



Connected Threat Defense Strategy

Eva Chen, Co-Founder and CEO



Bitcoin Exchange Hacked With Word Macro

Mathew J. Schwartz • July 2, 2015

Britain's NHS Loses Health Data, Again

Mathew J. Schwartz • July 7, 2015

Japanese Pension Service Over a Million of Personal Data Leaked by APT

IT Pro, June 1, 2015

Hospital Slammed With \$218,000 HIPAA Fine

Marianne Kolbasuk McGee • July 13, 2015

Surveillance Software Firm Breached

Mathew J. Schwartz • July 6, 2015

Tokyo Government Office 9 PCs infected by watering hole attacks

Mainichi article, July 22, 2015

In the last few weeks alone...



A vibrant green field under a blue sky with white clouds. A white gravel path leads through the field, curving from the bottom left towards the center. The text is overlaid on the upper half of the image.

**A world safe for exchanging
digital information**

Threat defense requires new solutions

150M+ endpoints,
500k+ commercial customers



Consumer



Enterprise



Small Business

Market trends driving the need for new security solutions

User behavior



- *Mobile*
- *Social Networking*
- *Cloud Apps...*

New threats



- *Ransomware*
- *APTs*
- *Mac malware...*

Infrastructure



- *Cloud*
- *Virtualization*
- *Windows 10...*

New Generation

Application Control
Identity Federation

Sandbox

Threat Instance Response

Big Data Analytics

IOC-based Endpoint Detection

**Policy
Enforcement**

**Threat
Defense**

Port Control (firewall)
Access Control(VPN)

Signature Matching AV
Signature Matching IPS
Vulnerability Scan

Current

Policy Enforcement

- Focused on network traffic and rule enforcement
- Set and Forget
- Action is “Block” or “Pass”; no grey area



Threat Defense

- Focused on understanding hacker behavior and evolving techniques
- Dynamic updates and change
- Risk management approach, balance between high detection and false alert



A Connected Threat Defense Requires Next-Generation Techniques

Fully context-aware

(e.g. Correlation, Indicators of Compromise...)



Application-Aware

(e.g. Application Control, Vulnerability Protection...)



Traditional signature-based scanning

(e.g. Anti-malware, Intrusion Prevention...)



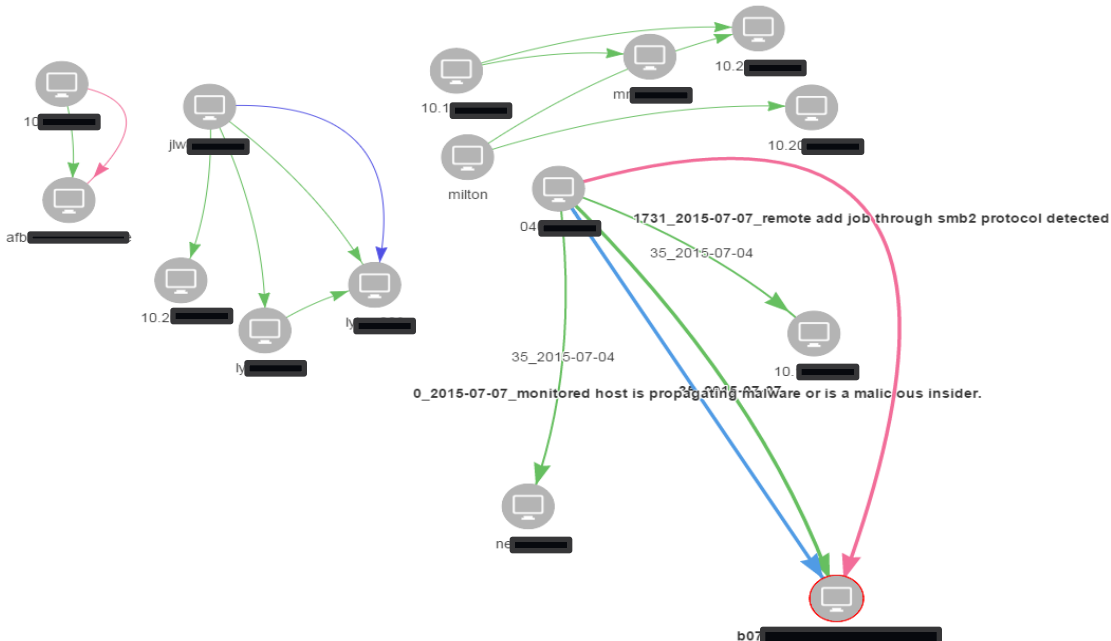
Search

 × | All ▼

| | |

[Search](#) | [Account Map](#) × | [Network Map](#) ×

▼ Rule Id:[35] in query: *



- [35] executable file dropped on a network administrative share(12)
- [0] monitored host is propagating malware or is a malicious insider.(1)
- [156] No ruleName(1)
- [706] file was analyzed by virtual analyzer(1)
- [1007] wmi execute method request detected(1)
- [1307] smb or smb2 pe file upload detected(1)
- [1670] successful log on to network share(3)
- [1731] remote add job through smb2 protocol detected(2)

