PARTNER PROGRAM FOR CLOUD SERVICE PROVIDERS

PROGRAM OVERVIEW

This program supports cloud service providers (CSPs) that recognize the importance and value of delivering security as part of a broader range of customer services that may also include:

- Designing, architecting, developing, delivering or managing cloud-based workloads, applications and services
- Migrating workloads or applications to the public cloud or to SaaS
- Managing IT services related to a public cloud

As a CSP, you can quickly and confidently add a range of market-leading security controls to your cloud service offerings by leveraging Trend Micro™ Deep Security™, regardless of which cloud services you offer or which cloud platform you are focused on. Deep Security works with Amazon Web Services (AWS), Microsoft™ Azure®, Google Cloud Platform, VMware vCloud Air, and IBM SoftLayer, as well as with your own public cloud that leverages technologies like OpenStack or CloudStack. The Trend Micro Partner Program for Cloud Service Providers is designed to help you address essential security and compliance requirements of customers adopting the cloud, expand the scope of your services revenue, strengthen your bottom line, and further differentiate from competitors.

Cloud Service Providers address critical customer requirements by bundling Trend Micro Deep Security as part of their services offering to customers.
CLOUD SECURITY SOLUTION

This partner program focuses on Deep Security to complement and extend the inherent security available through public cloud offerings. Deep Security delivers automated security for the cloud with the broadest range of security controls in a single platform. It allows you to build new applications or move existing services to the cloud with confidence. Deep Security protects workloads where it matters most—at the host—by:

- Defending against network threats with intrusion detection and prevention (IDS/IPS)
- Immediately protecting against vulnerabilities like Shellshock and Heartbleed
- Keeping sophisticated malware off Windows and Linux workloads with anti-malware and behavioral monitoring
- Alerting when unplanned or suspicious changes are made to systems
- Stopping SQL injection and XSS attacks on applications
- Correlating and collecting logs to meet compliance and audit requirements
- Locking down servers so that only authorized processes can run with application control

Deep Security now protects Docker containers, giving you hybrid visibility from a single console and ensures that security is automatically baked into your development processes.

Deep Security works with Amazon Web Service (AWS), Microsoft Azure, Google Cloud Platform, and VMware vCloud Air, IBM SoftLayer, or your own public cloud. It is fast and easy to deploy automatically baked into your development processes. Deep Security now protects Docker containers, giving you hybrid visibility from a single console and ensures that security is automatically baked into your development processes.

PROGRAM BENEFITS

Recognizing that the market for cloud services is dynamic and rapidly evolving, Trend Micro has structured its partner program for CSPs to accommodate a broad range of business models. The program provides the financial, sales, marketing and technical benefits you need to help grow your business and ensure success.

FINANCIAL

Consumption-based Pricing. Pay only for the cloud security services that your customers consume, on an hourly basis with Deep Security. The more your customers consume, the better the unit price.

Marketing Development Funds (MDF) Eligibility. Partners are eligible for MDF, which can be applied to a variety of sales and marketing activities.

No Financial Commitments—Just Like the Cloud. There are no up-front Trend Micro product and licenses to purchase, and there is no annual revenue commitment.

Traditional Licensing. CSPs may also want to sell Trend Micro Deep Security via a traditional perpetual license or monthly subscription. In these situations, CSPs are also entitled to:

- Upfront Discounts: These are available on new and renewal software licenses and subscriptions.
- Deal Registration: CSPs who register new sales opportunities through the Trend Micro partner portal are eligible to receive an additional discount off suggested retail price. Deal registration terms and conditions apply.

SALES AND MARKETING

Assigned Sales Resource. We'll provide you with the support you need to help sell a prospect on the benefits of securing their cloud-based instances, on determining an appropriate upsell strategy, or how to accommodate a customer's unique requirements. Trend Micro provides CSPs with an assigned sales resource to help build an effective plan and address any questions you may have.

