



Securing Your Journey
to the Cloud



Securing Your Journey to the Cloud

CEO Eva Chen

Building Cloud Security Strategy Around IT 4 Pillars

Virtualization & Network



Cloud Infrastructure

Mobile & Endpoint



Cloud Devices

**Hybrid Cloud
Management**

- Physical
- Virtual
- Cloud

Mobile Data, Cloud Storage



Cloud Data

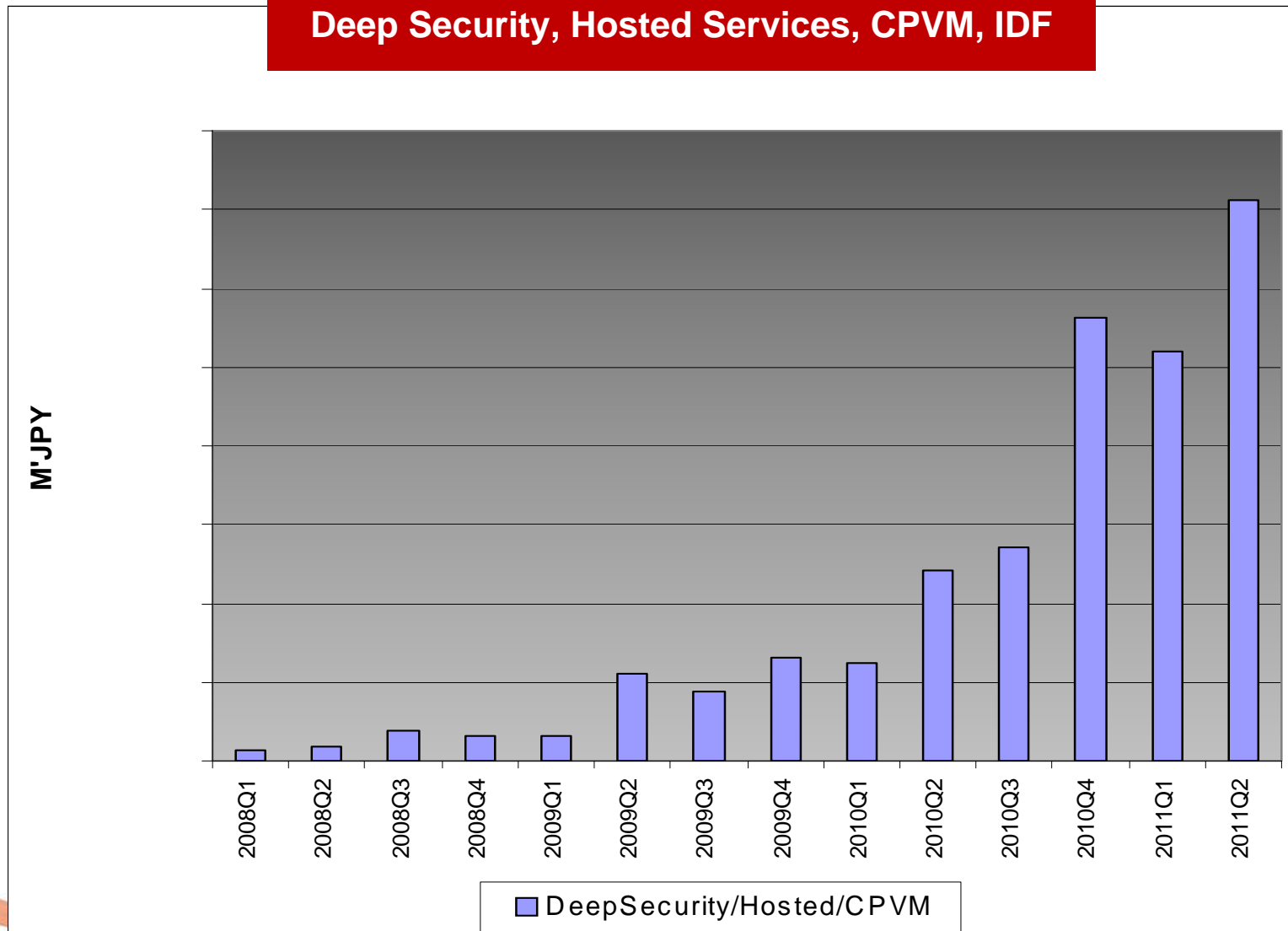
Social Network & SaaS



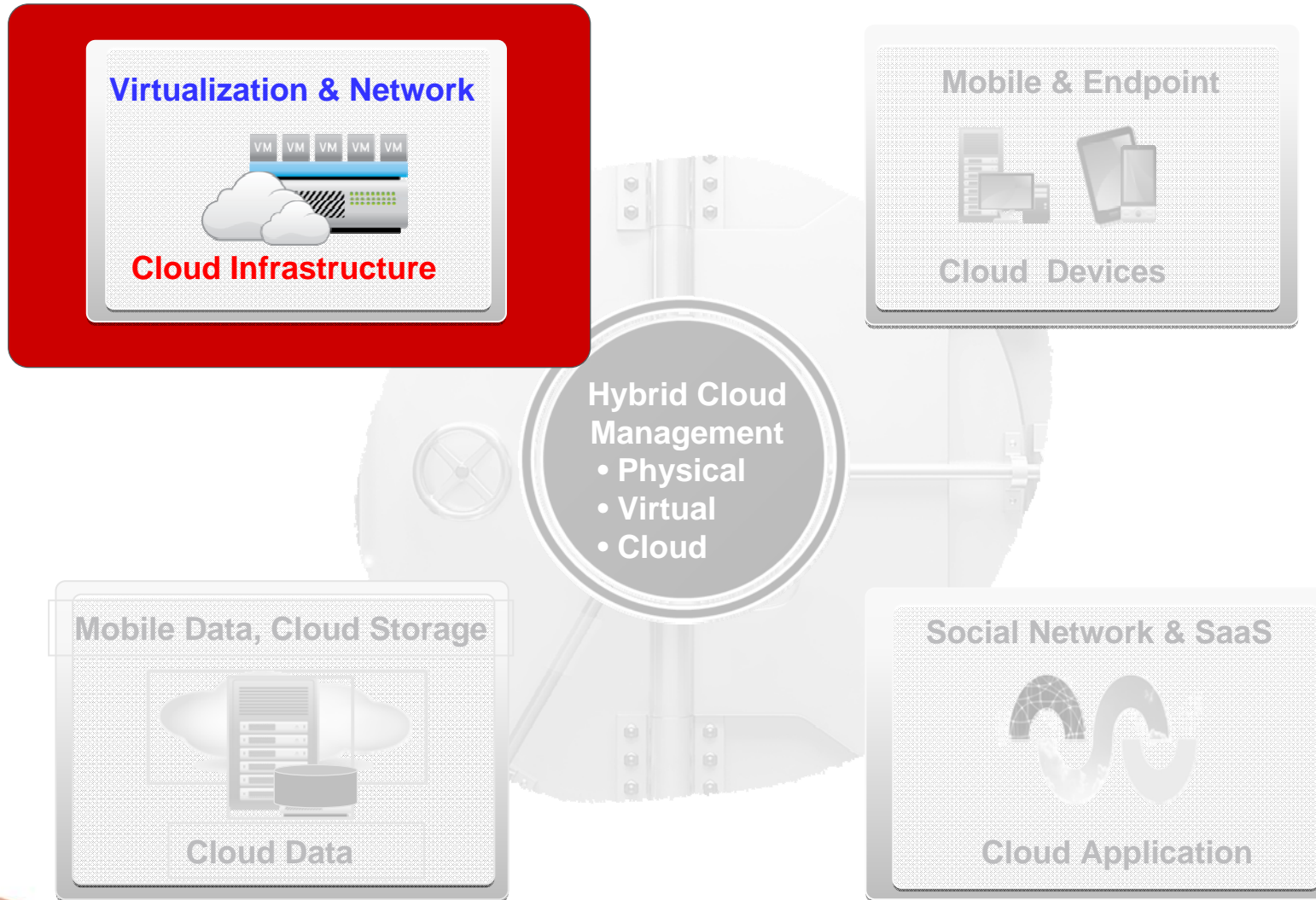
Cloud Application

Cloud Related Product Revenue Q to Q Growth

Deep Security, Hosted Services, CPVM, IDF

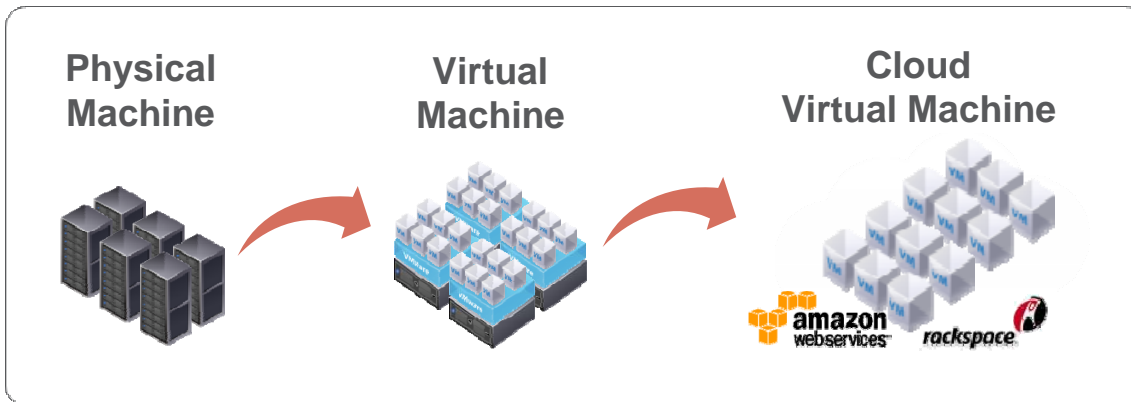


Pillar #1: Cloud Infrastructure



Cloud Infrastructure Evolution

Trend Micro's Server Security Strategy Also Moves Along With Evolution



Agentless AV & IPS

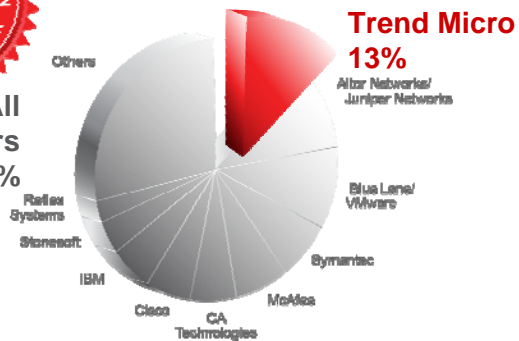
Virtual Patching

Cloud Data Encryption

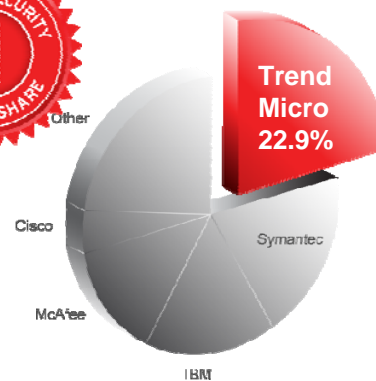
Integrity Monitoring



All Others 87%

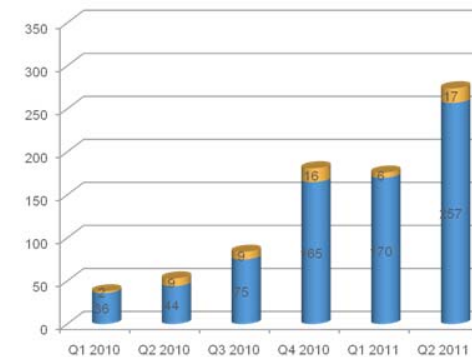


Source: 2011 Technavio – Global Virtualization Security Management Solutions



Source: Worldwide Endpoint Security 2010-2014 Forecast and 2009 Vendor Shares, IDC



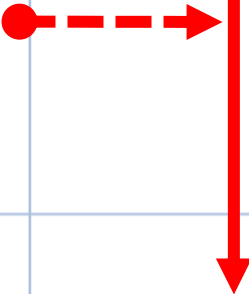