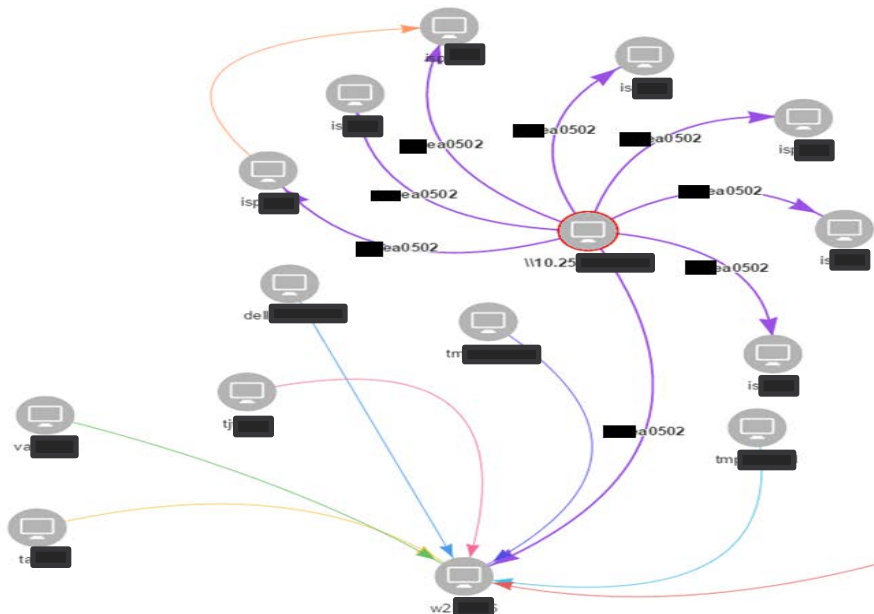
Search

 | All

| | |

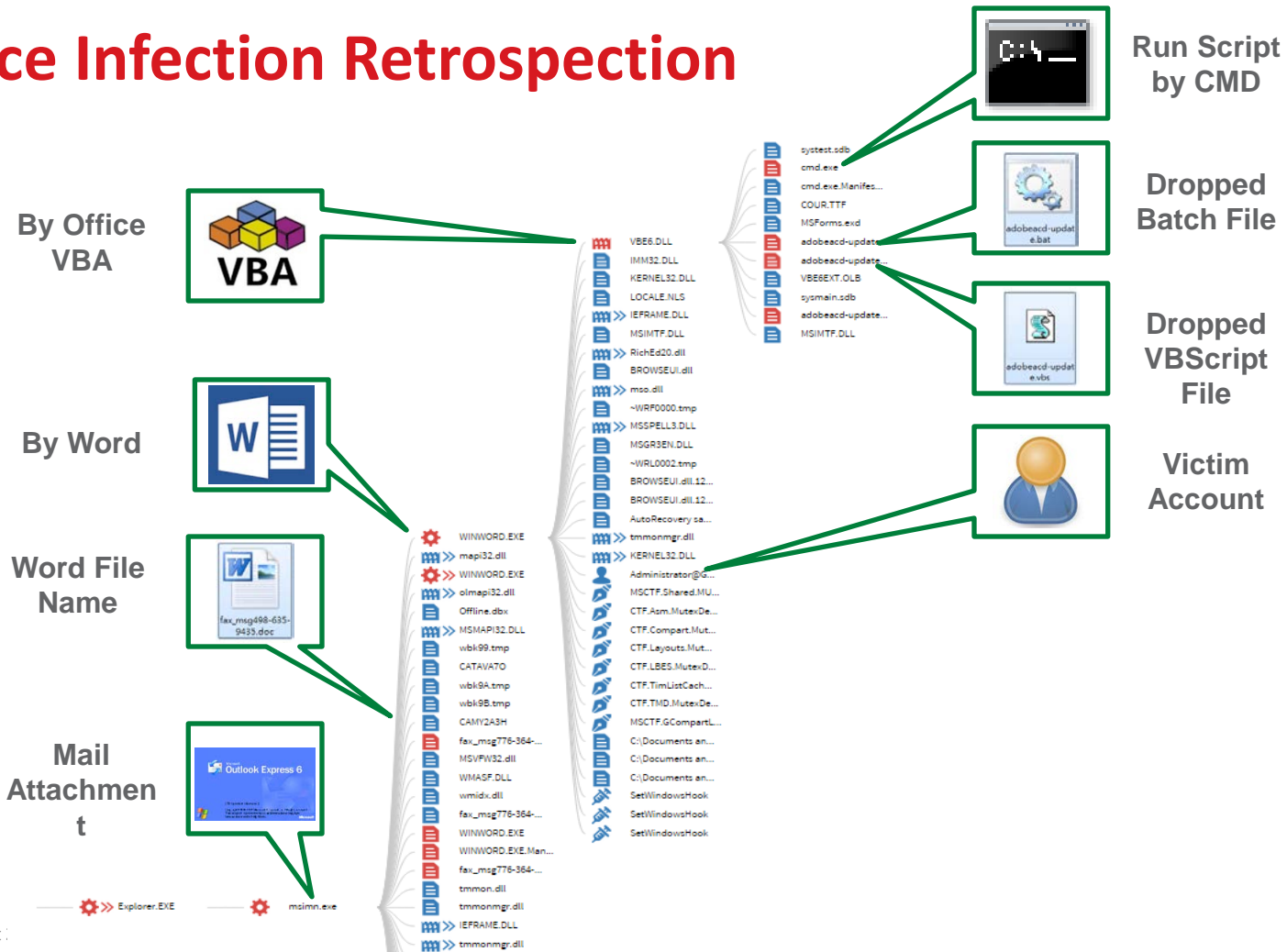
Search | **Account Map**

▼ Logon success event in query: *



- c ()
- va (1)
- c (1)
- [redacted]
- [redacted] (8)
- tm (1)
- tm (1)
- tj ()
- is (1)

Device Infection Retrospection





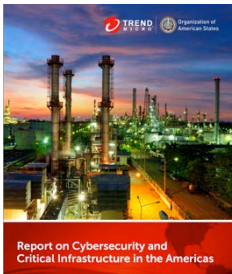
Consumer



Enterprise



Small Business



Cyber Security of Critical Infrastructures in the Americas (OAS Report) (April)



Below the Surface: Exploring the Deep Web (June)



Adobe Flash Zero Days (February, June, July)



Ransomware (January – April)



US Government (IRS, Federal Reserve, OPM) and Healthcare (Anthem, Premera, Carefirst) Attacks (February, March, May, June)

Backed by threat defense expertise

Are you ready for
Windows 10?

We are.

[Try for free now »](#)





Enterprise



Solutions to address toughest challenges:
consumerization, cloud and virtualization,
and advanced cyber threats



1. AVTest.org (Jan 2015 through July 2015 test results - Enterprise Endpoint Protection)
2. IDC, Worldwide Endpoint Security 2014-2018 Forecast and Analysis, October 2014
3. expertON Group, Cloud Vendor Benchmark, June 2014

Announced August 5, 2015

**Trend Micro: Highest Security of
“Recommended” Breach
Detection Systems by NSS Labs**

*For the **second consecutive year**,
Deep Discovery recognized as
leader in security, performance
and total cost of ownership*



Trend Micro™ Deep Discovery
MOST EFFECTIVE
Recommended Breach
Detection System

2015 Breach Detection Tests

Source: 2015 NSS Labs Breach Detection Tests

