Trend Micro Leads the Industry in Hybrid Cloud Security Market Share

#1 Ranking in 2018 market share for SDC Workload Security According to Global Analyst Firm

DALLAS--(BUSINESS WIRE)--Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in cybersecurity solutions, today announced it has been named by IDC as the #1 vendor in Software-Defined Compute (SDC) workload protection, according to the analyst firm's new independent report: *Worldwide Software Defined Compute Workload Security Market Shares, 2018 (*DOC #US45638919, NOVEMBER 2019).

The report revealed Trend Micro achieved a market share lead of 35.5 percent, almost triple its nearest competitor in 2018.

"We predicted a decade ago that organizations would need multi-layered security to protect their cloud environments and software-defined data centers," said Steve Quane, executive vice president, Network Defense and Hybrid Cloud Security at Trend Micro. "We're glad to see our foresight and innovation being recognized by so many customers and to be ranked a #1 vendor for 2018 market share by IDC."

The firm defines SDC in the report as, "SDC technologies are often used in the context of public or private clouds, but can also be implemented in non-cloud environments—particularly virtualized and/or containerized environments. These products accomplish their goals by ensuring the system does not run malicious software that can compromise business applications and data on the servers."

"For years, Trend Micro has steadily built out its SDC workload protection capabilities for virtual, public cloud and container environments, offering tight integration with AWS, Azure and Google Cloud Platform," said Frank Dickson, program vice president, security and trust at IDC. "Although, the future has not been written, Trend Micro is the dominant player in this market."

Over this time, real-time security has been embedded into running applications and Trend Micro has focused on automation and security-as-code to seamlessly build protection into DevOps pipelines, including pre-runtime scanning of container images.

This innovation continued with the August release of XDR, which correlates data across email, network, endpoint, server and cloud workloads to identify malicious activity which might otherwise go unnoticed.

Trend Micro further built on these capabilities with the acquisition of security posture management leader Cloud Conformity in October. This month, Trend Micro launched a cloud security services program, Trend Micro Cloud One™, to address customers' security challenges around data center, IaaS, containers, storage and serverless architectures.

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 over 6,000 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.

Contact:

Kateri Daniels
817-522-7911
media_relations@trendmicro.com

Public Company Information:

TOKYO:
4704
JP3637300009
OTC Pink:
TMICY

https://newsroom.trendmicro.com/2019-11-26-Trend-Micro-Leads-the-Industry-in-Hybrid-Cloud-Security-Market-Share