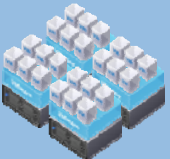
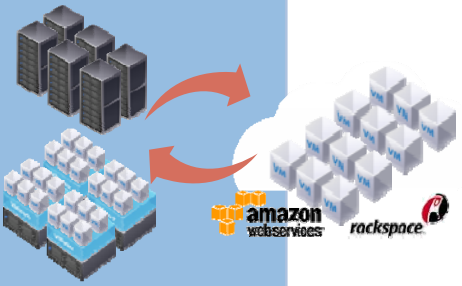
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Deep Security Growth: Number of Orders




Unified Datacenter Security Platform

	Current	2H 2011	2H 2012
Physical 	ServerProtect Linux ServerProtect (NT) CPVM 1.0 (AV)	 Deep Security 8.0 <i>Single Platform for Physical and Virtual Security</i>	 Deep Security 8.x
Virtual 	Deep Security 7.5 <i>Agentless AV & IPS</i> <i>Virtual Patching</i>		
Hybrid Cloud 	<div style="border: 2px solid red; border-radius: 15px; padding: 10px; text-align: center;"> Unified Datacenter Platform for Hybrid Cloud Security </div>		


Pillar #2: Cloud Devices/Endpoint

Virtualization & Network



Cloud Infrastructure

Mobile & Endpoint




Cloud Devices

Hybrid Cloud Management


- Physical
- Virtual
- Cloud

Mobile Data, Cloud Storage



Cloud Data

Social Network & SaaS



Cloud Application

Strategy Built for Mobile Devices

Capitalizing on Trend Micro's Strong Global Presence on Consumer and Commercial Endpoint Businesses to Increase Customer Lifetime Value



Our Responses to Mobile Device and Endpoint Protection



Embrace Consumerization!

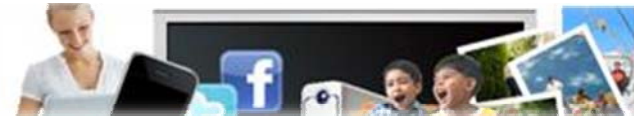