Revenue Growth in 1H 2015

+2%

Smart Protection Suites

+80%

Deep Discovery

+47%

Deep Security



Continued Innovation in 1H 2015

Cloud-based security 
for **OFFICE 365**

Tighter integration for a 
RAPID THREAT RESPONSE

Easier purchase via 
AWS and Microsoft Azure
MARKETPLACES





Solutions must work seamlessly together for a connected threat defense

Strategic Offerings Helped Expand or Land New Accounts in 1H



Brewing company

An existing endpoint customer, but needed to add protection for highly valuable web-based supply-chain environment.

**Deep Discovery (Q1) +
Deep Security for SAP (Q2)**



Large financial institution

Wanted best-of-class layered security, with protection against zero-days and targeted attacks.

**Smart Protection Suite +
Deep Discovery**



Broadband VoIP provider

Needed PCI compliance and protection for highly scalable VoIP applications being migrated to the cloud.

Deep Security for AWS



US Hospital

Wanted to be proactive against zero-day threats, and liked connected threat defense!

**Smart Protection Suite + Deep Security
+ Deep Discovery Inspector, Analyzer
and Endpoint Sensor**



FIFA:

1.1B viewers worldwide, 1.4M match attendees

Trend Micro:

4.4M social media impressions and 55k engagements
900+ customers, prospects and partners from 30 countries



#ProtectYourNet

Fencing Sponsorship: Yuki Ota



Photo: Shugo Takemi



Are you ready for the battle field? We are!



Conclusion

- 1. Strategic solutions driving growth**
- 2. Threat defense expertise**
- 3. Global brand presence**

