Trend Micro Named a Worldwide Leader in IDC MarketScape for Modern Endpoint Security for Enterprises

DALLAS, Jan. 25, 2024 /PRNewswire/ -- Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global cybersecurity leader, today celebrated being named a Leader in the IDC MarketScape: Worldwide Modern Endpoint Security for Enterprises 2024 Vendor Assessment[1]. According to the report, "Trend Micro's placement in the Leaders category is principally attributable to the company's extensive set of capabilities as a major security technology vendor and in the MES market and the company's strength in executing on its SaaS strategy."

The report noted, "Trend Micro has strong MES capabilities almost across the board. Capabilities where Trend Micro had strong comparatives relative to its peers were in number of endpoint protection technologies (host-based firewall and IDS/IPS, DNS filtering, device control, DLP, and encryption), percentage of these technologies offered as standard features, device vulnerability management, in-browser policy controls, and anti phishing protections."

As part of the Trend Vision One™ platform, it delivers centralized visibility and management, powered by attack surface risk management (ASRM) and the largest set of native XDR sensors on the market—with a Zero Trust Architecture at its core. Trend's security approach delivers a comprehensive and proactive solution that strengthens organizations' security posture and ability to protect their most valuable assets while maintaining compliance and reducing IT workloads.

"We believe no other vendors come close to matching our breadth and depth of risk assessment," said Kevin Simzer COO at Trend Micro. "Do you currently have visibility across all data to effectively minimize risk? This is where Trend shines. We believe the latest IDC MarketScape's latest report as further proof that what we're offering customers is resonating."

Among the strengths noted by IDC are:

- Trend's "exponential success" in pivoting to SaaS while maintaining feature parity with the on-premises product
- Solid financial foundation from consistent profitability, enabling internally funded R&D, geographic expansion, and complementary "tuck-in" acquisitions that can be quickly integrated for added customer value
- Comprehensive endpoint security capabilities "rated highly almost across the board"
- Enhancements in multiple technology areas, including data detection and response, attack surface reduction, discovery and remediation of unmanaged devices, and telemetry expansion

About IDC MarketScape
IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

About Trend Micro
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.

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[1] IDC MarketScape: Worldwide Modern Endpoint Security for Enterprises 2024 Vendor Assessment (Doc :# US50521223, January 2024)

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Endpoint Security for Enterprises