

## Trend Micro Launches Partner Program for ‘Born-in-the-Cloud’ Service Providers

DALLAS--([BUSINESS WIRE](#))--To further facilitate the delivery of security with a broad range of IT services, [Trend Micro](#) Incorporated ([TYO: 4704](#); [TSE: 4704](#)), a global leader in security software and solutions, today launched the Trend Micro Partner Program for Cloud Service Providers (CSP). The new program enables partners with consumption-based pricing, to take advantage of Trend Micro’s market-leading Deep Security solution that is integrated with cloud offerings from AWS, Microsoft Azure, VMware vCloud Air, IBM Cloud or a CSP’s own public cloud.

“This program enables partners to more quickly and fully capitalize on the growing demand for cloud security with pricing that supports the ‘instant-on’ nature of the cloud, and a broad range of business models,” said Partha Panda, vice president, global channels and strategic alliances, Trend Micro. “Regardless of which cloud their customers are using, Trend Micro provides CSPs with comprehensive security as part of the provider’s stack in an integrated sales motion that is easy to deploy, manage and bill, ensuring the right policies are automatically applied to each instance the moment it’s activated.”

As a leading provider of server security for physical, virtual and cloud environments, Trend Micro enables CSP partners, including Aquilent, Cloudnexus, Dedalus, Nordcloud, and Smartronix, to address essential security and compliance requirements for customers adopting the cloud, while expanding the scope of their services revenue to strengthen their bottom line.<sup>1</sup> The program focuses on the [Trend Micro Deep Security](#) solution which complements and extends the security available through public cloud offerings.

Additional benefits of the program include competitive financial and technical advantages to help partners grow their business.

“Together, we deliver on a shared responsibility security model – Microsoft provides a secure infrastructure, and Trend Micro protects the data that is put on the cloud,” said Nicole Herskowitz, Senior Director Product Marketing, Microsoft Azure. “Trend Micro is a Microsoft Cloud OS Network Partner, and their Deep Security solution is seamlessly integrated through APIs, so security is transparent to our clients. For Cloud Service Providers, this means that they can add security to their service offerings, which increases their business opportunities, while meeting the security needs of their Azure clients.”

Providers will have access to certification and product training through the Trend Micro partner program, in addition to 24x7 priority support. Participants will also be equipped with sales and marketing programs, as well as educational and support resources, including a sales library of product data sheets, customizable customer presentations, success stories and videos, through the Trend Micro Partner Portal.

“The shared responsibility security model in the cloud leaves customers responsible for protecting their data, applications and operating systems,” said Kevin Rhone, senior partnering consultant at ESG. “Security, as a result, should become an integral part of every CSP’s portfolio. The benefits of the Trend Micro Partner Program for Cloud Service Providers make it easy for CSPs to seamlessly deliver security as a value-add to their service offerings. They should seize this opportunity.”

To learn more about the Trend Micro Partner Program for Cloud Service Providers, visit <http://www.trendmicro.com/us/service-providers/cloud-service-providers/index.html>.

*\*The use of the word "partner" or "partnership" does not imply a legal partnership relationship between Trend Micro Incorporated and any other company.*

### 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](#).

<sup>1</sup> IDC Worldwide Endpoint Security 2014-2018 Forecast and 2013 Vendor Shares, Figure 2, doc #250210, August 2014

### Contact:

Trend Micro Incorporated  
Thomas Moore, 972-499-6648  
[thomas\\_moore@trendmicro.com](mailto:thomas_moore@trendmicro.com)

**Public Company Information:**

TOKYO:  
4704  
JP3637300009  
NQB:  
TMICY

---

<https://newsroom.trendmicro.com/2015-08-12-Trend-Micro-Launches-Partner-Program-for-Born-in-the-Cloud-Service-Providers>