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2024

Lead the security journey into the new era of the channel

***Accelerating** You*

Table of Content

- Trend Micro Overview
- Trend Micro Partner Program Framework
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- Partner Program Benefits
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An Industry Leader

\$2 Billion

 2022 Gross Sales[†]

100 Consecutive Profitable Quarters
Every quarter since going public

424,000+ SaaS Commercial Customers
500,000+ commercial customers, 175+ countries

62M+ SaaS-Protected Assets

#1 in Cloud Workload Security

Based on global market share*

A Leader in **XDR**

Based on offering strength and strategy**

A Leader in **EPP**

Based on completeness of vision and ability to execute***

Highest Market Share in **IDPS**

Based on sum of vendor revenue (\$) for 2Q23****

#1 in Public Vulnerability Disclosure[‡]
+ Over 146 Billion threats blocked in 2022

7500+ Employees in 73 Countries

*IDC Worldwide Cloud Workload Security 2022 Market Shares, #US49669822, May 2023

**The Forrester New Wave™: Extended Detection And Response (XDR) Providers, Q4 2021

‡Quantifying the Public Vulnerability Market, Omdia, May 2022

***Gartner Magic Quadrant for Endpoint Protection Platforms, 31 December 2022

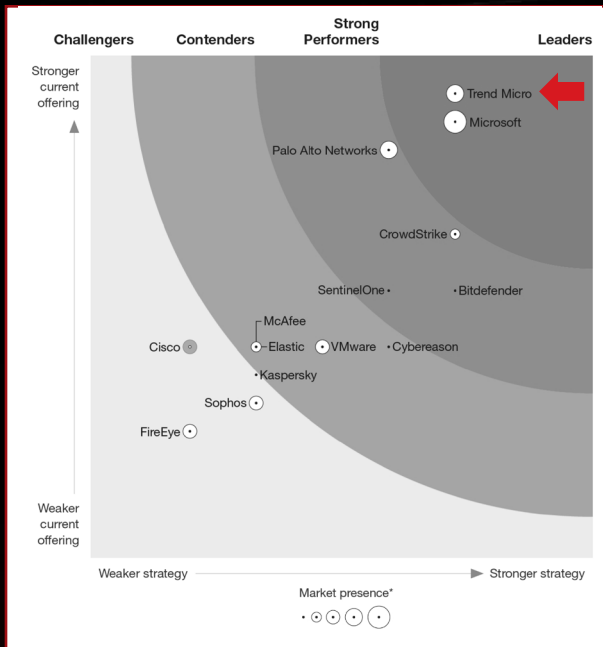
****Gartner Market Share: Enterprise Network Equipment by Market Segment, Worldwide, 2Q23, 25 September 2023

†Constant currency

Strength Across the Enterprise

FORRESTER®

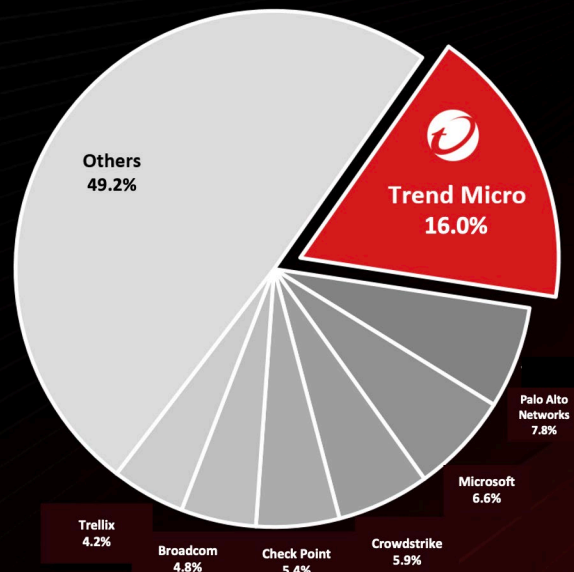
XDR - Extended Detection and Response
Q4, 2021



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IDC

#1 in Hybrid Cloud Workload Protection
Q2, 2023



IDC Worldwide Cloud Workload Security Market Shares, 2022: A Shifting Landscape, May 2023