Reduce operational costs and the risk of compromised mobile devices

Trend Micro Mobile Security (TMMS)

A single point of visibility and control for device management and security

More green, secure and faster Virus Buster 2012

- Battery Consumption reduced
- System performance enhanced
- Secured social networking for Facebook, twitter, My Space & Mixi



Year 2011



More intuitive, simplicity

Trend Micro SafeSync

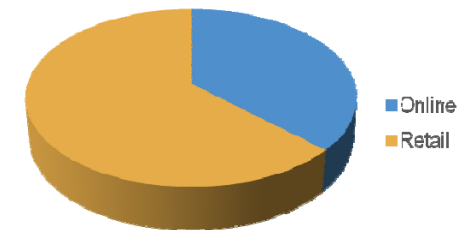
Support more than 8 languages



Mobility Momentum

- Mobility momentum continues – with Trend Micro Mobile Security 2.0 (end of Aug), we will be announcing several top handset and carrier partners in Japan and US
- **Mobile Security** has ~170,000 downloads
 - Growth since Dec 2010: 568%
 - Includes beta downloads in Japan
- **Mobile Security** sold to ~7,000 customers via US and UK retail
 - Growth Q1 vs Q2: 128%
- Increasing number of **SafeSync** customers using mobile devices to access, share, upload files (30%)
- Growth Potential
 - Not yet available in Asia (excluding Taiwan)
 - Currently available for testing in Japan since May 2011, these figures are included in downloads and active installs

