

# Trend Micro Global Pricing Increase – November 2022

## Channel Partner FAQs (North American Sales Regions)

### Why is Trend Micro increasing pricing?

This is our first pricing update in over a decade. With global inflation playing a role, Trend Micro's costs of goods, production costs, and variable expenses have increased over recent years.

In this time, Trend Micro has continually evolved the capabilities of our platform to address the security needs of your customers. Areas of evolution include (but are not limited to) Cloud, Endpoint, Web, Mail, Network, IoT and Services. Increasing our prices to reflect incurred costs ensures Trend Micro is well-positioned to meet and exceed the ongoing security needs of our partners and customers.

We believe this decision is critical to meet our joint customers' requirements by continuing to invest in research and technology that delivers greater protection, increased visibility, reduced risk, and faster response times against the latest threats. We are recognized as a market leader across multiple market categories, including:

- Unprecedented threat intelligence gathering, 2.5+ Trillion events per day
- 94 billion threats blocked in 2021, nearly 64+ billion in 1H 2022
- Named a Leader in Forrester Wave™: Endpoint Detection and Response (EDR), Q2 2022
- Named a Leader in Forrester Wave™: Extended Detection and Response (XDR), Q4 2021
- Ranked #1 in Cloud Workload Security Market Share by IDC, July 2022
- Named a Leader in the 2021 Gartner Magic Quadrant for Endpoint Protection Platforms
- MITRE: Ranked #1 in the protection category for ensuring early attack prevention
- Omdia: Named the Leader in Global Vulnerability Research and Discovery since 2007
- Ranked #1 in Gartner IDPS Market Share worldwide @ 23.5 share for 2020 (March 2021)

### What is the pricing increase?

- Software (including the annual maintenance) MSRP will increase 5%
- Software as a Service (SaaS) MSRP will increase 5%
- Services MSRP will increase 5%

- Hardware (including the annual maintenance) will increase 10%

NOTE: Trend Micro consumer products pricing increases are under discussion; this pricing increase only affects Trend Micro commercial business products/solutions.

#### **When will the new pricing be effective?**

- New pricing will take effect on January 1, 2023, for all distributors and reselling partners in the Americas.
- For Managed Service Providers: The pricing adjustments will start with the January 2023 “usage cycle” (February 2023 invoices).
- Global Marketplaces (AWS, Azure, IBM RedHat): Please refer to the additional details in this FAQ about marketplace pricing.

#### **How will the price increase on Vision One Credits work?**

The unit price for Vision One credits will also increase by 5%, just like other SaaS subscription prices.

- Customers who purchase or renew credits in 2023 will pay a 5% higher price for each credit.
- Please note that the number of credits required for each sensor or app has not changed. For example, it still requires 20 credits per endpoint, server or cloud workload sensor.

#### **What about marketplace pricing? (Azure, AWS, IBM Red Hat)?**

- **Customers with Private Offers (including Committed Consumption)**
  - Public marketplace pricing changes do NOT impact customers with active private offers that include custom rates or pre-arranged payment schedules using either pay-as-you-go consumption pricing or annual seat-based pricing. They will pay the agreed rates during the remainder of their agreements.
  - These customers should be quoted at the latest prices upon renewal or offer expiry.
- **Annual, Seat Based, or Contract Based subscriptions:**
  - Any publicly priced annual license listings will be updated to reflect pricing changes, and all contract-based private offers should be quoted based on this new pricing starting January 1, 2023.

- Pricing changes will not impact existing contracts.
- New annual or seat-based licenses (including all products and services available on marketplaces) will be sold according to our most recent price lists, whether they are sold publicly or via private offer.
- **Consumption listings:**
  - Cloud One (AWS Marketplace and Azure Marketplace): Consumption pricing (pay as you go) for Cloud One will not be changed immediately. We will communicate the effective date as soon as possible. When it is updated, it will not impact existing Private Offer customers.
  - Deep Security (AWS Marketplace only): This listing will be updated to align with the January price changes.
    - Private offer subscribers will not be impacted.
    - Public subscribers will be notified of the price change 90 days before the change takes effect, and suggest they work with Trend Micro on a migration or private offer.

#### **Will my existing customers be affected?**

Existing customers with active contracts will NOT be affected by the price changes. They will pay the agreed rates during the remainder of their agreements, and these customers will be quoted at the new prices upon renewal.

