Trend Micro Launches Targeted Attack Simulation to Raise Awareness of Pervasive Next Gen Threats

Online 'Choose Your Own Adventure'-style interactive simulation provides immersive experience to inform about cybersecurity threats, tactics and outcomes

DALLAS--(BUSINESS WIRE)--Chief Information Officers (CIO) have watched data security rise on their list of priorities as the number of sophisticated, targeted cyberattacks continue to escalate. To educate audiences who are tasked with thwarting attacks, Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in security software, has released an educational simulation, 'Targeted Attack: The Game', designed to highlight the security challenges faced when real-world business demands must be constantly weighed against security, risk and of course a diminishing budget.

"Regardless of industry, or size of the organization, it is crucial to understand that it is no longer a question of 'if,' but 'when' a cyberattack will occur," said Rik Ferguson, vice president of security research, Trend Micro. "Embracing this reality and being prepared to immediately assess and react will help achieve favorable outcomes." This fictional simulation helps players better understand and dissect aspects of these attacks in a real-time scenario. By placing the decision-making process in the hands of users, they will have a sense of the urgency and implications that could occur in the real-world."

Modeled after the "Choose Your Own Adventure" book series from the 1980s, 'Targeted Attack: The Game' places players in the role of a CIO at a global corporation who has been alerted to a detected attack. To maneuver through the stimulation's multiple stages, players must make critical decisions involving internal security teams and communications teams, as well as the CEO.

"As demonstrated in the simulation, it is vital that companies invest in proper tools to mitigate potential risks and include security teams in decision making processes early to determine the appropriate strategy and resources necessary to reduce fallout from a cyberattack," said Ferguson.

'Targeted Attack: The Game' is now available online to test cybersecurity knowledge and decision-making skills.

To learn more about how Trend Micro helps organizations protect themselves against these types of threats, visit: http://www.trendmicro.com/us/business/cyber-security/index.html

A detailed blog post for additional insight is also availablehere.

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.

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