RSA Conference 2015: Trend Micro Showcases Adaptive Protection and Response Capabilities to Defend Against Targeted Attacks

Presentation with FBI features 'How-To" on combatting enterprise threats

DALLAS & SAN FRANCISCO--(BUSINESS WIRE)--With cybercrime becoming increasingly pervasive, attack methods and tactics continue to evolve. To keep pace, risk-conscious organizations need adaptive capabilities to quickly detect and respond to the onslaught of threats faced on a daily basis. Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in security software, today announced it will showcase its solutions to support customers in their defense against, and response to, targeted attacks at RSA Conference 2015.

"Last year, hacking incidents accounted for 29 percent of data breaches tracked by theIdentity Theft Research Center, making it the leading cause of breaches tracked by the research firm," said Eva Chen, CEO, Trend Micro. "The tailor-made nature of these sophisticated attacks makes it imperative for us to provide our customers with a solution that can constantly enhance their protection capabilities based on specific threats."

Trend Micro is helping protect the healthcare industry, a primary segment targeted by cybercriminals, against the latest threats. For example, University of Florida Health Shands Healthcare, the Southeast's most comprehensive academic health center, which encompasses the University of Florida Health Science Center and the UF Health Shands and UF Health Jacksonville family of hospitals and services, relies on Trend Micro's solutions, such as Deep Discovery, for comprehensive protection against targeted attacks. With Trend Micro, UFHSH is better able to protect its patients' personal data across cloud-based and on premise IT infrastructure. In addition, patient data is secured from any endpoint, from mobile devices to desktops, allowing physicians to quickly address patient needs anywhere, anytime, with a dramatically reduced opportunity to be compromised.

"The healthcare industry is a huge and growing target for cybercriminals due to both the large volume of patient data and its value on the cyber black market," said Tim Nance, information security manager at UF Health Shands Healthcare. "With Deep Discovery, we now have comprehensive breach discovery – and it works with all of Trend Micro's other solutions to provide centralized visibility across our enterprise. From endpoints and mobile devices to the data center, we can stay on top of threats as they are detected to provide better protection."

Featuring comprehensive monitoring and detection, Trend Micro™ Deep Discovery enables organizations to rapidly detect, analyze and respond to targeted attacks as well as the most advanced threats. The solution proactively updates itself once suspicious activity is detected by integrating its findings into all other Trend Micro solutions to continually improve protection capabilities.

Trend Micro Deep Discovery detects and remediates threats by:

- **Monitoring all network traffic, all network ports and more than 80+ protocols and applications, in addition to web and email traffic**
- **Using custom sandbox images to match desktop environments and maximize detection of advanced and targeted threats**
- **Using multiple layers of detection of advanced threats to identify targeted attacks and advanced threats anywhere in the network and across a broad range of systems, including Microsoft Windows, Mac OS X, Android and Linux**

"To protect against the growing proliferation of specialized cyber-threats, organizations should consider employing synchronized solutions that detect, analyze and prevent threats by sharing intelligence across the platform," said Chris Christiansen, program vice president, Security Products and Services, IDC. "Deep Discovery helps achieve this end by sharing intelligence across Trend Micro solutions, thereby providing adaptive threat detection and remediation capabilities as the threat landscape evolves."

Customers also benefit from integration with solutions from alliance partners such asHP and IBM that combine the power of those platforms with Deep Discovery's threat defense capabilities.

At RSA Conference 2015, Trend Micro security experts will be on-hand at booth No. 1607 to discuss security strategies and solutions to defend organizations against targeted attacks. Attendees will also have the opportunity to test their skills during the "Targeted Attack: The Game" experience that allows users to make first-hand decisions before, during and after a simulated targeted attack.

In addition to demos, the company's chief cybersecurity officer, Tom Kellermann, will present with FBI Special Agent, Mark Ray, at the following session:

- FBI and Trend Micro on Combatting Cybercrime within your Organization
  April 21, 4:40 p.m., Session SP02-T10, Moscone North, Room 131

To learn more about Trend Micro's activities during RSA Conference 2015, visitwww.trendmicro.com/RSAC

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.

Contact:

Trend Micro Incorporated
Thomas Moore, 972-499-6648
thomas_moore@trendmicro.com

Public Company Information:

TOKYO:
4704
JP3637300009
NQB:
TMICY