Subscriber channel split



 Android Market

Android Market > Productivity > Mobile Security™



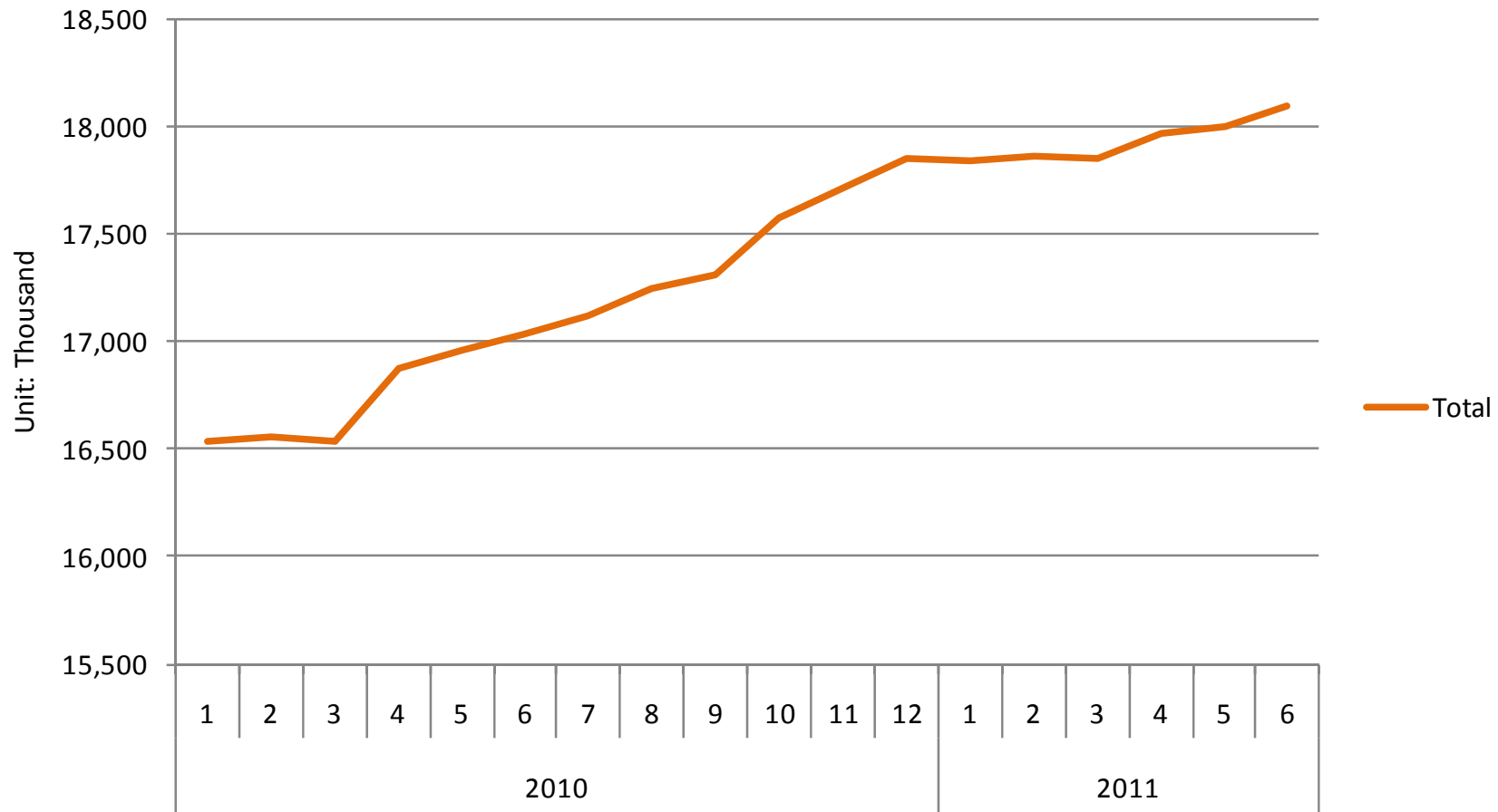
Commentary on Consumer 1H 2011

- Outside of JP (March disaster), Consumer business is growing and taking share
 - In particular, good growth in UK and France where a year ago, our market share was next to zero
 - NA shows new customer growth (including S2)
 - #1 position in Mac security
 - Growth in upsell and cross-sell to new products and services - higher AOV

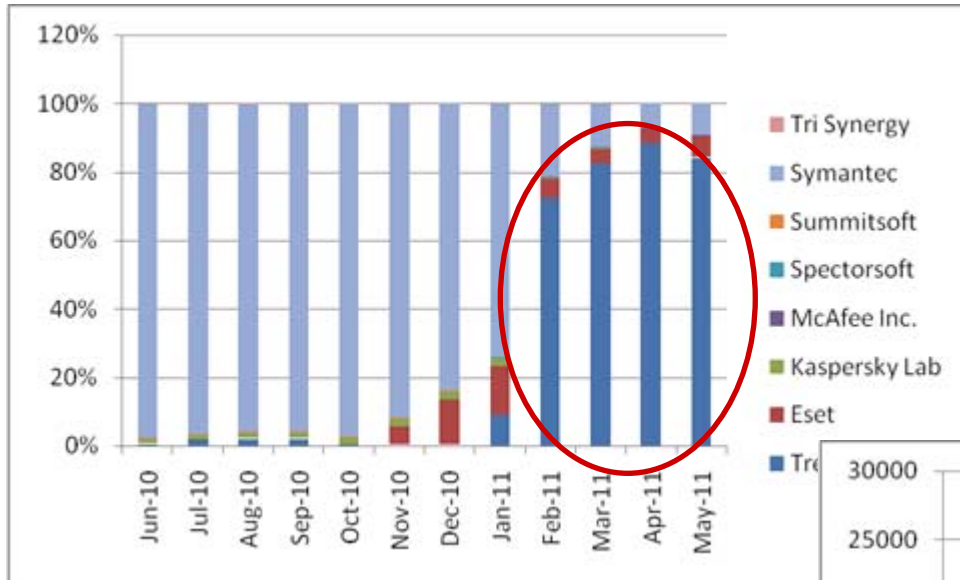


Growing Active User Base (Over all Consumer)

