

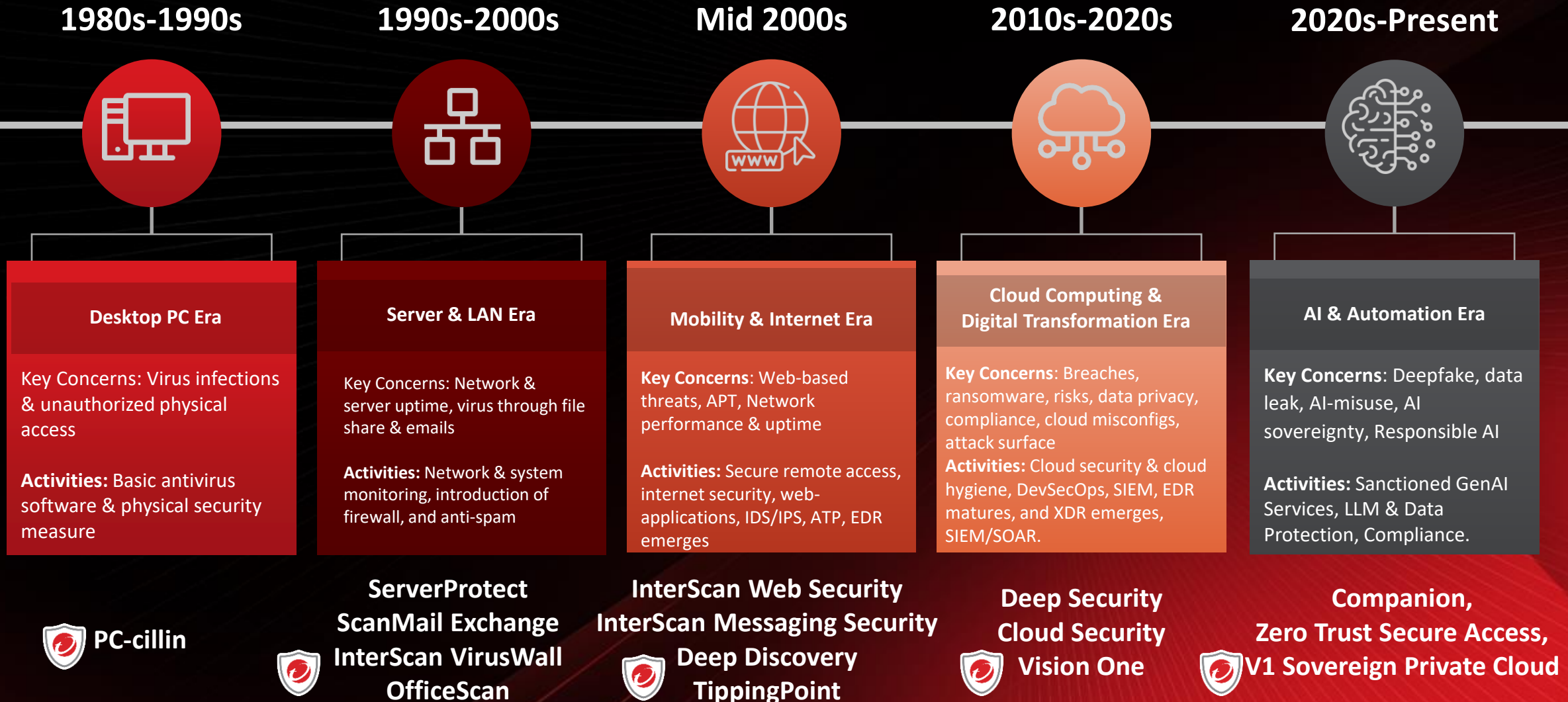


A 35-Year Journey in Balancing IT Ops and SecOps

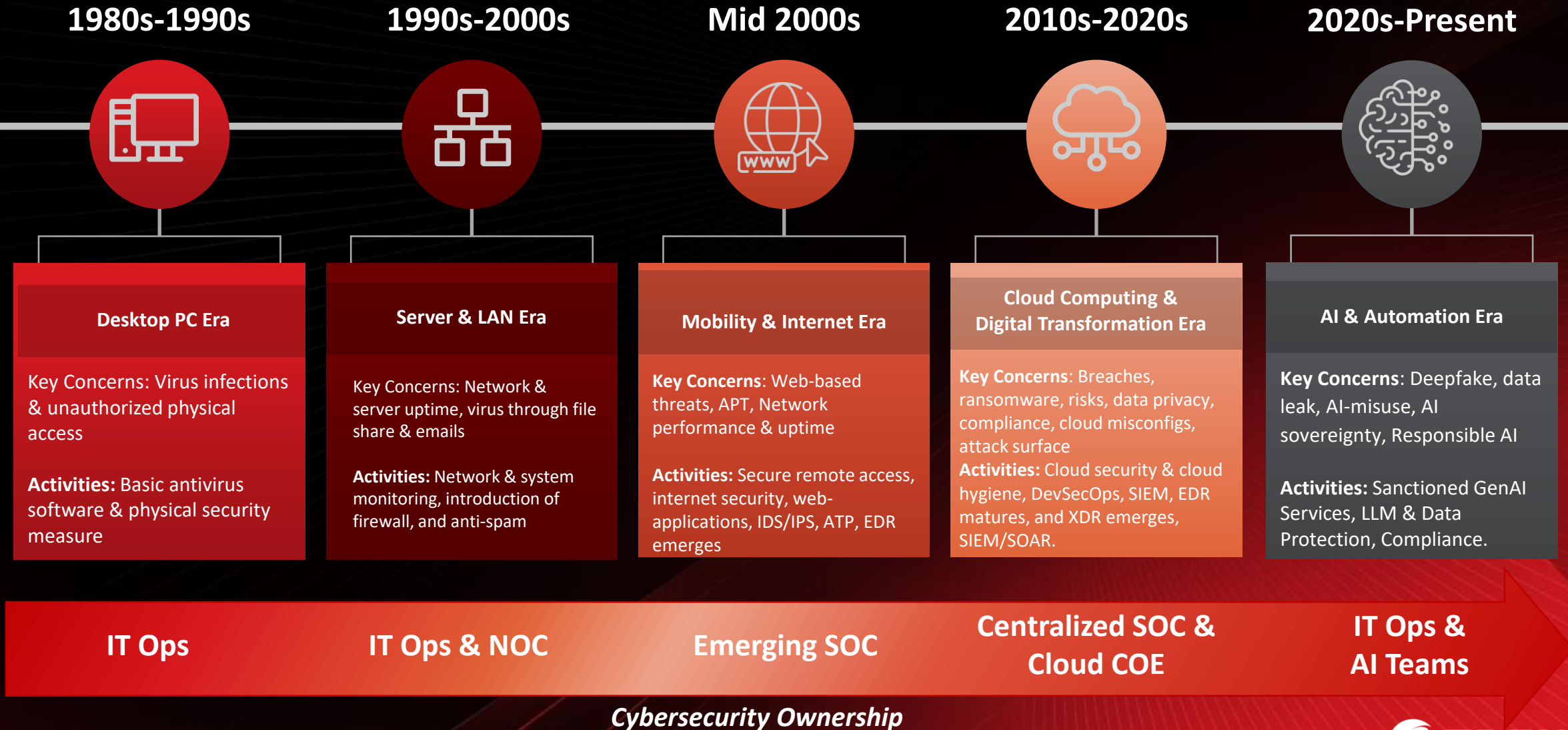
Eva Chen, Trend Micro
Co-Founder & CEO



Transforming IT Infrastructure: A 35-Year Journey



Transforming IT Infrastructure: A 35-Year Journey



Two Opposing Mindsets in Cyber Risk Management

Security Operations

- Threat Detection & Response
- Risk Mitigation
- Proactive Defense
- MTTX

vs. IT Operations

- Business Continuity
- Performance & Reliability
- User Experience

A Balancing Act:

