Find out why Trenders are passionate about security and about people.
The power of human connections

At its heart, your business is about people—your team members and your customers. And protecting your business is about protecting those people, which means much more than just implementing the best security products on the market.

That’s why, at Trend Micro, we don’t just provide world-class security solutions. We provide the peace of mind that comes from having a team of creative, engaged human beings—Trenders—watching your back, on the other end of the phone when you need reassurance, and ready to help.

This is Trend Micro’s “human touch,” and it’s what sets us apart from the rest. When you work with Trend Micro, you’re working with people who know your first name—and you know theirs.

Trend Micro’s dedication to the human touch comes straight from the top. As CEO Eva Chen says, “Building human connections is critical: It’s the key to developing trust, forming strong bonds, and doing good.” Every Trender is empowered to approach situations with authenticity and empathy. Trenders are passionate about security and about people.

In this e-book, seven of our customers talk about how Trenders have brought the human touch to their lives. Discover in their own words how the power of human connections helps them gain peace of mind in today’s constantly evolving security landscape.
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Community National Bank improves security while its VP expands her expertise

In the process of gaining better security for Community National Bank (CNB), Vice President Amanda Tremble gained more from Trend Micro than she bargained for—encouragement and assistance in furthering her professional development.

The call

Enhance CNB’s threat defense strategy

CNB, an independent, locally owned financial institution based in Midland, Texas, needed to be better prepared to address emerging challenges and risks. At the same time, CNB’s leaders asked Tremble for ways they could gain better insight into the bank’s end-to-end data flow.

The answer

A trusted advisor who brings both solutions and professional development

From the beginning, Trender Debbie Ng, head of Global References, worked hard to create an excellent working relationship between herself and Tremble. Given her history of working collaboratively with Trend Micro over the years, Tremble knew she could count on Ng to provide the best guidance and solutions when it came to upgrading the bank’s security defenses and improving visibility. Ng recommended that CNB upgrade to Trend Micro™ Apex One™ and connected Tremble with the right teams to ensure that she’d have the best Trender support.

As the two worked together, Ng also encouraged Tremble to pursue her professional interests in cybersecurity. Ng personally introduced Tremble to threat experts and other security leaders, including Trend Micro’s own CEO Eva Chen. As a result, Tremble is now completing several IT certifications.
This morning, I took my first certification exam. I’m now officially ITIL certified. I can’t thank Debbie and Trend Micro enough for inspiring me to go back to school.”

**Amanda Tremble**
Vice President and Information Systems Supervisor, Community National Bank

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Trend Micro’s culture encourages us all to be the best we can be. We are encouraged to work with each other and support each other. We focus on driving success together and celebrate each other’s success. In the end, it is customers like Amanda who benefit from a united Trend Micro because they can see how happy and inspired we are.”

**Debbie Ng**
Head of Global Customer References, Trend Micro
Zero to 100
Hall County, Georgia, goes from little protection to enterprise-grade cybersecurity

Before André Castleberry, Hall County's first-ever cybersecurity administrator, was hired in 2019, the rural Georgia county had very little in the way of a security mindset or security tools.

The call
Quickly and efficiently scale security across the entire county

Castleberry had limited budget allotted for security tools and few personnel. He knew what he wanted the county's security end-state to look like, but he didn't have a clear path to getting there.

The answer
A security environment designed through partnership

Castleberry reached out to Trend Micro to help him develop a roadmap to improve the county's security posture. He was introduced to Stokes Janney, regional account manager at Trend Micro. The two formed an instant bond because Janney took time to understand the county's security concerns and ask questions about the end-state Castleberry envisioned rather than trying to sell him a product.

Based on their conversations, Janney and Castleberry came to the joint conclusion that the county needed a platform solution and 24/7 monitoring services. Janney suggested several Trend Micro solutions, including Trend Micro™ Apex One™ as a Service, Trend Micro™ Vision One™, and Trend Micro™ Cloud One™. He also offered Castleberry expanded testing of Trend Micro solutions to increase his comfort level and provide the data and experience he'd need to obtain buy-in from his supervisors and constituents.
The quality of service we've received from Trend Micro has been top notch. Stokes will check in regularly to see if everything is going all right or if we need anything. He never tries to sell me anything. That's important to me. He just gives me the information I need.

**André Castleberry**  
Cyber Security Administrator, Hall County, Georgia

The Trend Micro culture is all about individual freedom—freedom of expression and freedom to pursue the sales motions that feel most natural. The answer to our ideas is almost always ‘yes.’ Flexibility and support are always close by; all we need to do is ask.

**Stokes Janney**  
Regional Account Manager, Trend Micro
03 Closing the gap
Murray City School District boosts security to safely connect students to free internet

When COVID-19 sent students home in 2020, Murray City School District Technology Coordinator Jason Eyre wanted to ensure that the students in his district could access free high-speed internet so they could continue learning during the pandemic.

