Trend Micro Brings Its Unified Threat Management Solution to North America

Easy-to-manage Cloud Edge solution empowers Managed Service Providers to extend multi-layered protection to small and medium businesses

DALLAS--(BUSINESS WIRE)--Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in cybersecurity solutions, today announced the availability of its unified threat management (UTM) solution in North America. Trend Micro's Cloud Edge™ solution was first offered in Asia where it established a strong user base over the years. This expanded offering is exclusively tailored for managed service providers (MSPs) and allows them to deploy an easy-to-handle, high performance solution that extends industry-leading security to small and medium businesses.

Cloud Edge is a strong complement and unique differentiator when deployed with Trend Micro's SMB endpoint solution, Worry-Free Services™, which is widely offered by the majority of Trend Micro's MSPs. The organizations they serve are typically constrained on security resources, making the combined benefits of a next-generation on-premises firewall, along with the convenience of security-as-a-service, an ideal fit in what is currently the fastest-growing security appliance market.

"Cloud Edge has the kind of capabilities and simplified licensing that are tailored to MSP requirements, a low-risk, packaged approach for delivery of security services," said Eric Hanselman, Chief Analyst for 451 Research. "Trend Micro's product enters the North American market with an MSP-friendly strategy and a track record of providing comprehensive UTM protection for businesses."

With Cloud Edge, businesses no longer have to choose between security and performance. As a key feature of the offering, Cloud Scanner offloads resource-intensive tasks to the cloud so customers can maximize security with minimal impact to their systems.

"Our MSP partners are a critical part of our channel-centric strategy," said Dan Woodward, vice president of U.S. channels for Trend Micro. "Input from these partners drove our decision to extend the availability of Cloud Edge to the U.S., which has proven success in Asia. We make it a priority to offer MSPs multi-layered, industry-leading protection that helps simplify both pricing and security management capabilities."

The new solution offers a comprehensive set of capabilities including our latest predictive machine learning and cloud sandboxing technologies to provide maximum protection. Simple deployment and user-friendly management allows companies to maintain their security posture without compromising performance.

Cloud Edge also addresses key management pain points for MSPs via a native SaaS console (Cloud Edge Cloud Console) and integration with Remote Manager for simple administration of multiple solutions including web, email and endpoint security.

To find out more, please visit: https://www.trendmicro.com/cloudedge.

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.

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