Strategic Growth with 『Cloud Excellence』

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Cloud, Big data, AI, IoT, Automation...
73% of organizations had at least one data breach in 2019, 21% had 7 or more

Lack of visibility and connectivity across environments introduces significant risk.
Our Strategy: Securing Your Connected World

...with 「Cloud Excellence!」

Enable 「Cloud Excellence」
Empower **customers** to securely deliver new applications in a connected, **multi-cloud** environment

Through 「Cloud Excellence」
Empower **Trend Micro** to continuously deliver enhanced solutions by fully leveraging the **power and agility** of the cloud
By 2022, 90% of software development projects will claim to be following DevOps practices, up from 40% in 2019.

Gartner; “Integrating Security Into the DevSecOps Toolchain” | 15 November 2019 | G00377293 | Mark Horvath, Neil MacDonald

Through 2023, at least 99% of cloud security failures will be the customer’s fault.

Trend Micro Cloud One™
Security Services Platform for Cloud Builders

Enabling...
- Cloud migration
- Cloud native applications
- Cloud operational excellence

Through 「cloud excellence」:
- Cloud-native
- SaaS-based platform
- Most extensive set of cloud security services
Trend Micro has been named a leader with highest score in current offering and strategy categories in The Forrester Wave™: Cloud Workload Security, Q4 2019

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Source: The Forrester Wave™: Cloud Workload Security, Q4 2019 by Andras Cser with Merritt Maxim, Matthew Flug, and Peggy Dostie
#1 market share for Hybrid Cloud Workload Security with 35.5%

Total Market: $625.7M

- Trend Micro: $222.1M; +26.9% y/y (35.5%)
- McAfee: $70.0M; +17.4% y/y (12.3%)
- Symantec: $77.0M; +15.1% y/y (11.2%)
- Cisco: $58.4M; +37.7% y/y (9.3%)
- Sydsg: $25.2M; +110.0% y/y (4.0%)
- Palo Alto Networks: $24.6M; +170.3% y/y (3.8%)
- Bitdefender: $18.7M; +23.0% y/y
- Rest of market: $129.7M; +92.4% y/y

Services moving to the cloud, users more mobile

Extended network and operational technologies
Rapid expansion of enterprise makes it hard to gain centralized visibility, detection and response (too many tools, alert overload, too long to detect breaches)

88% of organizations will increase spending on detection and response in the next 18 months to address cross-layer visibility gaps.

ESG 2019: Beyond EDR: Natively Correlating and Analyzing Telemetry from Endpoint, Network, Email, and Cloud
Trend Micro XDR
Cross-layer Detection and Response

Enabling...
• Unified visibility, detection and investigation
• Actionable, prioritized alerts with context for faster response

Through 「cloud excellence」:
• Data lake
• Expert security analytics and global threat intelligence
• SaaS-based
HYBRID CLOUD SECURITY

VISIBILITY, DETECTION & RESPONSE (XDR)

USER PROTECTION

NETWORK DEFENSE
3600+ new customers in 2019

500+ new customers in 2019

16,800+ new customers in 2019²

1100+ new customers in 2019¹

1. Includes both new Deep Discovery and TippingPoint customers
2. Does not include Worry-Free or CloudEdge customers
3. Includes EDR, XDR for Users, Managed XDR
Number of Commercial Customers Deployed on SaaS or On-Premises

SaaS advantages:
- Higher win rates
- Faster time to close
- Steadier revenue stream
- Immediate feedback, customer insight and continuous innovation

For customers: easier to deploy, with flexible pricing that grows with adoption, faster access to innovation!
SaaS Deployed Instance Growth (YoY)

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Trend Micro deployment shifts over time—from on-premises to SaaS-based solutions. Created with real data by artist Stefanie Posavec.