Trend Micro's Endpoint Security Cited as a Leader by Independent Research Firm

Noted for "Best-in-class Suite Capabilities"

DALLAS--(BUSINESS WIRE)--Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in cybersecurity solutions, has been named a market leader in endpoint security — having been judged to have the highest score in the "current offering" category among the 15 evaluated vendors, given a five out of a possible five score for the strategy category and among the second-highest scores in the market presence category.

According to *The Forrester Wave™: Endpoint Security Suites, Q2 2018*report, "Trend Micro continues to offer the most flexible and fully featured suite on the market" and "Trend Micro maintains its position as a market leader with continuous evolution of its prevention and detection engines along with best-in-class suite capabilities."

Eric Skinner, vice president product strategy, Trend Micro, said, "We built our solution enhancements in response to the direct and on-going input of customers and prospects. In our view, this evaluation demonstrates that we continue to get it right. We believe that it's another proof point that Trend Micro is a strong alternative to legacy AV solutions and has no need for additive products."

Coming just a few months after being named a Leader in Gartner's 2018 Magic Quadrant for Endpoint Protection Platforms (EPP), Trend Micro believes that this latest evaluation is more confirmation that its endpoint has advanced in the ways critical to the market.

Key criteria for the current offering includes malware and exploit prevention, behavioral detection, and product performance, which Forrester validated using customer feedback and third-party test results. Appraisal of strategy takes into account corporate vision and focus, security community involvement, and product road map, while judging market presence requires a focus on each vendor's enterprise customer base and licensing partner presence.

Trend Micro is particularly gratified that customers gave the platform high marks for malware and exploit prevention efficacy, with a low negative impact on endpoint user experience.

"Admins appreciate the product's high level of automation along with its flexibility and scalability to adapt to different operating environments," the report stated, concluding that, "Trend Micro is still an easy shortlist addition for most enterprise environments requiring a full endpoint security stack."

Trend Micro's endpoint security technology is driven by its XGen™ approach: a cross-generational blend of threat defense techniques that intelligently applies the right technology at the right time, resulting in more effective and efficient protection against a full range of threats.

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 6,000 employees in over 50 countries and the world's most advanced global threat intelligence, Trend Micro secures your connected world. For more information, visit www.trendmicro.com.

Contact:

Trend Micro Incorporated
Kateri Daniels, 817-522-7911
media_relations@trendmicro.com

Public Company Information:

TOKYO:
4704
JP3637300009
NOB:

NQD:
TMICY

---

https://newsroom.trendmicro.com/2018-06-21-Trend-Micros-Endpoint-Security-Cited-as-a-Leader-by-Independent-Research-Firm