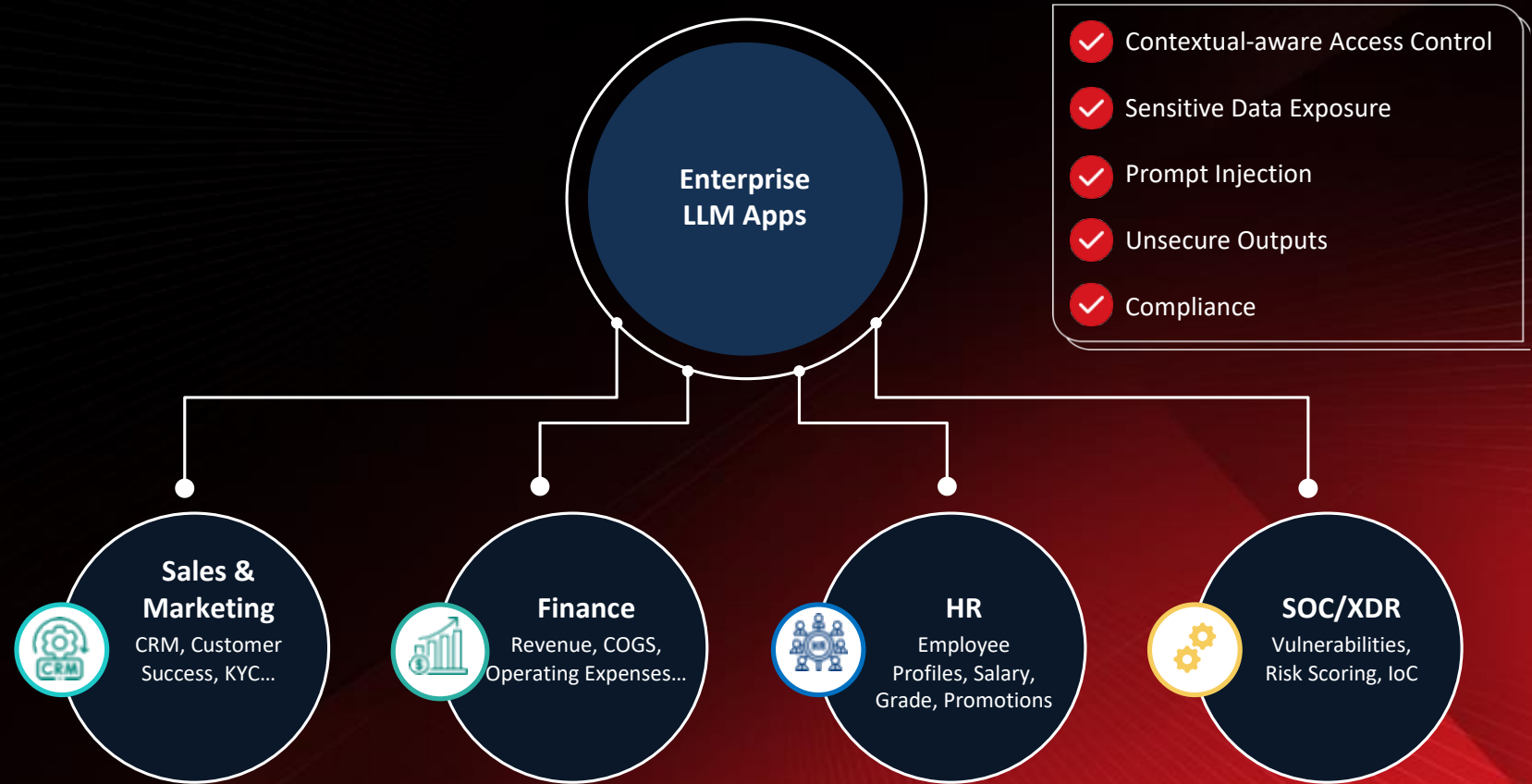
Business Continuity and Security Operations



$$X = I + U - T$$

