Trend Micro Named a Global Cybersecurity Channel “Champion” by Canalys

Global Cybersecurity Leadership Matrix recognizes Trend Micro’s commitment to the channel

DALLAS--(BUSINESS WIRE)--Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in cybersecurity solutions, today announced it has been placed in the Champions quadrant of the *Canalys Global Cybersecurity Leadership Matrix* , in recognition of major investments and improvements in the channel over the past year.

Canalys recognized Trend Micro’s significant investments in its channel program over the last year, particularly highlighting its partner portal improvements that include significant investments in deal registration, sales kits, promotions and training. The enhancement of the company’s Managed Service Provider (MSP) program with a central licensing management platform; and the offering of SOCaaS to automate cross-customer and cross-product threat analysis received particular praise from Canalys. The closer alignment AWS’s CPPO program was also highlighted as major step.

“Trend Micro has always been 100% committed to the channel and we’re delighted to be named a ‘champion’ by Canalys,” said Louise McEvoy, vice president of U.S. channel, Trend Micro. “It is recognition of the hard work our teams around the globe have put in over the past year, and there’s even more to come in 2020 as we continue to refresh our partner program, launch new platforms and services and pursue new growth opportunities.”

The latest Canalys matrix sees Trend Micro move up from a “growers” to “champions” position in 2020, with its highest-rated benchmark metrics in product availability and supply (79.3%) and ease of doing business (75.4%). Usefulness of portal and tools (72.6%) provided by Trend Micro was also ranked highly by partners.

For 2020, Trend Micro will refresh its partner program with an adjusted discount structure to drive deeper engagement with enterprise partners, and plans to launch new Customer Success Services to provide business insight and assessment for partners to deliver to customers and prospects.

Over the coming months, Trend Micro is also committed to recruiting and growing hundreds of MSPs by providing support services and increased profitability, and generating more leads with partners via solution campaigns, promotions, incentives, and its demand generation self-services platform.

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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