Reference Program Participation. The reference program enables partners to showcase their success, and that of their customers, in using Trend Micro solutions. It also provides you with opportunities to expand your network by meeting other industry leaders and Trend Micro executives. Plus you get support for a range of additional opportunities, including award submissions, success stories, press activities, speaking engagements, social media, and video testimonials.

Partner Portal. CSP partners receive access to sales, marketing, education, program and support resources, including a sales library of product data sheets, customer presentations, success stories, videos and the latest Trend Micro-generated competitive information.

Support for Partner Activities. Trend Micro will also support and participate in selected CSP partner-driven events such as seminars, webinars, tradeshows, and other marketing activities.

Partner Hotline. Through a 1-800 hotline, CSPs can get quick answers to questions related to the partner program, sales or marketing. In some cases, partners may be directed to other resources and experts, including their assigned Sales resource.

Executive Connect. To help further ensure partner success, Trend Micro connects CSP partner executives with an appropriate executive at Trend Micro. These executive connections are based primarily on geography and expertise.

Trend Ready Validation. Partners that have successfully validated the installation, activation, and proper functioning of Trend Micro Deep Security within their cloud infrastructure are authorized to use the Trend Ready logo in the promotion of their business. Trend Ready status gives customers the added confidence that they’re choosing the right CSP and that their applications and data will be secured by Trend Micro’s market-leading cloud security solutions. Trend Micro actively promotes Trend Ready CSPs to its customers.

Annual Partner Summit. CSPs are invited to join Trend Micro at its annual partner summit, which brings together executives and leaders from Trend Micro’s most successful and important partners from around the world. At the Partner Summit, you’ll gain essential insights into Trend Micro’s business, strategy and technology directions, along with a deeper, richer understanding of our solutions.
PROGRAM BENEFITS (continued)

TECHNICAL

Certification and Training. The Trend Micro Education Program gives CSPs the knowledge and confidence you need to be successful. CSPs can access a comprehensive selection of online, self-assessment sales and technical training courses. In addition, Trend Micro enables CSPs to further enhance and demonstrate their competency and knowledge through in-depth, rigorous technical certification via online and classroom-based programs.

24x7 Support. For critical issues, CSP partners have 24x7 access to the expert technical resources needed to support their use of Trend Micro Deep Security. Specific inquiries or requests for support are made online via the case management system, which ensures each inquiry is directed to the appropriate resource, and handled in the most timely, efficient manner.

Support Portal and Knowledge Base. CSPs have online access to technical support, including a searchable knowledge base, videos, hot issues, advice for installation and upgrades, along with answers to FAQs related to Trend Micro Deep Security.

Beta Participation. Our beta program gives CSPs access to new products and services that are being developed. By registering for our beta programs, partners get to preview the latest security technologies, and help ensure our offerings better meet the needs of their customers.

PROGRAM REQUIREMENTS

Trend Micro partners must meet the following requirements in order to participate in the program.

Cloud-focused. The majority of your firm’s total business revenue must be derived from the delivery of cloud services.

Certification and Training. One or more employees must complete Trend Micro certified professional certification and technical sales training for Trend Micro Deep Security within the first three months of joining the program.

Distributor Relationship. CSPs must choose between working with an existing Trend Micro authorized distributor or working directly with Trend Micro.

Standardization. To support customers that require the specific security capabilities available through Trend Micro Deep Security, CSP partners are required to standardize on this Trend Micro solution, and make it exclusively available to your customers.

Customer Support. Partners must provide front-line support to their end customers, and will work with Trend Micro’s 24x7 support team to resolve any issues that they can’t address themselves.

About Trend Micro

As a global leader in cloud security, Trend Micro develops security solutions that make the world safe for businesses and consumers to exchange digital information. With more than 25 years of experience, we deliver top-ranked security that fits our customers’ needs, stops new threats faster, and protects data in physical, virtualized, and cloud environments.

MSP or CSP?

Trend Micro also offers a partner program to support Managed Service Providers that manage and monitor one or more Trend Micro security solutions as a service, including Worry-Free Business Security, Hosted Email Security and Deep Security that are not fully embedded within a broader public cloud service offering with a customer.

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