Gartner®

Magic Quadrant for Endpoint Protection Platforms (EPP)
Q2, 2021

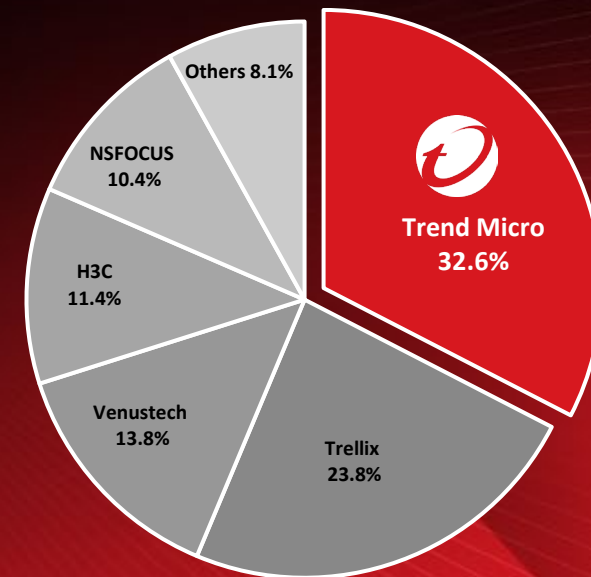


Gartner Magic Quadrant for Endpoint Protection Platforms, May 2021

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Gartner®

Market Share Leader in IDPS
Q3, 2022



Gartner Market Share: Enterprise Network Equipment by Market Segment, Worldwide, 3Q22.

Market-Leading Threat Research and Intelligence



Shift from Security Tools to an AI-Powered Cybersecurity Platform



Attack Surface Risk Management
Discover Attack Surface • Assess Risk • Mitigate Risk

Zero Trust Architecture



Companion AI

Extended Detection and Response (Vision One)



