Trend Micro Announces Strategic OEM Agreement with HP

HP TippingPoint Advanced Threat Appliance family includes Trend Micro Deep Discovery for breach detection

Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in security software and solutions, has signed a strategic OEM agreement with HP to help enterprises combat advanced targeted threats and custom malware. The HP TippingPoint Advanced Threat Appliance (ATA) family of products leverages the power of Trend Micro™ Deep Discovery to provide customers with a single, integrated solution for detection and enforcement. The solution identifies malware through static, dynamic and behavioral techniques to block and neutralize threats before critical business data is compromised.

"We are very pleased to have been selected by HP after its comprehensive and rigorous review of market-leading breach detection systems," said Partha Panda, vice president of global channels and alliances, Trend Micro. "This agreement further validates the quality and effectiveness of our solution. It is a natural extension to our long-standing partnership with HP, and will help further accelerate the adoption of Trend Micro's capabilities to combat next generation threats. Now, HP customers can detect, block and investigate targeted attacks with a comprehensive, integrated solution."

Deep Discovery is trusted by enterprises globally in a broad range of industries. It was designed to provide comprehensive, 360 degree visibility of cybercriminal activity to detect targeted attacks, custom malware, C&C communications and suspicious activities invisible to standard security solutions. Unlike other solutions, Deep Discovery:

Scans all network ports and more than 80 network protocols, in addition to web and email traffic

Detects threats by using custom sandbox images that match system configurations

Uses multiple threat detection techniques to identify a broad set of attack signatures across a range of endpoints and mobile devices, including Microsoft Windows, Apple OS X, and Android

Custom sandboxing is an essential part of an effective breach detection solution, enabling enterprises to prevent evasion based on generic configuration checks by identifying and evaluating custom malware to determine if it is a threat.

In a recent independent and comprehensive test of six global security companies by NSS Labs, Trend Micro Deep Discovery earned the highest score in breach detection (99.1 percent) with zero false positives and low total cost of ownership – more than 25 percent below the average of all products tested.

"Today's threat landscape calls for organizations to have a thorough, layered security strategy that not only identifies threats, but takes action to neutralize and block them," said Rob Greer, vice president and general manager, TippingPoint, Enterprise Security Products, HP. "Now with the Trend Micro Deep Discovery technology, HP TippingPoint offers an added level of visibility and intelligence that in coordination with HP's Intrusion Prevention System (IPS) and Next-Generation Firewall (NGFW), enables customers to detect and neutralize a targeted attack at the initial point of infection."

HP TippingPoint Advanced Threat Appliance will be available early 2015 from HP and its channel partners. For more information, visit www.hp.com/go/ata.

About Trend Micro

Trend Micro Incorporated, a global leader in security software, strives to make the world safe for exchanging digital information. Built on 26 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.