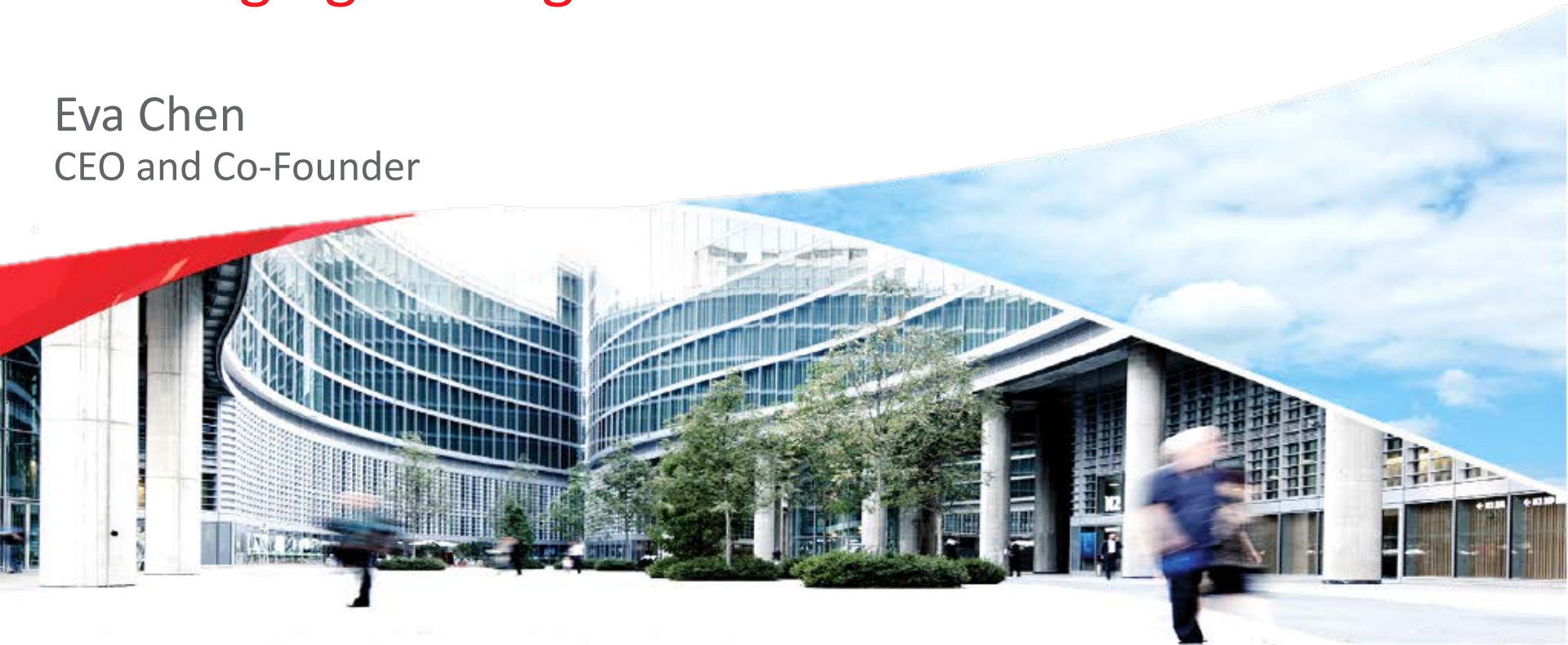




# Accelerating Enterprise Growth by Leveraging Strategic Solutions

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CEO and Co-Founder





## OUR CONSISTENT VISION:

A world **safe** for exchanging digital information

## OUR CORE COMPETENCE:

Innovating to staying one step ahead of evolving threats while keeping pace with the changing IT ecosystem

# MISSION: Enable Customers in Each Segment



Consumer

35%



Small Business



Midsize &  
Enterprise Business



65%

Totaling over 500k  
commercial customers worldwide



Consumerization  
**COMPLETE  
USER  
PROTECTION**

A circular badge with a red center and silver border. At the top is an icon of three stylized people. Below it, the text "Consumerization" is in a smaller font, followed by "COMPLETE USER PROTECTION" in large, bold, white letters. At the bottom is a silver shield with a red center containing a white 't' logo.

Cyber Threats  
**CUSTOM  
DEFENSE**

A circular badge with a red center and silver border. At the top is an icon of a magnifying glass over a globe with a red crosshair and a small red alarm bell. Below it, the text "Cyber Threats" is in a smaller font, followed by "CUSTOM DEFENSE" in large, bold, white letters. At the bottom is a silver shield with a red center containing a white 't' logo.

