

## **Trend Micro Awarded 5-Star Rating in CRN's 2015 Partner Program Guide**

### **Annual guide recognizes the best channel partner programs in the market**

DALLAS--([BUSINESS WIRE](#))--Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in security software and solutions, announced today it has been awarded a 5-Star rating in The Channel Company's [CRN](#)® 2015 Partner Program Guide. This annual directory is the definitive listing of technology vendors that service solution providers or provide products through the IT channel. The 5-Star Partner Program rating recognizes an elite subset of companies that offer solution providers the best partnering elements in their channel programs.

The award-winning [Trend Micro™ Partner Program](#) enables more than 50,000 [channel partners](#) to more quickly and fully capitalize on the growing market for solutions that address today's key security trends, including the consumerization of IT, cloud and virtualization, and cyber threats. This global program provides a comprehensive set of financial, technical, sales and marketing benefits, for resellers, systems integrators, managed service providers, and now cloud services providers.

"We're extremely excited by the growth we're seeing in our partner program, particularly with respect to the interest expressed by cloud services providers — including many AWS, Microsoft Azure, and VMware vCloud Air public cloud consulting partners — that are eager to embed our security solutions into their cloud services offerings," said Partha Panda, vice president, global channels and alliances, Trend Micro. "As a company who strongly values working cohesively with partners to provide the best solutions possible, we are honored to be awarded the prestigious 5-Star rating by The Channel Company."

To determine the 2015 5-Star recipients, The Channel Company's research team assessed each vendor's application based on investments in program offerings, partner profitability, partner training, education and support, marketing programs and resources, sales support and communication. The CRN Partner Program Guide is a resource solution that providers rely on to discover, research and evaluate various vendor partner programs. The information in this guide is important as providers weigh and compare the benefits and incentives offered by manufacturers when making their vendor selections. Along with the value of a brand, products and market position, the partner program is an integral part of the overall value a solution provider will look for in a vendor.

"Solution providers have a lot of choices when it comes to selecting vendor partners. Identifying the right vendor, with the right technologies and approach can make all the difference," said Robert Faletra, CEO, The Channel Company. "Our annual Partner Program Guide and 5-Star rating recognizes the best channel programs available in the market today to help solution providers determine which vendors deliver the best partner elements for their individual business goals."

The 2015 Partner Program Guide will be featured in the April issue of CRN and online at [www.CRN.com](http://www.CRN.com).

### **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).

### **About The Channel Company**

The Channel Company, with established brands including CRN®, XChange® Events, IPED® and SharedVue®, is the channel community's trusted authority for growth and innovation. For more than three decades, we have leveraged our proven and leading-edge platforms to deliver prescriptive sales and marketing solutions for the technology channel. The Channel Company provides Communication, Recruitment, Engagement, Enablement, Demand Generation and Intelligence services to drive technology partnerships. Learn more at [www.thechannelcompany.com](http://www.thechannelcompany.com).

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