User and Identity



Email



Endpoints and Servers



Cloud Infrastructure



Applications



Code Repository



Data



Network



5G



ICS/OT

Email Security

Endpoint Security

Cloud Security

Network Security

Data Security

Identity Security

Risk Mitigation • IT Automation

Orchestration and Automation

Custom Playbooks • Case Management

Attack Surface Intelligence • Zero Day Initiative **Global Threat Intelligence**

Threat Research • Big Data Analytics

AI Privacy and Ethics • AI Companion

AI Native Foundation

Generative AI • Custom LLM • Machine Learning

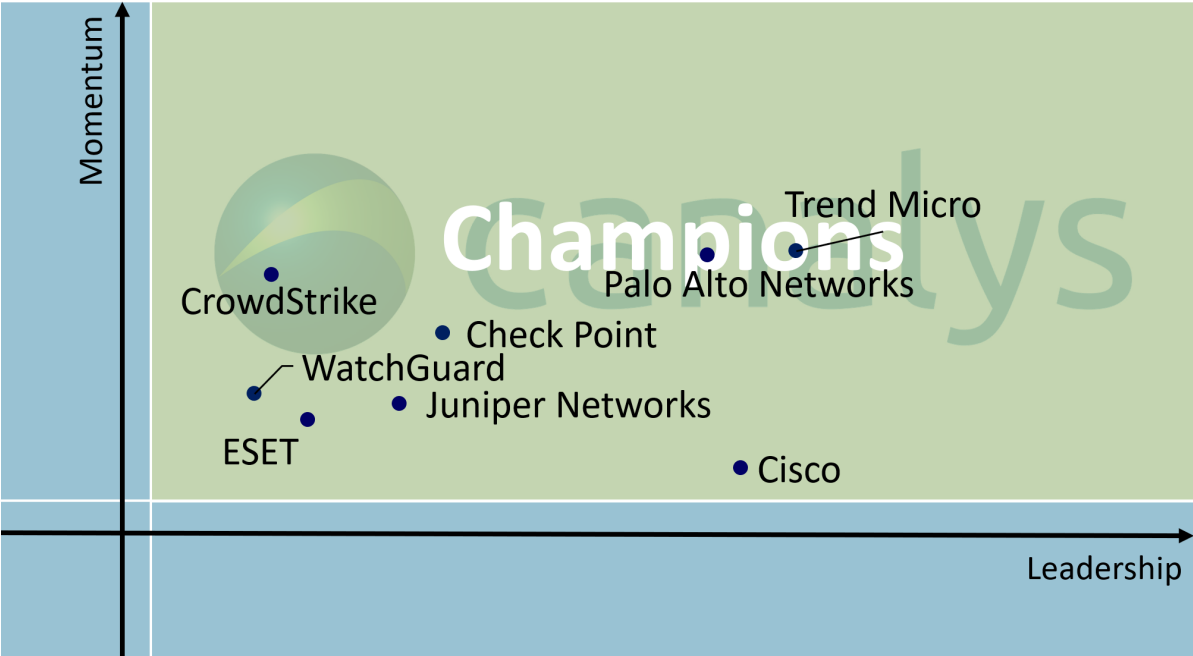
Managed Services

Ecosystem Integration

Our Commitment to Your Success



Global Cybersecurity Leadership Matrix 2023

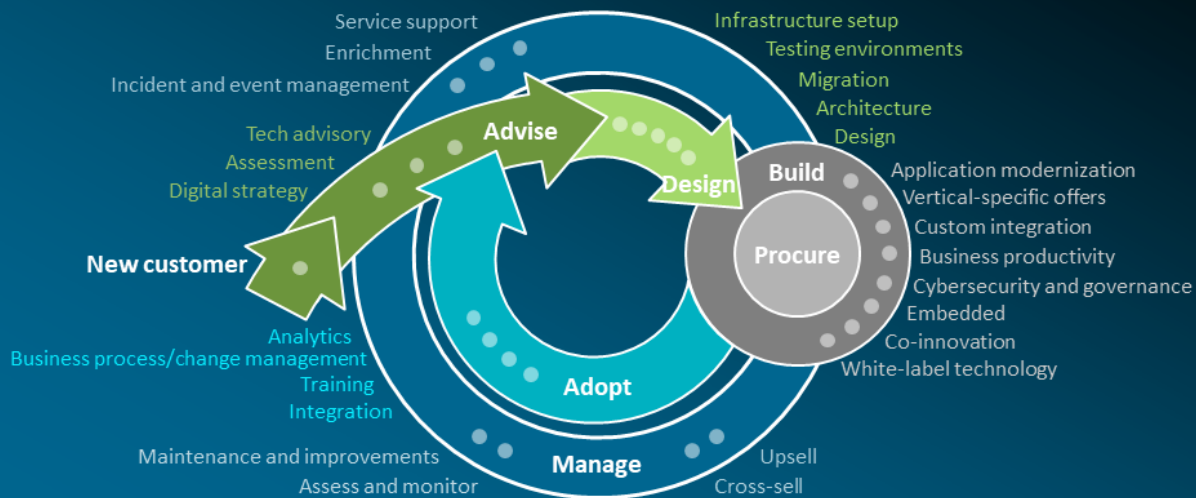


Accelerate Cybersecurity Services Transformation

Security continues to be a key pillar in digital transformation journey.

Managed Services are a growth engine.