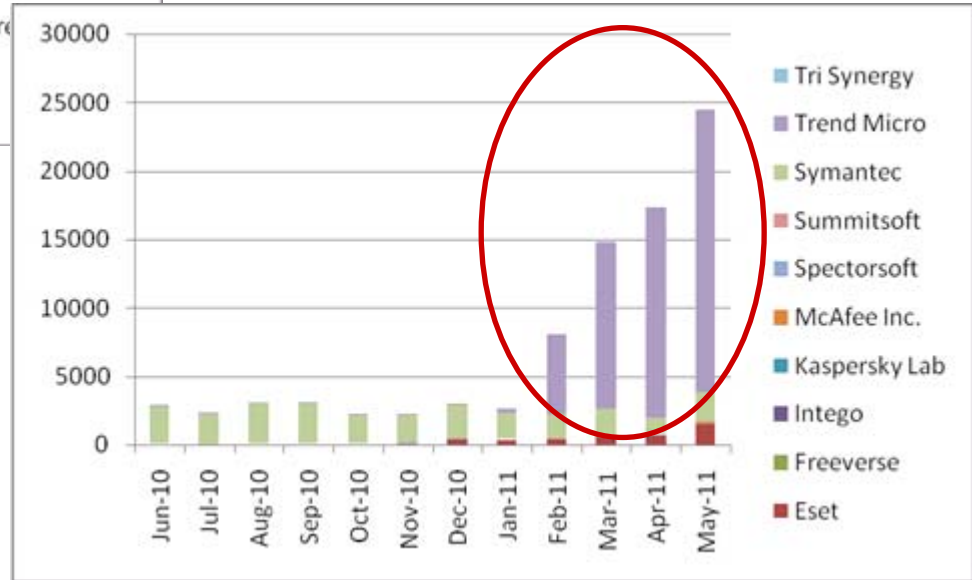
Active User Base



Trend Micro: #1 in Mac Share in NA



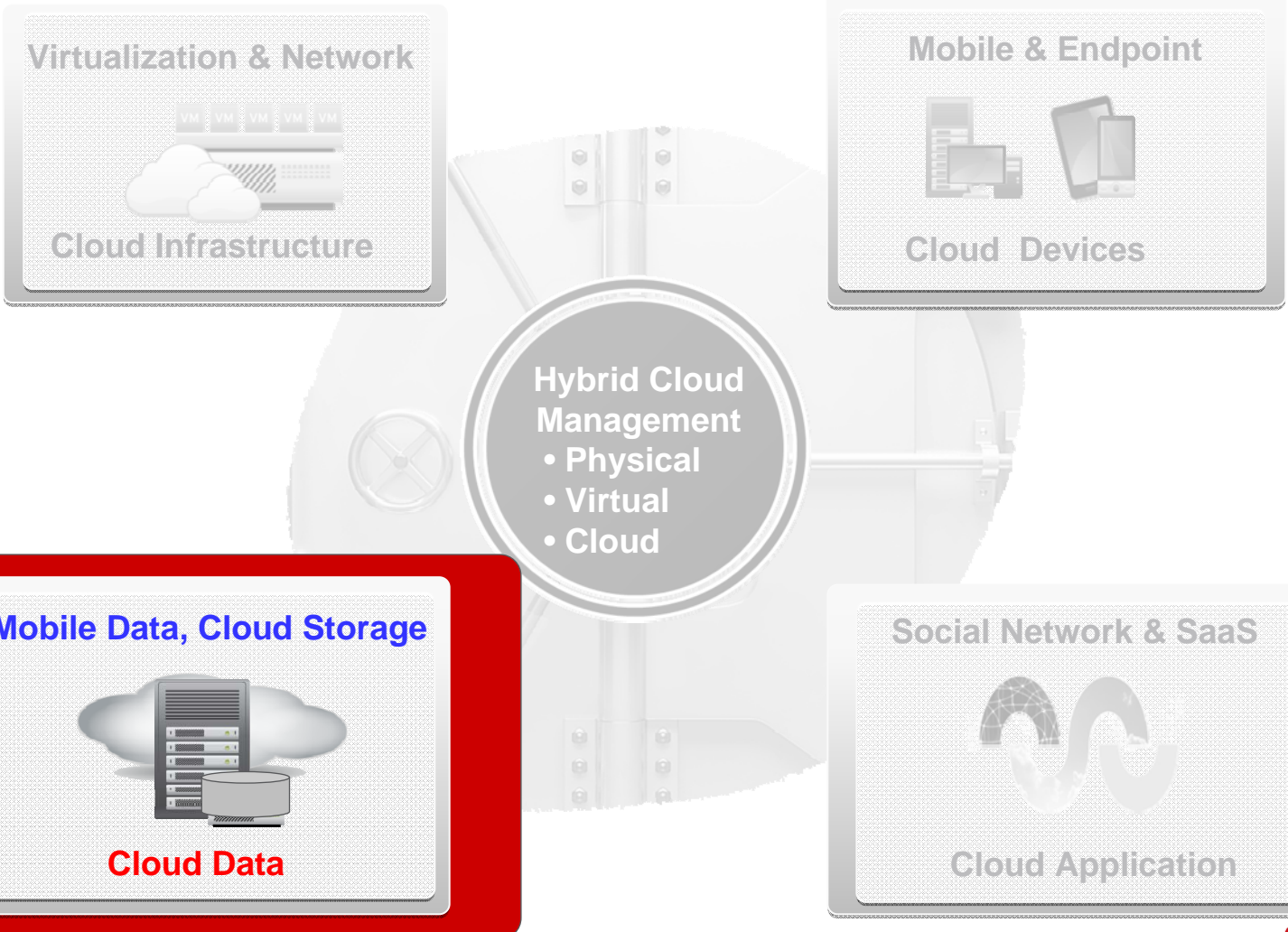
Market Share



Unit Share



Pillar #3: Cloud Data



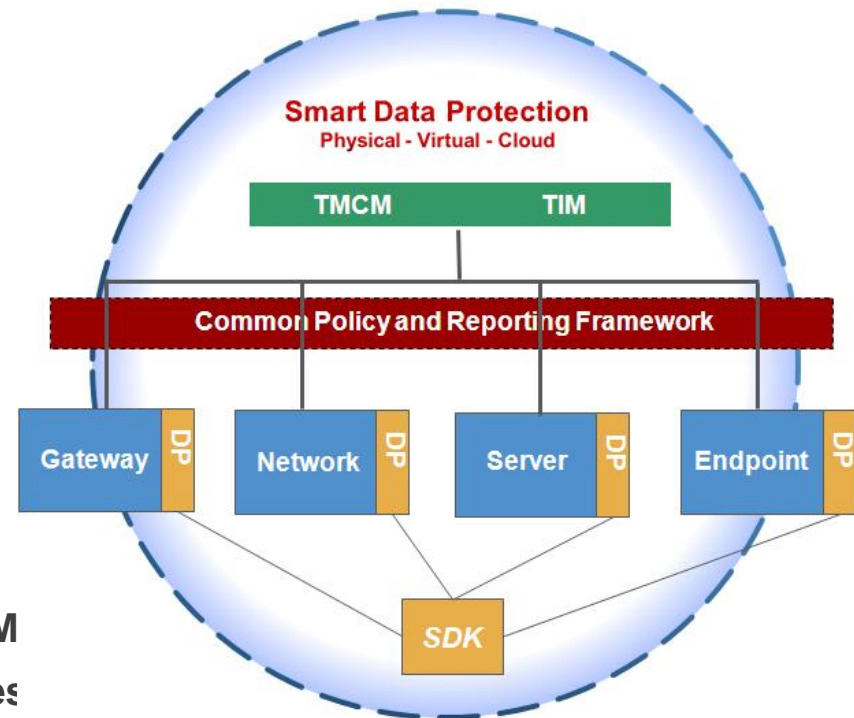
Data is Everywhere

Who is accessing your data from where using what?



Smart Data Protection Strategy

The Data Protection Must to be Context-aware!!
Knowing who is accessing your data from where using what



- Context-aware Policy Management built into TM
- DP-SDK built into all layers of products/services
- Ease of DLP deployment
- Ease of Up-sell to Trend install base

Our Responses to Data-Centric Attack

TiM + TDA



Help customers more effectively combat APTs with new real-time threat management solutions:
Threat Intelligence Manager
Threat Discovery Appliance

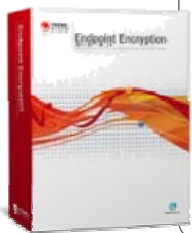
Prevent corporate data from leakage and abused
OfficeScan 10.6
VirusBuster Corp
Content and location aware
Leakage channel control and alert
Endpoint device control



Year 2011

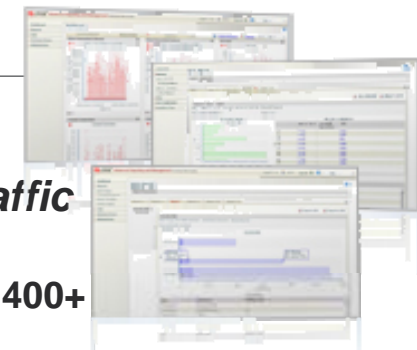
Prevent unauthorized access and data breaches
Mobile Armor Endpoint Encryption

Secures private data on mobile devices with full disk, file/ folder encryption and device control

