

Trend Micro™

# SMART PROTECTION FOR ENDPOINTS

Trend Micro™ XGen™ endpoint security from the trusted leader in endpoint protection

The threat landscape used to be black and white - you kept the bad stuff out and the good stuff in. Now it's harder to tell the good from the bad, allowing ransomware and unknown threats to slip through. Next generation technologies help with some threats but not others, and adding multiple antimalware tools on a single endpoint results in too many products which don't work together. To complicate matters your users are increasingly accessing corporate resources from a variety of locations and devices, and you are moving services to the cloud. You need endpoint security that provides multidimensional protection to guard against all threat types, from a proven vendor you can trust.

**Trend Micro™ Smart Protection for Endpoints** with XGen™ endpoint security infuses high-fidelity machine learning into a blend of threat protection techniques to eliminate security gaps across any user activity and any endpoint. It constantly learns, adapts, and automatically shares threat intelligence across your environment. Plus, you get the ultimate flexibility to deploy your endpoint security on-premises, in the cloud, or using a combination of both. Most importantly, you can manage user activity across devices, threat vectors, and deployment models from a single "pane of glass," giving you complete visibility into the security of your environment. With over 25 years of security innovation, Trend Micro is your partner to fight today's and tomorrow's threats.

**PROTECTION POINTS**

- Endpoints
- Smartphones and tablets
- USB and removable drives
- File servers

**THREAT PROTECTION**

- Ransomware
- Unknown malware
- Targeted attacks
- Unpatched vulnerabilities
- Lateral movement
- Scripting threats
- Web threats

