, visit

<http://us.trendmicro.com/us/products/enterprise/advanced-reporting-management/>

For information on the **Trend Micro Smart Protection Network**, visit

<http://us.trendmicro.com/us/trendwatch/core-technologies/smart-protection-network/>

Or please **call** or **visit** us at:

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

**+1-877-21-TREND**

1 AV-Test, Comparative Report: Real World Enterprise Endpoint Test Report, May, 2011  
2 Osterman Research White Paper: The Cost Advantages of Virtual Security Appliances, March, 2011  
3 Osterman Research White Paper: The Cost Advantages of Virtual Security Appliances, March, 2011