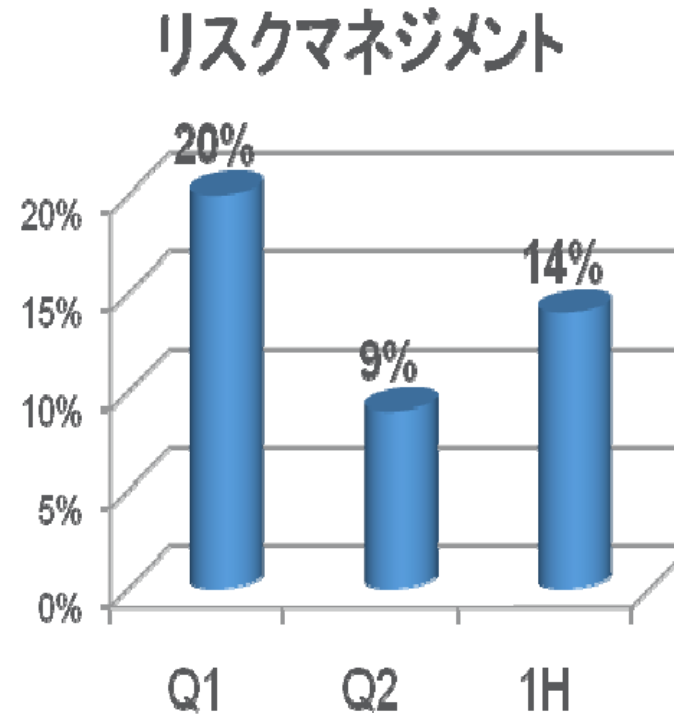
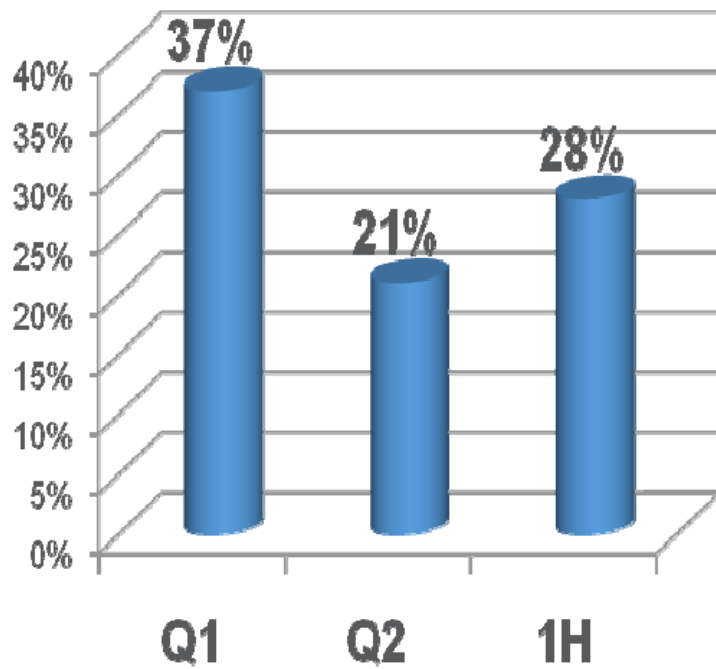


Provide visibility and control over gateway traffic
InterScan Web Security
Policy based actionable on 400+ Internet applications

