

## Trend Micro Experts and Customers to Share Security Intelligence at IBM InterConnect 2015

DALLAS & LAS VEGAS--([BUSINESS WIRE](#))--[Trend Micro Incorporated](#) (TYO: 4704; TSE: 4704), a global leader in security software, today announced it will participate as a Diamond sponsor at [IBM Interconnect](#), Feb. 22-26 in Las Vegas. Trend Micro executives, as well as joint IBM and Trend Micro customer, [University of New Brunswick](#), will speak in multiple sessions during the conference, providing audiences with insights on breach detection and protection against targeted attacks.

Attendees will benefit from live demos featuring [Trend Micro™ Deep Discovery's](#) integration with IBM security technologies at Trend Micro display D1, as well as hear a customer case study first-hand. Sessions include:

- **“To Catch a Thief: Detect and Defend Your Network from Targeted Attacks in Real Time”**

Session 6611A

Bob Corson, director, solution marketing, Trend Micro

Monday, Feb. 23, 12:15-1:15 p.m. – Mandalay Bay, Lagoon F

Session 2966

Tuesday, Feb. 24, 9:30-10:30 a.m. – Mandalay Bay, Lagoon E

As tactics and techniques behind targeted attacks and advanced threats continue to evolve, having a flexible line of defense is crucial. To do so, leading organizations are enhancing their security posture with the ability to detect and respond to advanced malware, zero-day exploits and attacker behavior that is behind targeted attacks. This presentation will review the major requirements and capabilities needed for a strong cyber-defense against targeted attacks and how IBM® Security Network Intrusion Prevention System appliances, IBM Security QRadar SIEM and Trend Micro security products work together to provide a real-time defense.

- **“Five Things You Must Know About Advanced Threats and Targeted Attacks”**

Session 6736A

Wendy Bissonnette, product marketing manager, Trend Micro

Monday, Feb. 23, 12:00-12:20 p.m. – Solutions EXPO Theater

Session 6736B

Wednesday, Feb. 25, 5:00-5:20 p.m. – Solutions EXPO Theater

Description: During 2014, there was an ongoing cascade of significant data breaches as a result of targeted attacks. Some of the largest organizations in the U.S., including Target, JP Morgan, Home Depot, The United States Post Office, and most recently, Sony Pictures, have had sensitive data, intellectual property and communications stolen. This session briefly defines what targeted attacks are; how they are designed and executed; and illustrates how custom attacks need a custom defense. A 360-degree approach for detecting and thwarting targeted attacks is in the best interest of organizations.

- **“The University of New Brunswick's Intelligent Approach Against Malicious Threats”**

Session 2958

[David Shipley](#), director of strategic initiatives, Information Technology Services, University of New Brunswick

Monday, Feb. 23, 11:00 a.m.-12:00 p.m. – Mandalay Bay, Lagoon K

Sophisticated attempts to access IP and advanced DDoS attacks combined with an environment encouraging open information exchange make university networks some of the most complex to defend. It

is a herculean task to fight today's Advanced Persistent Threats (APT's) that can destroy an organization's environment, brand and business. What if you could create a system that acts the same way our body's immune system does to combat the onslaught of malicious viruses? Learn how the University of New Brunswick (UNB) has developed a smarter security network by combining IBM QRadar and Trend Micro's Deep Discovery to correlate captured big data and identify correlations to fight the malicious attacks, and respond in real-time.

For more information, visit <http://www.trendmicro.com/us/security-intelligence/events/IBM-Interconnect/index.html>, and follow [@TrendMicro](https://twitter.com/TrendMicro) on Twitter.

### **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 more than 1,200 threat experts around the globe. For more information, visit [TrendMicro.com](http://TrendMicro.com).

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