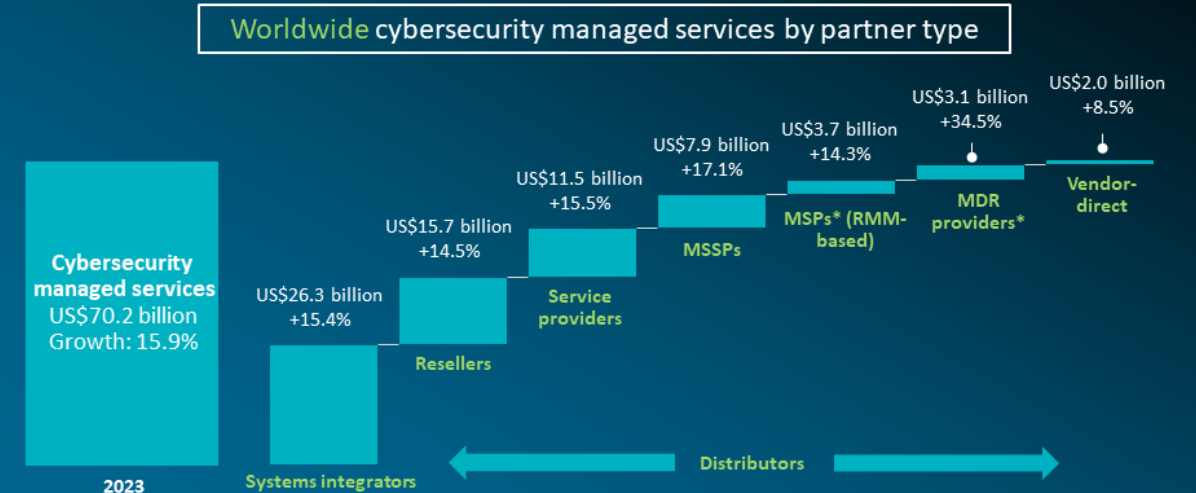
Cybersecurity: a key part of the ecosystem flywheel



Source: Canalis 2023



Cybersecurity managed services worth US\$70 billion



*Partners of MDR providers and RMM vendors
Source: Canalis estimates: April 2023



Support Customers & Partners Cybersecurity Journey

Cybersecurity Trends

Platform Hybrid Cloud - Zero Trust

- Shift from point solutions to platform approach
- Hybrid IT environments
- Hybrid Cloud, Zero Trust, Cyber Risk



Trend Micro Platform

AI-Powered Next-Gen XDR

- AI-powered Platform
- Gen AI-powered SOC Assistant
- Third-party ecosystem integrations



Partner Trends

Services Transformation

- Managed Services are growth engine
- Channel transformation to Cloud, Services, Marketplace, IR, and Consulting



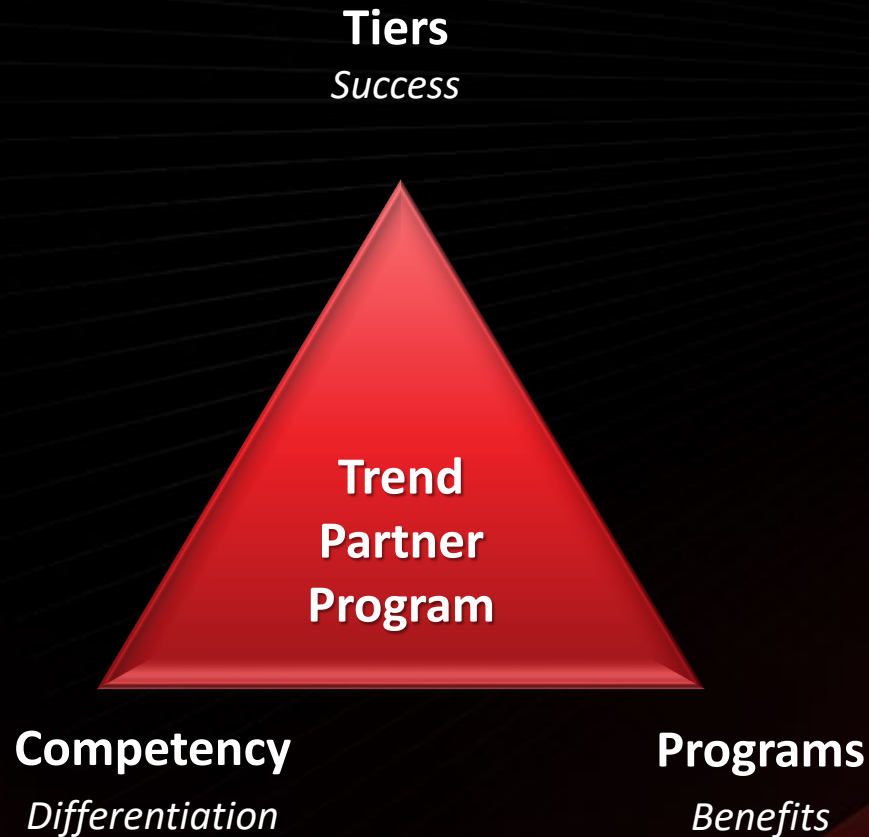
Trend Micro Partners

Growth & Profitability

- Enable partners to flexibly meet customers' needs
- Empower partners to activate or expand security services
- Co-selling and co-marketing with leads generation tools