The call
Quickly protect hundreds of endpoints

Extending internet access to hundreds of students in grades K-12 meant that the school district needed a robust security solution to protect its endpoints and networks from ransomware and other emerging cyber threats. Eyre needed a solution that would allow him to quickly identify and isolate threats, with complete coverage for both Windows and Mac environments.

The answer
A security solution built on collaboration

Eyre reached out to Trend Micro to help him raise the bar on the district's security protections. He was introduced to Dan Smith, account manager at Trend Micro. Smith and his presales engineer answered all of Eyre's questions quickly and helped the district implement a solution that fit its needs—without impacting the teachers' work. The rapid response and seamless deployment was the beginning of a strong foundation of trust for Eyre and Smith.

Based on collaborative discussions between the two, Murray City School District implemented Trend Micro™ Apex One™ as a Service on its desktops. As a result, the district is now protecting more than 900 endpoints. Eyre and his team now receive immediate alerts about potential security incidents and extend comprehensive security across both Mac and PC environments.
I’ve been impressed with the execution of the Trend Micro sales and support teams. You can tell that they’re all working together, they’re doing their best, and they are really trying to surpass all my expectations for an outstanding customer experience."

Jason Eyre
Technology Coordinator, Murray City School District

The Trend Micro culture allows us to serve our clients with an agile, collaborative, innovative, and honest approach. At the end of the day, we’re not selling solutions, we’re building relationships based on trust, confidence, and respect that lead to successful outcomes for our clients."

Dan Smith
Account Manager, Trend Micro
Compugen expands its business with confidence in an old friend

Bryan Joyce has relied on Trend Micro for security support for more than eight years. The senior manager of cybersecurity for Compugen, one of Canada’s largest IT solution providers, saw no reason to change that arrangement when his company plotted an ambitious course to the cloud.

The call
Migrate to the cloud while maintaining security

Compugen recently launched a digital transformation effort and began migrating applications and services to the cloud to ensure that it could continue to deliver extraordinary service and support to its customers. Joyce needed solutions that could ensure the highest levels of security protection for Compugen clients as the company evolved.

The answer
Straight talk and solid guidance from a trusted partner

Joyce and Todd McCullough, senior sales engineer at Trend Micro, first connected when the company was experiencing security challenges. The two of them spent hours on the phone sorting out the event and the best response. Based on their lengthy discussions, McCullough and Joyce formed a strong bond.

When Compugen began its digital transformation journey, McCullough contacted Joyce to suggest he add Trend Micro™ Vision One™ to Compugen’s arsenal, which will provide the company with greater threat visibility, detection, and response.
Trend Micro support has exceeded my expectations. They are always there when we need them. Todd even canceled his vacation when we needed him. But other Trenders are always willing to jump in quickly, too. It’s a solid relationship I can leverage whenever I need it.”

Bryan Joyce
Senior Manager of Cybersecurity, Compugen

Trend Micro will always help. We all row the boat in the same direction and are kind to each other. Our main focus is the customer. If that experience is good, then we’ve all done our jobs right. The global village helps me and others to go above and beyond because our support system is awesome.”

Todd McCullough
Senior Sales Engineer, Trend Micro
Vision Bank talked about protecting its USD 659 million in assets—and Trend Micro listened

Vision Bank needed dependable network security to protect its data—without breaking the bank. When the organization’s system administrator, Chase Renes, told a Trender about his needs, that Trender sought out solutions that fit Vision Bank’s size and budget.

The call
Protect the network fully and affordably

Vision Bank, a regional financial institution with holdings of more than USD 659 million in assets, requires a fully protected network and strong server and malware protection to prevent incidents on its perimeter. With limited staff and 11 branches scattered across Oklahoma, Renes needed tools that were powerful but simple enough to operate without adding headcount. He also needed solutions that would work with his limited IT budget and that could scale as the bank worked toward its goal to double its assets in coming years.

The answer
Advice and guidance from a compassionate listener

Renes and Casey Hulme, regional account manager at Trend Micro, struck up a conversation about the bank’s security needs. Hulme listened carefully to Renes’ issues and wants, and the two formed a trusted partnership focused on addressing those needs quickly and affordably. Based on Hulme’s guidance, Renes added Trend Micro™ Apex One™ and the full suite of Trend Micro™ Deep Discovery™ solutions to the bank’s existing Trend Micro™ TippingPoint solution to provide the bank with full visibility into its environment and network.
Trend Micro is constantly checking in. I don’t go a week or two without a Trender reaching out. It’s like they are a part of Vision Bank. We have not had another vendor do that. The compassion Trenders have in treating a customer is the best thing we’ve ever had.”

Chase Renes
System Administrator, Vision Bank

I feel like a person at Trend Micro and not a number. It makes it easy to do my job when I know my company has my back, and that correlates to my customers. I don’t pretend to care; I actually do care about my customers.”

Casey Hulme
Regional Account Manager, Trend Micro
06 Only good days

Pharmacy benefit manager keeps patients connected with their medications 24/7

“Without us, a pharmacy can’t process claims,” says MedImpact vice president and chief information security officer (CISO) Frank Bunton, “and if the pharmacy can’t process claims, then people don’t get their medications—and that’s a bad day for everybody.” With the help of a trusted Trender, Bunton ensures that every day is a good day.