Cloud & Virtualization  
**CLOUD &  
DATA CENTER  
SECURITY**

A circular badge with a red center and silver border. At the top is an icon of server racks on a blue cloud. Below it, the text "Cloud & Virtualization" is in a smaller font, followed by "CLOUD & DATA CENTER SECURITY" in large, bold, white letters. At the bottom is a silver shield with a red center containing a white 't' logo.

**CENTRALIZED VISIBILITY & CONTROL**

A large red double-headed arrow spans the width of the diagram. On the left side of the arrow is an icon of a person sitting at a computer monitor. The text "CENTRALIZED VISIBILITY & CONTROL" is written in bold white letters across the center of the arrow.

How Well Did We Execute Upon  
Our Vision in 2014?



## SMART PROTECTION SUITES

for better protection,  
more flexible management,  
simplified licensing

Cloud-based security   
for **OFFICE 365**

# 215%

**Customer growth**

for Smart Protection Suites  
(QoQ, Q4 2014)





# AVTEST

#1 in protection  
and performance



**13 consecutive years** as Leader in  
the **Gartner Magic Quadrant** for  
Endpoint Protection Platforms

- Magic Quadrant for Endpoint Protection Platforms, Peter Firstbrook, John Girard, Neil MacDonald, December 22, 2014
- Info-Tech Research Group—Vendor Landscape: Endpoint Protection, July 2014
- <http://www.av-test.org> (Sept 2013 – Feb 2014 test results, Corporate Solutions on Win XP,7 , 8 Systems)

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Optimized server security for **VMWARE NSX** and **MS AZURE**



**APPROVED SCANNER**



for web apps on AWS

**50%**

**Customer growth**

for Deep Security

(YoY 2014)



3



2

“The **market leader** in server security each year... also has **increased its share** of the market...  
  
... In 2009, Trend Micro captured 23% ...by 2013 it had garnered nearly **28% share** of the market.”<sup>1</sup>



- 1. IDC Tech Spotlight: “Server Security: Not What it Used to Be!,” December 2014
- 2. expertON Group, Cloud Vendor Benchmark, June 2014
- 3. V3 Technology Awards, V3.co.uk, November 2014



**ENDPOINT SENSOR**   
for threat investigation

Automatic threat  
intelligence sharing with  
**HP TIPPINGPOINT** 

**160%**  
**Customer growth**  
for Deep Discovery  
(YoY 2014)



 “HP TippingPoint Advanced Threat Appliance family includes Trend Micro Deep Discovery for breach detection”<sup>3</sup>

- 1. 2014 NSS Labs Breach Detection Tests
- 2. V3 Technology Awards, V3.co.uk, November 2014
- 3. Trend Micro PR: December, 2014

# Using Strategic Solutions to Penetrate New Accounts



## Manufacturing, Fortune 500

Faced admin and operational challenges with incumbent; chose us for superior agentless, virtual patching, and visibility

**Deep Security (Virtual Patching)**



## Financial services

Competitive advanced threat solution already in place but was inadequate; wanted to add better solution, defense in depth

**Deep Discovery**



## US-based online shopping

Needed to protect their brand and data in a very large virtual server environment and meet compliance concerns

**Deep Security (Compliance)**



## US government agency

Prospect originally tried to secure AWS with their incumbent security provider but failed; we did in 2.5 weeks what incumbent failed to do in 6 months of trying!

**Deep Security (AWS)**

# Increasing Lifetime Customer Value by Adding Solutions



## Large pharmaceutical

Gained initial interest with Deep Security, which opened door to compete for endpoint business too (dissatisfied with incumbent)

**Deep Security**  
**+ Endpoint Security**



## Healthcare / Higher Education

Happy customer (with 17,000 endpoints secured) opened doors for addition of strategic solutions

**Endpoint Security (over 15 years)**  
**+ Deep Security: VDI, Web Apps (2013)**  
**+ Deep Discovery (Q4 '14)**



## Manufacturing

Initial need was encryption; showed value-add of suite, then opened the door for more

**Smart Protection for Endpoints**  
**+ ScanMail for Exchange**  
**+ Deep Security**



## Education

Happy 10-year endpoint customer, added Deep Security after attending AWS Re:Invent

**Endpoint Security (over 10 years)**  
**+ Deep Security for AWS (2013)**  
**+ Deep Discovery (2014)**

# Strategic Solutions Accelerating New Business and Aiding Retention in the U.S.

Have sold Trend Micro Deep Security to almost **1000 US customers** where a **competitor** was the incumbent at endpoint



Experiencing a 95% retention (**10% above industry average**) for US enterprise customers who **own more than one solution!**

**43% growth in NEW**  
US enterprise business (YoY, Q4 2014)

**Sales  
Productivity**



**Channel  
Enablement**



**Strategic  
Alliances**



**Focus for 2015:  
Operational Excellence**

**Targeted  
Marketing**



**Customer  
Retention**



**Continual  
Innovation**



Thank you!