AI Accelerating the Need for a Balancing Act

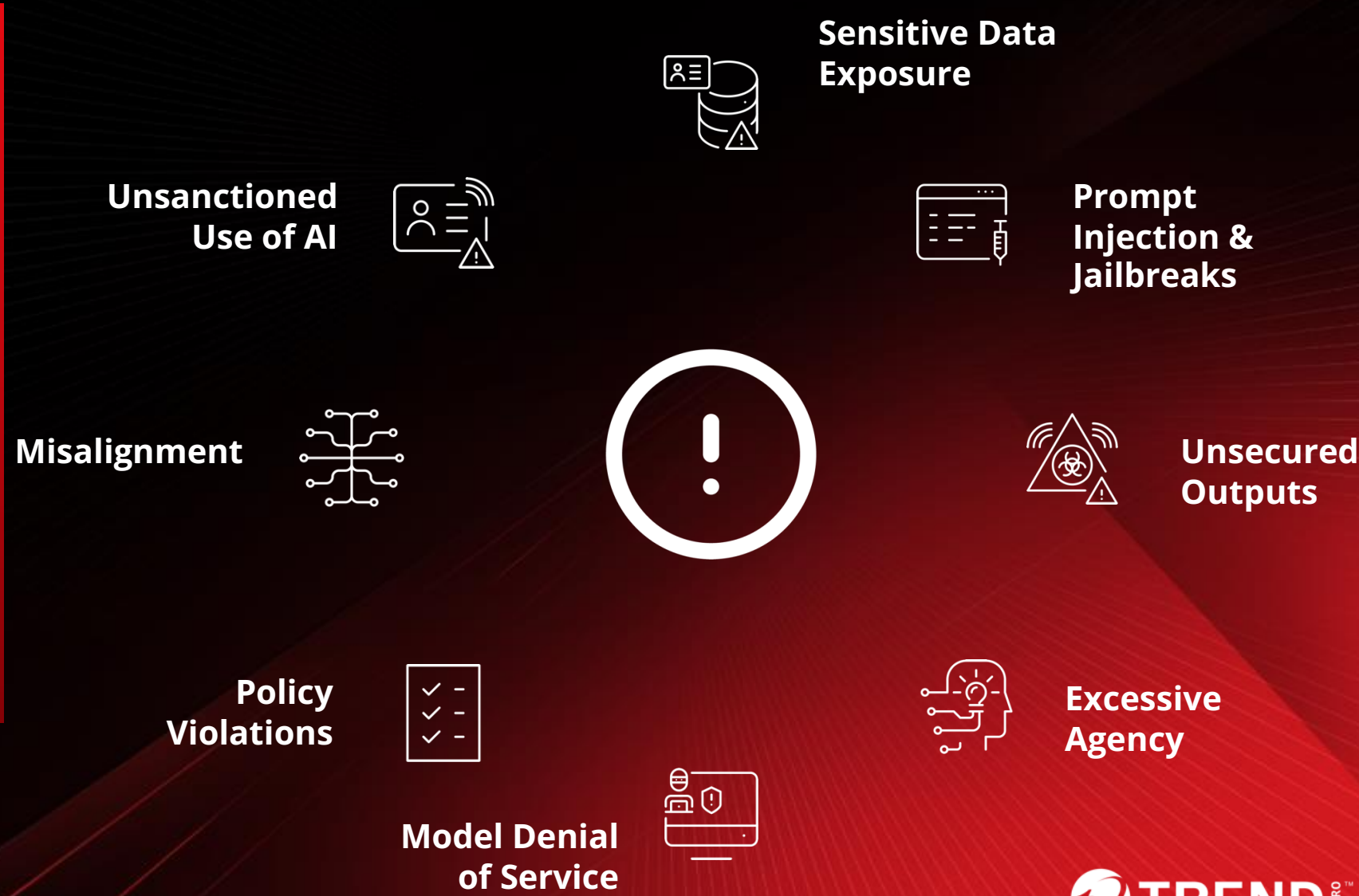
Private LLMs Breaking up Enterprise Data Silo





