Trend Micro Named a Leader in Endpoint Protection by Gartner

Trend Micro recognized for Completeness of Vision and Ability to Execute

DALLAS, January 17, 2024 – [Trend Micro Incorporated](#) ([TYO: 4704](#); [TSE: 4704](#)) announced further recognition today as Trend Micro was named a Leader in the latest Gartner® Magic Quadrant™ report. Trend Micro has been named a Leader Eighteen times in a row, being recognized for the first time in 2002.

To read the latest Gartner Magic Quadrant - Endpoint Protection Platforms (EPPs) report, please visit:
https://www.trendmicro.com/explore/gartner-voc-endpoint

Kevin Simzer, COO at Trend: "Whether it's a cloud workload, an on-premises server or a traditional PC, the endpoint is where business happens today. And for that reason, it's also where threat actors congregate. That's why we offer comprehensive endpoint threat protection, detection and response from a single platform—to boost security and compliance and reduce IT workload.''

[Trend Vision One™ – Endpoint Security](#) goes beyond traditional endpoint security to offer protection for physical endpoints (including ATMs and PoS systems) alongside servers, cloud workloads and virtual machines. It blends this with extended detection and response (XDR) for proactive security, and third-party integration with threat intel, SIEM, orchestration, build pipeline, attack surface management, and other offerings.

As per the report, Gartner defines an endpoint protection platform (EPP) as security software designed to protect managed end-user endpoints — including desktop PCs, laptop PCs, and mobile devices — against known and unknown malicious attacks. Additionally, EPPs provide capabilities for security teams to investigate and remediate incidents that evade prevention controls. EPP products are delivered as software agents deployed to endpoints and connected to centralized security analytics and management interfaces.

Gartner describes Leaders as "Leaders demonstrate balanced and consistent progress and effort in relation to all Ability to Execute and Completeness of Vision criteria. They have broad, tightly integrated workspace security capabilities; deep EDR functionality; and proven management capabilities for enterprise accounts. Increasingly, leaders provide vendor-managed MDR, ITDR and holistic XDR platforms that enable customers to consolidate their other tools and adopt a single-vendor solution. However, a Leader is not a default choice for every buyer. Clients should not assume that they must buy only from a Leader. Leaders may be less able to react quickly when Visionaries challenge the status quo in the market.''

> Gartner, Magic Quadrant for Endpoint Protection Platforms, by Evgeny Mirolyubov, Max Taggett, Franz Hinner, and Nikul Patel, 31st December 2023

> The report Magic Quadrant for Endpoint Protection Platforms was published as Magic Quadrant for Enterprise Antivirus in 2005-06, as Magic Quadrant for Enterprise Antivirus, 1H03 in 2003 and as Enterprise Antivirus 2Q02 MQ: Room for Improvement in 2002.

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Trend Micro, a global cybersecurity leader, helps make the world safe for exchanging digital information. Fueled by decades of security expertise, global threat research, and continuous innovation, Trend Micro's cybersecurity platform protects hundreds of thousands of organizations and millions of individuals across clouds, networks, devices, and endpoints. As a leader in cloud and enterprise cybersecurity, the platform delivers a powerful range of advanced threat defense techniques optimized for environments like AWS, Microsoft, and Google, and central visibility for better, faster detection and response. With 7,000 employees across 65 countries, Trend Micro enables organizations to simplify and secure their connected world. www.TrendMicro.com.