

Trend Micro Launches Global Partner Program

New program enables partners to quickly capitalize on business opportunities

Trend Micro Incorporated (TYO: 4704; TSE: 4704), a pioneer in security software, today announced the launch of its global partner program. The Trend Micro™ Partner Program is designed to further enhance the productivity and profitability of its more than 50,000 channel partners by enabling them to more quickly and fully capitalize on the growing market for Trend Micro security solutions. By combining the best elements from its regional and award-winning North American partner programs, Trend Micro now offers a new and globally aligned program. Roll out of the new program will be completed in Q1-2015.

"After a comprehensive evaluation of our programs, we've applied best practices from around the globe to establish a common structure for a single, more cohesive program that can help our partners drive sales like never before," said Partha Panda, vice president of global channels and strategic alliances, Trend Micro. "We are confident that this new approach will allow them to more quickly identify and respond to business opportunities for our comprehensive security solutions. Most significantly, it will enable us to replicate successful initiatives across all regions to help partners grow their business and increase profitability."

Trend Micro's portfolio of market-leading security solutions complement a wide range of related solutions including virtualization and cloud, converged infrastructure and security management, which are already commonly sold by Trend Micro channel partners. By bundling Trend Micro solutions with products and services from key strategic alliance partners such as AWS, HP, IBM, Microsoft and VMware, channel partners can increase their value to customers, while increasing sales and profitability.

"Our clients rely on us to deliver high-quality, effective solutions that help solve their important security problems, and Trend Micro does an excellent job of delivering these capabilities," said Dan Wilson, co-founder and executive vice president of partner solutions, Accuvant. "The new partner program will enable us to more easily bring Trend Micro's offerings to market and address our clients' needs."

The education program has been simplified, aligns with the latest industry standards, and provides two levels of training and certification. The new education portal helps accelerate partner enablement and equips channel team members with the knowledge and skills to capitalize on sales opportunities and better serve customers.

To further equip its channel partners, Trend Micro is providing a comprehensive set of sales and marketing tools through a refreshed Trend Micro Partner Portal. In addition, Trend Micro is developing a new partner portal that will further enrich the partner experience by providing improved deal registration, content syndication and social media network access, as well as quicker access to support, and other enhancements.

Additionally, the new Trend Micro Partner Program includes:

- Clearly defined partner segmentation, and an enhanced compensation structure

- Tiered, standardized reseller levels (Bronze, Silver, Gold and Platinum), and the addition of a referral partner program to target "born-in-the-cloud" technology service providers and other trusted advisors

- Deal protection compensation for Gold and Platinum levels, and the extension of deal registration to include Bronze partners that have completed one or more specializations

- Dedicated channel account teams, equipped with common standards, processes and performance

measurement guidelines, to help further ensure partners capitalize on the expanding business opportunities

The inaugural Trend Micro Global Partner Summit will be held Oct. 21-23 in Las Vegas. This invitation only event is designed for business leaders and sales executives of Trend Micro's top partners, and will equip them with the knowledge they need to further capitalize on the growing demand for Trend Micro solutions.

For more information about the Trend Micro Partner Program, please visit the Trend Micro Simply Security Blog for Partners: <http://blog.trendmicro.com/trend-micro-launches-global-partner-program/>.

*The use of the word "partner" or "partnership" does not imply a legal partnership relationship between Trend Micro Incorporated and any other company.

About Trend Micro

Trend Micro Incorporated, a global leader in security software, strives to make the world safe for exchanging digital information. Built on 25 years of experience, our solutions for consumers, businesses and governments provide layered data security to protect information on mobile devices, endpoints, gateways, servers and the cloud. Trend Micro enables the smart protection of information, with innovative security technology that is simple to deploy and manage, and fits an evolving ecosystem. All of our solutions are powered by cloud-based global threat intelligence, the Trend Micro™ Smart Protection Network™ infrastructure, and are supported by over 1,200 threat experts around the globe. For more information, visit TrendMicro.com.

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