3 Pillars of Trend Micro Partner Program



Tiers

Demonstrates partner success to the customers and an aspiration for the partners to rise to the higher tiers offered in the partner program.



Competency

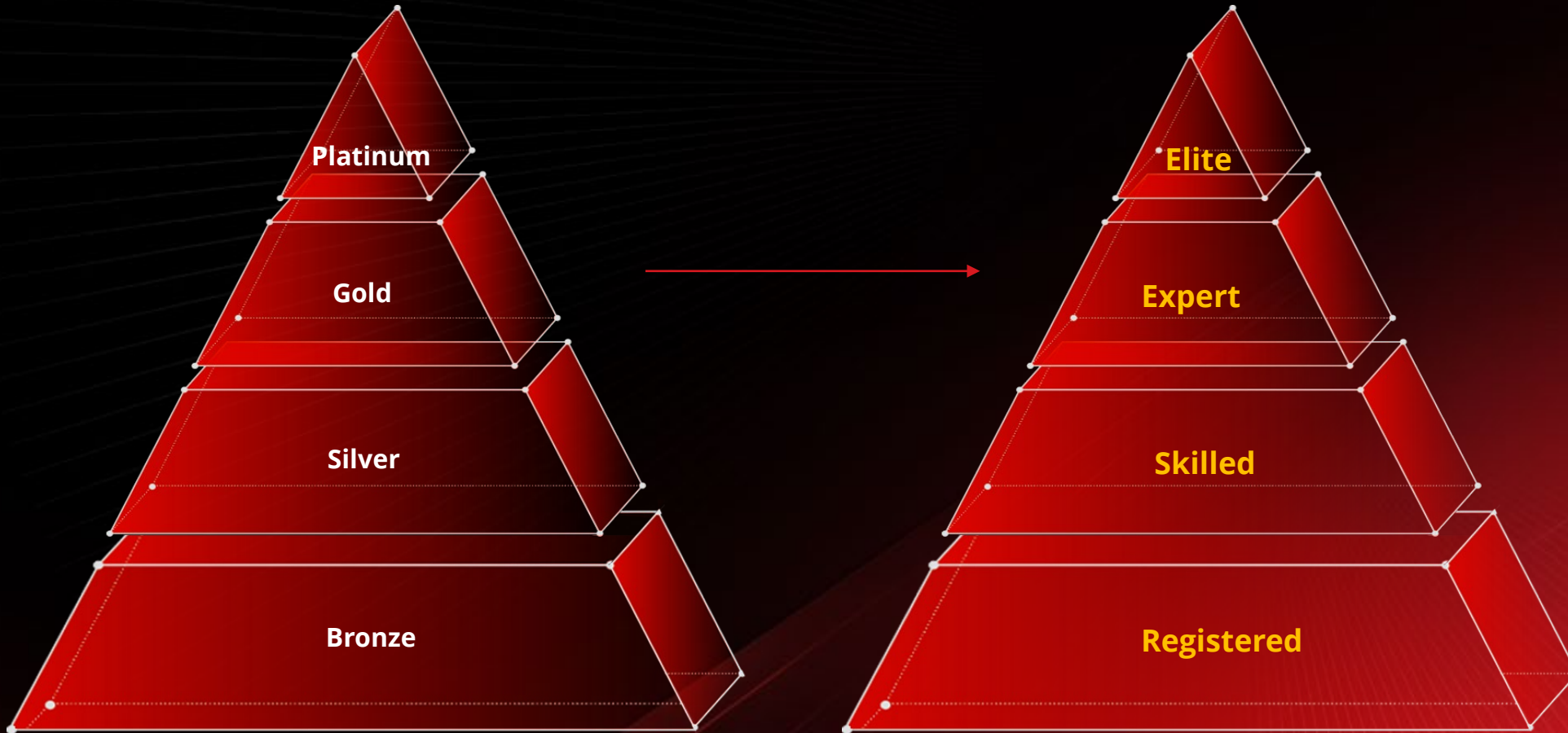
Demonstration and proof of partner capabilities and specialization to the customers and putting the partner ahead of the league.