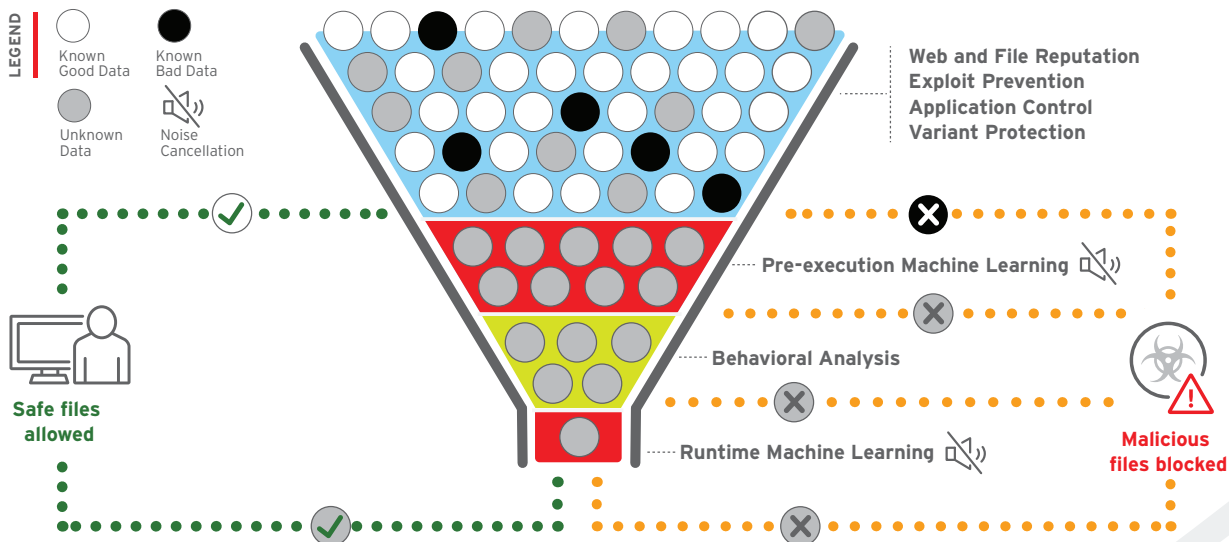
**DATA PROTECTION AND COMPLIANCE**

- Compliance risks
- Lost devices
- Accidental data loss
- Data theft

## ADVANTAGES

### Maximum XGen™ endpoint security

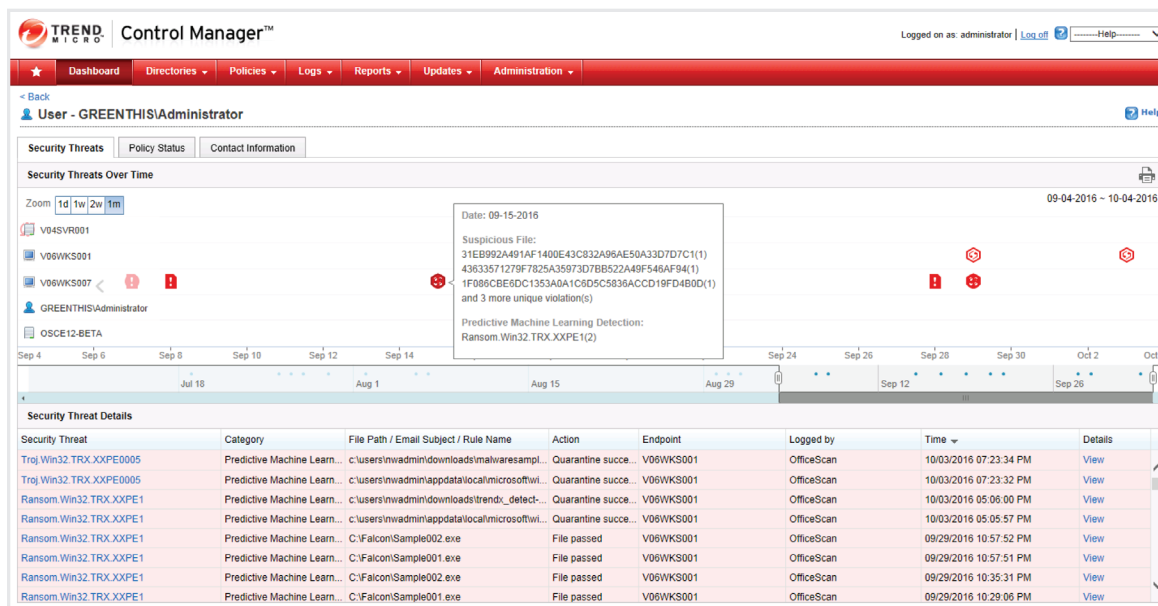
Infuses high-fidelity machine learning with other detection techniques for the broadest protection against ransomware and advanced attacks.



- Progressively filters out threats using the most efficient techniques for maximum detection without false positives.
- Blends signature-less techniques including machine learning, behavioral analysis, variant protection, census check, application control, exploit prevention, and good-file check with other techniques like file reputation, web reputation, and command and control (C&C) blocking.
- High-fidelity machine learning uses both pre-execution and run-time analysis, unlike other machine learning vendors who only use one technique.
- Deploys noise cancellation techniques like census and whitelist checking at each layer to reduce false positives.
- Leverages Trend Micro's 11 years of experience using machine learning in spam filtering and website analysis.
- Instantly shares information on suspicious network activity and files with other security layers to stop subsequent attacks.
- Mobile security secures your employees' mobile devices and company data with mobile device management (MDM) and data protection.
- Safeguards data with full disk, file, and folder encryption to keep data private, integrated, template-based Data Loss Prevention (DLP) to protect sensitive data, and device control to prevent information from moving to where it doesn't belong, such as USB memory sticks or cloud storage.

## Minimum Impact

Reduce user impact and management costs



- Lightweight and optimized security uses the right detection technique at the right time to ensure minimal impact on devices and networks.
- Comprehensive central view of user security lets you quickly and efficiently analyze data and threats across the whole solution.
- User-centric visibility across both cloud and on-premises allows you to easily understand how threats are affecting a particular user across multiple systems.
- Automatic sharing of threat intelligence across security layers enables protection from emerging threats across the whole organization.
- Customizable dashboards to fit different administration responsibilities.
- Flexibility to deploy endpoint security the way that best supports your changing business models—on-premises, in the cloud.
- Mix and match cloud or on-premises products without a change to the commercial agreement.
- 24x7 support means that if a problem arises, Trend Micro is there to resolve it quickly.

## TREND MICRO SMART PROTECTION FOR ENDPOINTS

Build multi-layered protection at the endpoint for complete end-user protection with broad platform support that provides security for heterogeneous environments and protection for your unique network configuration.

