Adapting Our Strategy for a Connected World

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A world safe for exchanging digital information

- Peace of mind computing
- Your Internet VirusWall
- Securing Your Journey to the Cloud
- Securing Your Connected World

30 years ago  20 years ago  10 years ago  Now!
Our Strategy: Continually Adapt Protection

\[ x = i + u - t \]

- Anticipate shifts in infrastructure
- Embrace changes in user behavior
- Protect against full range of threats
Blocked 1.7 billion ransomware threats for our customers over past 2 years

Source: TrendLabs Research
Solutions Powered by XGen™ Security: Smart, Optimized, Connected

- 1300+ new customers in 2017
- 2400+ new customers in 2017
- 16,700+ new customers in 2017

1. Includes both new Deep Discovery and TippingPoint customers
2. Does not include Worry-Free or CloudEdge customers
Continual Investment, for example...

- Adds runtime protection against application layer attacks
- TELUS Security Labs adds intelligence for critical infrastructures
What’s Next?

**i**
- Greater reliance on cloud
- Server-side vulnerabilities
- IoT/5G
- Massive data

**u**
- Users remain target (i.e. phishing, BEC)
- More SaaS demand
- Compliance (GDPR)
- IT meets OT
- Skills shortage!

**t**
- New digital extortion
- Stealthier evasion
- Cryptocurrency vulnerabilities
- Infrastructure take-downs
20 billion ‘things’ connected by 2020

Source: Gartner, Forecast: Internet of Things — Endpoints and Associated Services, Worldwide, 29 December 2016
Trend Micro Predicts...

Threats will be even tougher to detect as cybercriminals increase use of machine learning and cryptocurrency for evasion.

Source: Trend Micro Research, 2017
The Security Operations Center (SOC) will become even more critical for gaining centralized visibility and rapid response to the full range of threats across the connected organization.
**SB / Consumers**
Pay subscription to carriers or providers to keep them safe

**Midsize Enterprise**
Outsource SOC expertise to modern MSSPs

**Enterprise / VLE**
Establish own SOC, and refresh tools to be more effective / efficient in the SOC

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Build carrier-grade product to enable providers including Trend

Enable modern MSSPs, or in some regions, be one ourselves

Deliver tools that leverage our strengths in endpoint, cloud, and network security
TODAY’S SOC

Monitoring of huge number of alerts

Management of individual events

Report generation to enable response

Overwhelming (especially with skills shortage), and difficult to discover unknown threats

Silos of visibility with limited understanding of risk posture

Slow, distributed response across security layers
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<th>TODAY’S SOC</th>
<th>WHAT’S NEEDED?</th>
<th>HOW WILL WE HELP?</th>
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<tr>
<td>Monitoring of huge number of alerts</td>
<td>Ability to more quickly detect and hunt for unknown threats</td>
<td>SMART: Al-enabled prioritization of highest risk threats</td>
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<tr>
<td>Management of individual events</td>
<td>Total incident root cause and impact analysis</td>
<td>OPTIMIZED: Automated combination &amp; correlation of threat information from across security layers</td>
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<tr>
<td>Report generation to enable response</td>
<td>More automated and rapid threat response</td>
<td>CONNECTED: Orchestration and automation of response</td>
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Securing Your Connected World

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XGen
SECURITY

[Image of a cityscape with a prominent tower and the XGen logo]