The Trend Micro Technology Alliance Program (TAP) enables product vendors to further accelerate their sales by demonstrating, validating, and marketing the joint value of their solutions with Trend Micro industry-leading security solutions: Hybrid Cloud Security, Network Defense, and User Protection. Products that are central to the Trend Micro TAP include:

- Network forensics
- Network Access Control (NAC)
- Intrusion Prevention System (IPS)
- Security Information & Event Management (SIEM)
- Vulnerability management
- Endpoint Protection (EPP)
- Advanced Threat Protection (ATP)
- Server/Cloud Security products
- Orchestration tools
- Internet of Things (IoT) solutions

**PROGRAM BENEFITS**

The TAP enables vendors to leverage the install base of Trend Micro solutions and further differentiates them from the competition, while helping support sales with a range of valuable marketing activities. Specifically, Trend Micro:

- Provides TAP partners with the Trend Ready Logo for use on its website and marketing collateral
- Provides an executive quote for a TAP press release or for social media outreach
- Supports the development of a joint solution brief, and includes it, along with the partner’s logo and a joint value description, on its website
- Participates in a marketing campaign for the joint solution
- Supports the creation of select joint customer success stories and promotes them via its website
- Participates in a joint channel mapping exercise to identify common resellers as a basis for developing a sales plan

**HOW IT WORKS**

1. **Application**: To participate in the Technology Alliance Program, partners first submit an application via email, or through a TAP partner manager. There is no fee to become a TAP partner.
2. **Agreement**: Approved partners must then sign the Trend Micro Technology Alliance Program Agreement.
3. **Contacts**: Partner appoints alliance and technical contacts to work with Trend Micro during the partnership period.
4. **Training**: Partner has the option to take Trend Micro technical training courses if available, at their expense.
5. **Tools**: Trend Micro provides one Not-for-Resale (NFR) license key and relevant Trend Micro product output (events or scripts) or developer toolkit to the partner to conduct product interaction/integration and testing
6. **Support**: Partners are provided with access to the Trend Micro support portal, or an assigned technical contact, for assistance during the integration and testing period.
7. **Integration**: Partner is responsible for all development work related to product interaction/integration and testing, and demonstrates the completed solution to Trend Micro for validation, unless specified otherwise in the TAP Agreement.
8. **Trend Ready**: Once validated, Trend Micro grants Trend Ready status to the partner’s solution, and lists them as a TAP partner on its website.
9. **Joint Marketing**: Trend Micro then works with the partner on the joint marketing activities (see above).

**APPLY TODAY**

Please contact trendready@trendmicro.com to request an application form, or to inquire further about the program.