### SUITE COMPONENTS

MULTILAYERED PROTECTION	PLATFORM COVERAGE	ADVANTAGE
<b>Central Management</b>		
Control Manager	Software: Windows	Centrally manage threat and data policies across multiple layers of your IT infrastructure, and streamline security administration and policy enforcement across your organization.
<b>Endpoint Security</b>		
OfficeScan	Software: Windows	Proactive threat protection infused with machine learning for physical and virtual Windows clients. An expandable plug-in architecture that is deployed and managed from a single console.
Security for Mac	Mac OS	Proactive threat protection for Mac OS clients.
Worry-Free Services	Cloud-based Software as a Service	Proactive SaaS managed threat protection for Windows, Mac, and Android clients.
Vulnerability Protection	Software: Windows	Shield against vulnerabilities in operating systems and client applications with a network-level Host Intrusion Prevention System (HIPS).
Endpoint Application Control	Software: Windows	Safeguard your data and machines against unauthorized access and user error, and lock down endpoints to prevent unwanted and unknown applications from being executed. Dynamic whitelisting and system lockdown.
Endpoint Encryption	PCs, laptops, CDs, DVDs, and USB	Secure data stored on PCs, laptops, CDs, DVDs, and USB drives with full disk, folder, file, and removable media encryption with multi-OS key management and policies.
Server Protect	Windows/Netware, Linux	Keeps malware out of file servers.
<b>Mobile Security</b>		
Mobile Security	iOS, Android, Blackberry, and Windows Mobile	MDM, data security, mobile security, and application management
<b>Integrated Data Protection</b>		
Data Loss Prevention	Windows clients	Secure data by enforcing DLP policies across multiple layers of security—from gateway to mobile, across USB, email, and web.

### COMPARING SMART PROTECTION SUITES

PRODUCT	Smart Protection for Endpoints	Smart Protection Complete
Central Management	○	○
xGen Endpoint Security with Machine Learning and Behavioral Analysis. Endpoint Encryption, App Control, Intrusion Prevention. Mac and Mobile Security.	○	○
On-premises, Cloud or Hybrid Deployment	○	○
Mac and Mobile Security	○	○
Email Security: Email Gateway, Mail Server, Office 365		○
Collaboration Security: SharePoint, OneDrive, Box, Dropbox, Google Drive		○
Secure Web Gateway		○

## Proven Security Partner

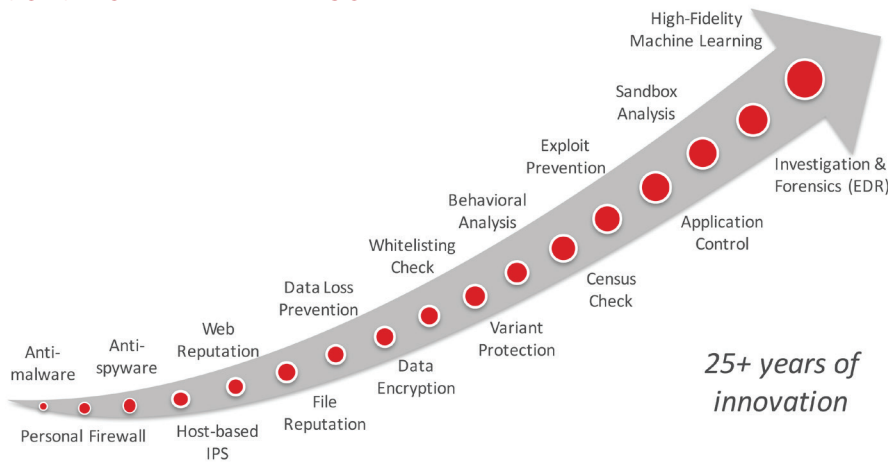
Trend Micro has a history of constantly innovating to provide the most effective and efficient security technologies. We are always looking ahead to develop the technology needed to fight tomorrow's ever changing threats.

- Over 25 years of security innovation.
- Protects over 155 million endpoints.
- Trusted by 45 of the top 50 global corporations.
- A Leader since 2002 in the Gartner Magic Quadrant for Endpoint Protection Platforms and placed furthest to the right in "Completeness of Vision" for 2016.

## KEY BENEFITS

- Stops ransomware from encrypting your endpoints
- Block zero-day malware with signature-less techniques
- Regain control of your end-user IT environment by centralizing threat and data protection
- Enable your end users to securely work from the platforms they find most productive
- Minimize risks with any mix of real-time, proactive cloud-based security
- Reduce management complexity and overall costs

## INNOVATIVE AND TIMELY RESPONSE TO EVOLVING THREAT LANDSCAPE



Securing Your Journey to the Cloud

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