#### **What do I tell my customers?**

We have informed our joint customers of the upcoming price changes. If you would like to communicate directly with customers, we encourage you to use our email template. Please contact your Trend Micro Channel Account Manager or email us at [perfectpartner@trendmicro.com](mailto:perfectpartner@trendmicro.com) to obtain the template.

#### **When can I get an official quote with the new pricing?**

All new quotes created from **January 1, 2023**, will reflect the pricing increase.

**What will happen to new and renewal quotes issued before January 1, 2023?**

Existing quotes will be honored until they expire. All quotes are valid for 30 days after being created. Once a quote expires, you will need to request a new quote. New quotes created from January 1, 2023, will reflect the pricing increase.

Example: A quote created on 12/15/2022 will expire on 01/15/2023. After the expiration date of January 15, 2023, you will need to request a new quote.

**Who do I contact to request a new quote for my existing opportunity?**

Please get in touch with your distributor's licensing desk to request a new quote.

- **Ingram Micro:** [trend-licensing@ingrammicro.com](mailto:trend-licensing@ingrammicro.com) or 1-800-456-8000 ext. 76494
- **Tech Data Synnex:** [vp@trendmicro@tdsynnex.com](mailto:vp@trendmicro@tdsynnex.com) or 1-800-237-8931 ext. 5545035
- **Climb Channel Solutions:** Chris Hovey, [ChrisH@ClimbCS.com](mailto:ChrisH@ClimbCS.com) or 1-800-847-7078 ext. 4290 or 716-771-8082 (Direct)
- **Arrow:** Mario Arjona Vega, [Mario.ArjonaVega@arrow.com](mailto:Mario.ArjonaVega@arrow.com) or 1-303-513-6103 (Direct)
- **Carahsoft:** [trendmicro@carahsoft.com](mailto:trendmicro@carahsoft.com)
- **Insight (for MSPs transacting with Insight):** [trendmicromsp@insight.com](mailto:trendmicromsp@insight.com)

**My company currently has a SPA (special pricing agreement). How is my company impacted?**

Current and valid SPAs will remain in place, and the pricing adjustment will **NOT** have an impact until the SPAs come up for expiration. Prior to expiration, you should speak directly with your Trend Micro Channel Account Manager or Sales Manager about any changes in special pricing agreements.

**What will happen to RFP & RFQ pricing provided before January 1, 2023?**

- Existing quotes will be honored for 30 days (or until expiration, whichever is longer)
- For RFP & RFQ pricing that has been provided, please work with your Trend Micro Sales Manager or operational team to determine when it may be appropriate to communicate the pricing increases or honor existing quotes for an extended period.
- RFP responses in the development stage should be updated to reflect the new pricing.

**Will deal registration discounts be affected by the pricing increase?**

No, your tier-based deal registration discount remains the same. Only MSRP will increase from January 1, 2023.

**Regarding RMAs (returns) and where there is a replacement order, what pricing should be used?**

If it's a direct replacement, the original pricing will be honored. The new pricing will be applied if your customer wants a different product.

**Who should I contact if I have questions or inquiries about the price change?**

For quoting and licensing support, please contact Trend Micro authorized distributors (US and Canada).

- **Ingram Micro:** [trend-licensing@ingrammicro.com](mailto:trend-licensing@ingrammicro.com) or 1-800-456-8000 ext. 76494
- **Tech Data Synnex:** [vp@trendmicro@tdsynnex.com](mailto:vp@trendmicro@tdsynnex.com) or 1-800-237-8931 ext. 5545035
- **Climb Channel Solutions:** Chris Hovey, [ChrisH@ClimbCS.com](mailto:ChrisH@ClimbCS.com) or 1-800-847-7078 ext. 4290 or 716-771-8082 (Direct)
- **Arrow:** Mario Arjona Vega, [Mario.ArjonaVega@arrow.com](mailto:Mario.ArjonaVega@arrow.com) or 1-303-513-6103 (Direct)
- **Carahsoft:** [trendmicro@carahsoft.com](mailto:trendmicro@carahsoft.com)
- **Insight (for MSPs transacting with Insight):** [trendmicromsp@insight.com](mailto:trendmicromsp@insight.com)

For general questions or inquiries, please contact your Trend Micro channel teams (US and Canada).

- **MSP Partners:** Contact your Trend Micro Channel Account Manager or email the team at [allofusmspcam@trendmicro.com](mailto:allofusmspcam@trendmicro.com)
- **Other partners:** Contact your Trend Micro Channel Account Manager or email us at [perfectpartner@trendmicro.com](mailto:perfectpartner@trendmicro.com)