The call
Enhance security on premises and in the cloud

Because his primary mission is protecting patient information, Bunton is always looking for additional protection for his company’s multilayered defenses. When MedImpact began migrating to the cloud in 2019, top-of-the-line cloud security became an imperative. MedImpact had been a Trend Micro customer since 2015, so Bunton knew he could count on Trend Micro to rise to the call.

The answer
Partnering to improve network visibility

Bunton and Jason Dablow, principal sales engineer at Trend Micro, met regularly both onsite and virtually to enable Bunton to apply his security vision across the organization. Together, they focused on organizational security challenges while also building a trusted partnership. When the company began migrating to the cloud, Dablow suggested that Bunton add Trend Micro™ Apex One™ as a Service and Endpoint Sensor to gain endpoint detection and response capabilities, which will maximize MedImpact’s existing network security investment and improve overall visibility.
If I can’t protect my infrastructure, that will put me and the entire organization at risk. It is critical that we get the support we need when we need it. Trend Micro has provided that for us, and Jason Dablow is the man.”

Frank Bunton
Vice President and CISO, MedImpact

By presenting the best side of myself as the face of Trend Micro, I can become a trusted advisor to Frank and other customers. I can help them find answers quickly, follow through, and connect them with other resources when needed. That approach to customer advocacy—leading with my heart—allows them to trust and partner with me, knowing the entire Trend Micro organization is behind me.”

Jason Dablow
Principal Sales Engineer, Trend Micro
07 Growing with confidence

DataBank expands through mergers and acquisitions, knowing its network is protected

When data-center provider DataBank acquired several new companies and facilities, CISO Mark Houpt knew he could trust Trend Micro to continue protecting his company—even when the employee headcount doubled and the number of customer data centers tripled.

The call

Securely accelerate expansion

Houpt was tasked with helping DataBank grow while maintaining a high level of security and compliance across increasingly diverse and dispersed systems. Norm Barrientez, regional account manager at Trend Micro, stepped in to help, anticipating Houpt's needs and responding to questions at all hours of the day and night. As a result, Barrientez and Houpt created a relationship built on mutual understanding, assuring Houpt that his existing Trend Micro™ TippingPoint solution was up to the task.

The answer

Threat protection that grows with the company

Working together, Houpt and Barrientez ensured that DataBank got the most benefit from its TippingPoint solution, which continues to seamlessly protect DataBank's diverse and quickly growing IT infrastructure.

As DataBank began its expansion, Barrientez made sure he was available to Houpt, offering advice and support and often responding to questions after hours. When device issues caused problems, Barrientez immediately brought a Trend Micro team to the rescue, quickly resolving the issue. And Barrientez and other Trenders continue to keep Houpt in the loop about Trend Micro's continual threat research, which ensures that as DataBank grows, its threat protection will grow with it.
The way Trend Micro builds a strong relationship with customers, while getting them deeper exposure within the company, creates a sense of loyalty and trust that competitors will have a hard time breaching. And it doesn’t hurt to have the superior technology to back it up."

Mark Houpt
CISO, DataBank

Trend Micro empowers us to go above and beyond for the customer. That freedom enabled me to develop a close relationship with Mark, and to figure out what drives him, what keeps him up at night, and how we as a company could best address his needs and concerns.”

Norm Barrientez
Regional Account Manager, Trend Micro
Hundreds of stories—with one common thread

Trend Micro has helped hundreds of companies protect the people and assets they care about. While every story is different—from biotech, education, government, and financial services to healthcare, retail, hospitality, telecom, and travel—one common thread runs through them all. In every story, the hero isn’t the technology. It’s the people behind the solution: the Trenders.

Trend Micro CEO Eva Chen puts it this way: “When you chose a cybersecurity solution, you’re not just selecting a product, you’re choosing a partner—a trusted advisor—to travel with you through this evolving world.” In a world where cybersecurity threats are ever-changing and never idle, you need someone you can trust, someone who is there when you need them. You need a Trender.

Trenders take on that advisory role with each and every one of our customers. We strive to understand not only your security environment but also your workforce, your business’s needs, future roadmaps, and your professional goals. It’s only by seeing the complete picture that we can create security solutions that meet your needs, not the other way around. Ultimately, that’s what the “human touch” is all about.

Hear from more of our customers—in their own words—and learn how Trenders go above and beyond to support their success at our Human Connections webpage.

The Power of Human Connections
Discover the impact of the human touch—in our customers’ own words—and see how Trenders keep you at the center of our business.

Visit the Human Connections webpage
Trend Micro, a global cybersecurity leader, helps make the world safe for exchanging digital information. Fueled by decades of security expertise, global threat research, and continuous innovation, our unified cybersecurity platform protects hundreds of thousands of organizations and millions of individuals across clouds, networks, devices, and endpoints. TrendMicro.com.