Risks Accompanies Workforce AI Misuse

Subverted, Malicious, Accidental





AI Data Center:

Propelling the Next Industrial Revolution with AI Factory

Both nation states and enterprises have the need to produce AI using their own infrastructure, data and workforce: ***AI Sovereignty***.

That need is also fueling ***AI Foundry***, platform and service enabling building custom generative AI models with enterprise data and domain-specific knowledge.

Securing AI-Powered Enterprise with TREND



Securing AI Workforce

AI Gateway Enforcing AI Access & AI Contents Policies

- # Deep Fake
- # Prompt Injection
- # Unsanctioned AI usage
- # Compliance breach
- # AI PC: App Tampering
- # AI PC: Data Protection



Safeguarding Enterprise LLM

Authentication
Authorization
Accounting

- # Safeguard Enterprise LLM apps & data



Securing NexGen AI Data Center

Security fabric for AI Factory
Accelerating AI innovation & Development

- # AI Factory
- # AI Foundry
- # AI Enterprise Platform
- # AI Sovereignty
- # AI Private Cloud



AI-Powered Cybersecurity

Empowering CISO & Enterprise Resilience

- # NG SOC Platform
- # Risk Management Platform
- # NG SIEM/XDR
- # Autonomous SOAR
- # Cognitive Engineering

Trend & Nvidia: Pushing the Boundary of AI Innovation

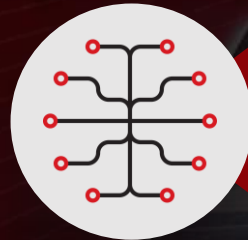
Speed



Securing Tomorrow's AI Data Center

- Leveraging DPUs and GPUs to protect AI workload
- **Technologies:** NVIDIA DPU & DOCA Framework, NVIDIA Morpheus & NIM

Security



Accelerating Cybersecurity with AI

- Anomaly Detection & Response Across Every Enterprise Asset
- **Technologies:** NVIDIA Morpheus Digital Fingerprinting

Compliance



GenAI for Sovereign & Private Cloud

- Achieving Innovation & Data Privacy & Compliance
- **Technologies:** NVIDIA NIM & GPU



Trend Micro

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We're honored to safeguard **#AI** and business resilience together with **#NVIDIA**: <https://bit.ly/4dctsvX> **#BHUSA**



Trend Micro Strengthens Enterprises and Governments for AI Era



3:15

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ZTSA AI Customers



Zero Trust AI Customer Logos



DEXCO

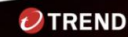


Spectrum care

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Consulenza e Innovazione IT • WeAreProject

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Zero Trust AI Customers

Account	Country
Dole Food Company, Inc.	US
Dexco S.A	Brazil
IFIConsulting Srl	Italy
Personal Data S.r.l.	Italy
PingUs Solutions GmbH & Co. KG	Germany
Spectrum Care	Australia
Fiji Gas	Fiji

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Imagine with AI
Secure with TREN

