Trend Micro Experts and Customers to Share Cloud Security Insights at IBM InterConnect 2016

DALLAS--(BUSINESS WIRE)--Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in security software, today announced its Diamond sponsorship at IBM Interconnect 2016, Feb. 21-25 in Las Vegas. An IBM Premier Business Partner, Trend Micro and IBM have worked together for over ten years to develop leading security solutions in a number of areas. At this year's event, Trend Micro representatives will speak in multiple sessions to provide insight on hybrid cloud security, as well as breach detection and targeted attack defense.

Trend Micro and the University of New Brunswick will present the value of the combined IBM/Trend Micro solution that strengthens architectures, protects enterprises and thwarts attacks, and discuss the role of Trend Micro Deep Security in its hybrid cloud strategy. Experts will demonstrate how Trend Micro Deep Security enables organizations to fully embrace the benefits of a hybrid cloud strategy that may include IBM SoftLayer, AWS, Microsoft Azure or VMware.

"Available as a managed service from IBM, Deep Security future-proofs data center investments in a number of ways," said Partha Panda, vice president, global channel and strategic alliance, Trend Micro. "It allows organizations to automatically extend their trusted, on-premise security, compliance policies and best practices to cloud workloads, regardless of the cloud provider."

Session details and presenters:
Targeted Attack! A Real-time Simulation Video Exercise
SAT-2444
Steve Duncan, senior manager, product marketing, Trend Micro
Tuesday, February 23, 4:00-5:00 p.m.
Mandalay Bay, Ballroom D

Using an interactive targeted attack video simulation, this session will allow attendees to test their abilities to make the right decisions and avoid devastating consequences during a major data breach. Acting as CIOs of a fictional company, attendees will make key decisions as a targeted attack unfolds. The audience will watch a series of unfolding video scenarios and make key security decisions that will influence not only the next scene, but also the outcome of the exercise. Using audience polling, attendees will make important decisions about their defenses, with the goal of protecting their company from a breach. After the presenter provides context and facilitates the exercise, he will prompt a discussion around lessons learned.

A Security Architecture for a Hybrid Cloud Future at the University of New Brunswick
SIA-3510
David Shipley, director of strategic initiatives, information technology services, University of New Brunswick
Partha Panda, vice president, corporate and business development, Trend Micro
Wednesday, February 24, 10:00-11:00 a.m.
Mandalay Bay, Lagoon G

The University of New Brunswick (UNB) is modernizing its security architecture, and placing IBM Security QRadar at the center of an automated threat detection and response platform based on a digital immune system model. This model will rely heavily or virtualization, and on integration between QRadar and Trend Micro's Deep Discovery Inspector. UNB's David Shipley will discuss the new architecture and how solutions from IBM and Trend Micro have helped shape and enable UNB's vision. Trend Micro's Partha Panda will explain how the Deep Security platform complements Deep Discovery, and can be used to provide QRadar with the real-time, actionable security intelligence required to move workloads from physical to virtual and cloud environments.

Best Practices for Thwarting an APT Attack with Trend Micro Deep Discovery and QRadar
SAT-7192
Takashi Sayama, senior engineer, Trend Micro
Wednesday, February 24, 1:15-2:00 p.m.
Mandalay Bay, Ballroom D

An Advanced Persistent Threat (APT) attack can be a serious crisis for every industry in Japan. This was especially true when the Japanese national pension service was recently hacked by an APT attack, leading to 1.25 million cases of leaked personal data. IBM QRadar and Trend Micro Deep Discovery are recognized as best-of-breed solutions to prevent enterprise network security breaches. This case study will use an example of a customer in the financial services sector to illustrate how such a breach can be thwarted. Based on a possible APT attack scenario, the speakers will describe concretely how QRadar and Deep Discovery protect against the breach with QRadar intelligence/Trend Micro knowledge intelligence.

Security for the Hybrid Cloud
SIA-7405, SIA-7406

Mike Smith, director, Cloud & Data Center Security Solutions, Trend Micro
Wednesday, February 24, 3:45-4:05 p.m. & 5:15-5:35 p.m.
Mandalay Bay, Solution EXPO

As enterprises transition workloads to private and public clouds, they are challenged with ensuring the same level of operational security and compliance controls as they'd have in their own data centers. In this session, we'll review the unique security challenges and requirements enterprises face when adopting a hybrid cloud strategy, and explain how Trend Micro Deep Security, together with IBM, provides enterprises with the real-time, automated security intelligence required to confidently protect workloads in physical, virtual and cloud computing environments.

About Trend Micro

Trend Micro Incorporated, a global leader in security software, strives to make the world safe for exchanging digital information. Built on 27 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, 972-499-6638
thomas_moore@trendmicro.com

Public Company Information:

TOKYO:
4704
JP3637300009
NQB:
TMICY

---

https://newsroom.trendmicro.com/2016-02-16-Trend-Micro-Experts-and-Customers-to-Share-Cloud-Security-Insights-at-IBM-InterConnect-2016