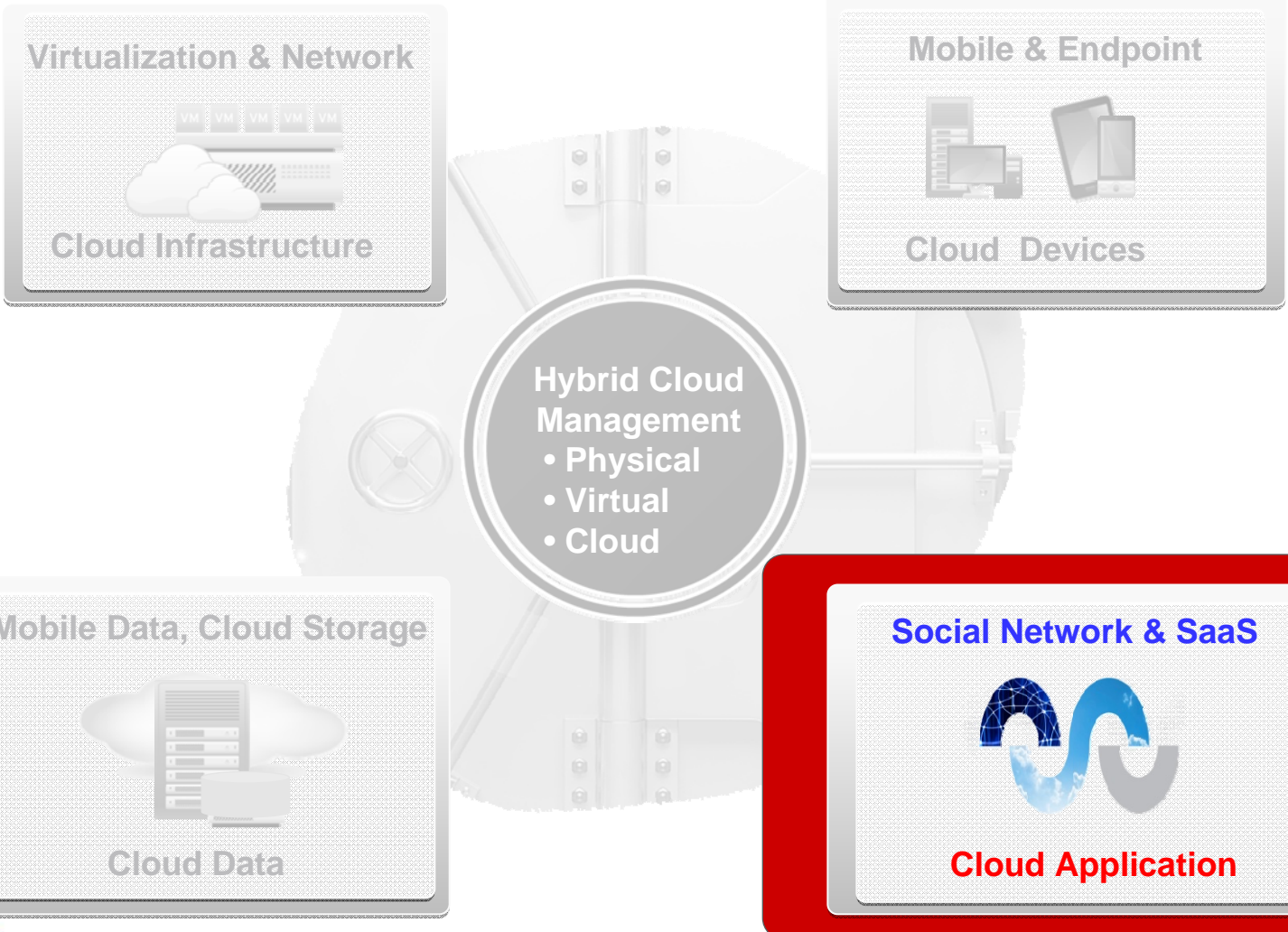
Secure Web Gateway



Data Protection and Risk Management (Growing)

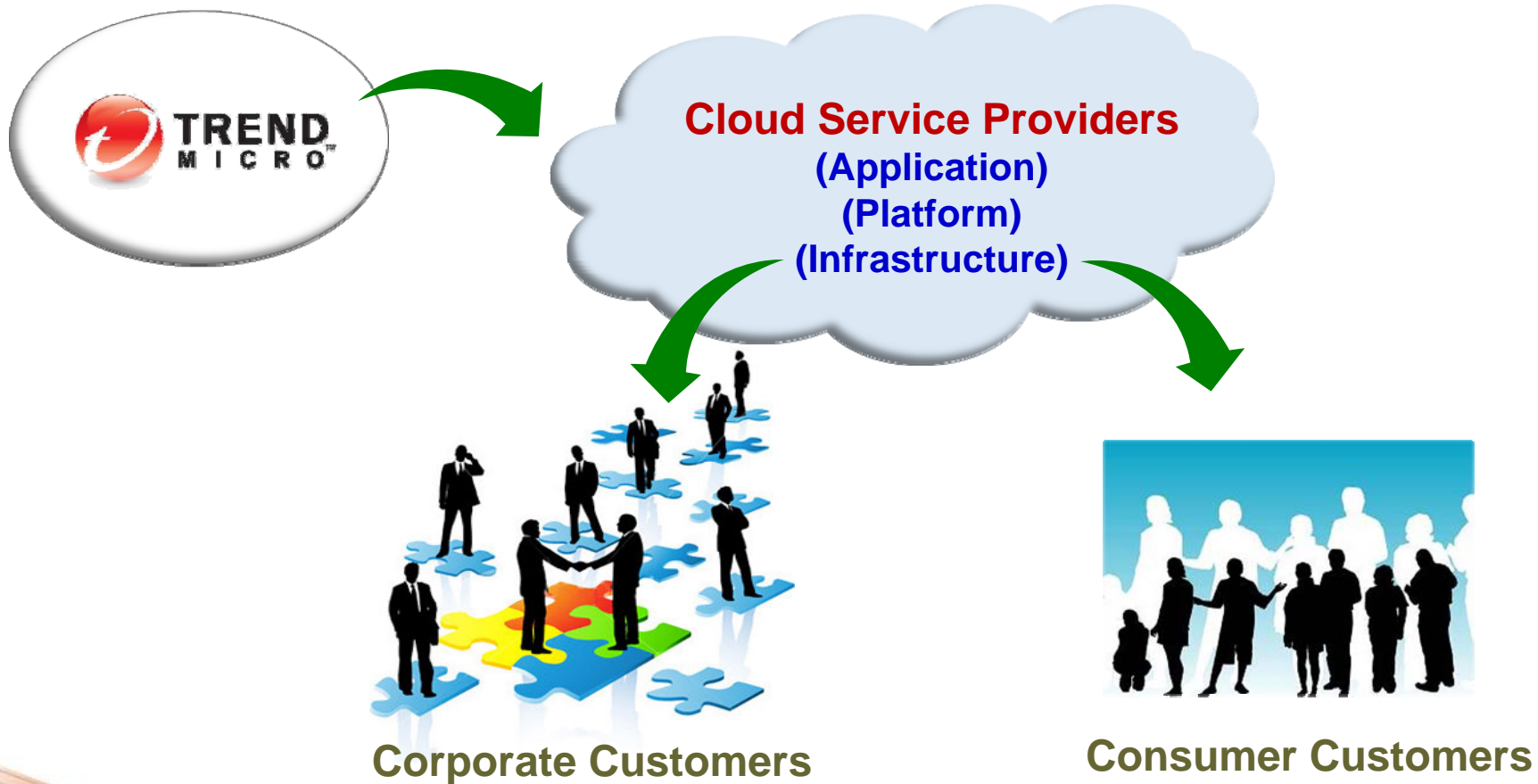


Pillar #4: Cloud Application



Cloud Applications Strategy

Building New Channel & Business Model in Cloud Era



Successful Projects Highlight





SECURING YOUR JOURNEY TO THE CLOUD

Thank you!