Trend Micro Named as a Leader in IDC MarketScape on Worldwide Email Security

DALLAS--(BUSINESS WIRE)--Trend Micro Incorporated (TYO: 4704), a global leader in cybersecurity solutions, has been named a Leader in the IDC MarketScape: Worldwide Email Security 2016 Vendor Assessment (doc #US41943716, December 2016).

“Trend Micro is placed in the Leaders category in this [year’s] IDC MarketScape for making its messaging product a prominent part of its security suite, which also includes its endpoint, web, encryption, mobile, and soon network security products,” according to the report.

Trend Micro’s focus on some of the newest concepts in email security, such as specialized threat analysis and protection (STAP) features including sandboxing technologies, and anti–spear phishing protocols, helped to achieve a Leader position. In addition, customers liked Trend Micro’s easy set up and use of the email product.

“We are committed to staying at the forefront of attack trends and protecting our customers from these evolving security threats,” said Kevin Simzer, executive vice president, sales, marketing and business development for Trend Micro. “Our goal is to make our email security products user-friendly, with numerous leading capabilities across a variety of environments to fit customers’ needs while providing the highest level of security against malicious emails and threats.”

According to the IDC MarketScape report, “Trend Micro is very good at listening to customers and adjusting its products based on the current trends according to its customers.” The report further explains how Trend Micro’s “channel partnership, sales structure, and multiple bundling options with its own products and partners make it easy to purchase the product and any additional products and features exactly how, when, and where a customer requires them.”

For more information on IDC MarketScape positioning, please visithttps://resources.trendmicro.com/IDC-MarketScape-Email-Security-Leader.html.

About Trend Micro

Trend Micro Incorporated, a global leader in cybersecurity solutions, helps to make the world safe for exchanging digital information. Our innovative solutions for consumers, businesses, and governments provide layered security for data centers, cloud environments, networks and endpoints. All our products work together to seamlessly share threat intelligence and provide a connected threat defense with centralized visibility and control, enabling better, faster protection. With more than 5,000 employees in over 50 countries and the world’s most advanced global threat intelligence, Trend Micro enables organizations to secure their journey to the cloud. For more information, visit www.trendmicro.com.

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360 degree assessment of the strengths and weaknesses of current and prospective vendors.

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