Trend Micro

TECHNOLOGY ALLIANCE PARTNER PROGRAM

The Trend Micro Technology Alliance Partner Program enables technology partners to integrate complementary security solutions with Trend Micro offerings, and provides interoperability validation for the combined solution. Trend Micro supports multiple integration methods including open application programming interfaces (APIs), connectors, syslog, scripts, and other development tools.

Integration with Trend Micro’s open threat defense platform enables:

- Reduced customer frustration and security risk through frictionless deployment
- Enhanced security posture visibility and management through the ingestion of more security data from multiple sources
- Improved detection and response, delivering greater protection against advanced threats for the enterprise

Partner categories include:

- Endpoint/server/cloud security
- Network security
- SIEM/SOAR
- Vulnerability management
- Incidence response and monitoring
- IoT solutions
- Messaging
- Sales and marketing
- Threat intelligence
- Threat hunting
- Malware analysis
- Breach simulation
- Deception
- Identity and access management
- Case management
- Asset management

How It Works

- **Application**: Partners can apply by emailing technologypartners@trendmicro.com. There is no program fee.
- **Integration request**: Partners will submit a joint value description with a use case for any integration request for approval by Trend Micro.
- **Agreement**: Once approved, partners will sign the Trend Micro Technology Alliance Partner Program Agreement.
- **Contacts**: Partners appoint alliance/technical contacts to work with Trend Micro during the partnership period.
- **Tools**: Partners are given access to one not-for-resale (NFR) license, instance, API, or other development tool to conduct product integration and testing.
- **Integration**: Partners are responsible for all development work related to product integration and testing.
- **Support**: Partners are provided with access to the Trend Micro integration support team for assistance during the integration and testing period.
- **Validation**: Once integration is complete, partners demonstrate the interoperability of the joint solutions to Trend Micro for validation.
- **Web listing**: Partners and Trend Micro co-develop a joint value description and joint solution brief, if applicable, for listing on each other’s alliance webpage.
- **Joint marketing**: Trend Micro works with partners on joint marketing activities upon mutual agreement.

Program Benefits

**Marketing**

- A listing on Trend Micro’s website, which will include the partner’s logo, a joint value description, and solution brief for download
- Inclusion in a Trend Micro press release (with executive quote) about the integration
- Support for social media outreach, as appropriate and agreed upon
- Creation of joint customer success stories and promotion via Trend Micro’s website, subject to customer’s approval
- Support for select marketing campaigns for the joint solution, as agreed upon

**Integration and partner support**

Technology Alliance Partners gain access to the following key tools to help with a successful integration:

- A not-for-resale (NFR) license, instance, or testing environment for the chosen Trend Micro product(s)
- Open APIs, connectors, syslog, scripts, or other development tools, as appropriate
- A technical contact for questions and help
- A strategic executive relationship