Programs

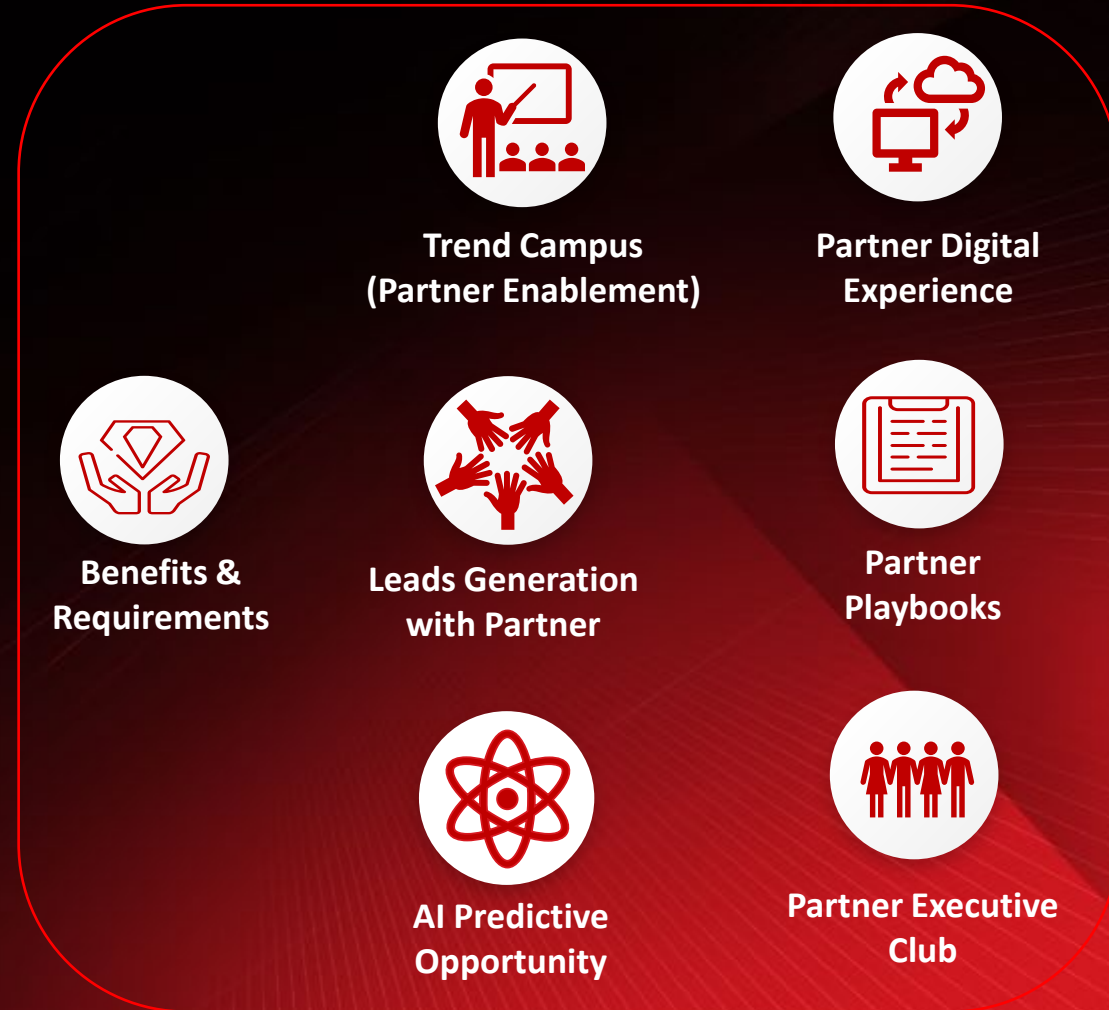
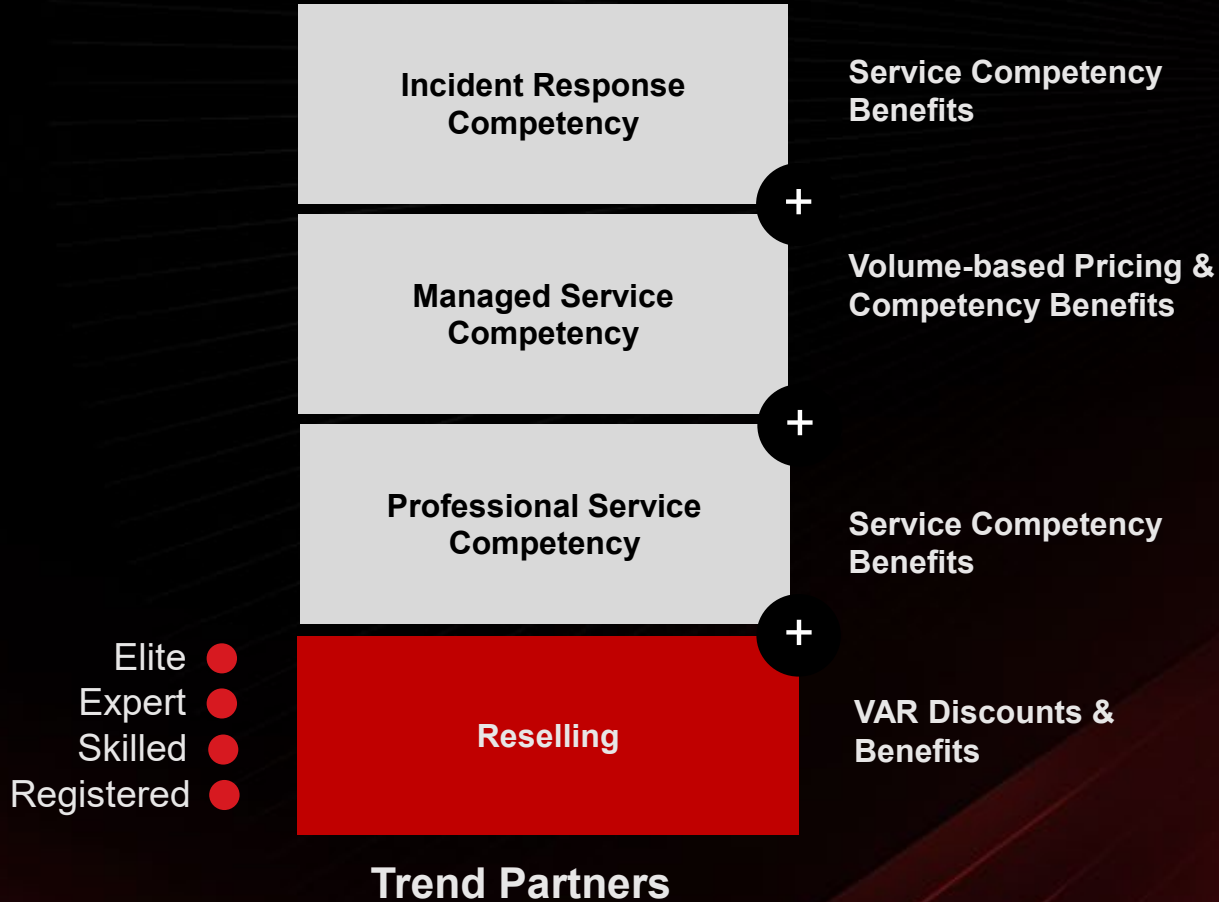
Provide tools and structure for the partner to grow their business by winning customers.

2024 New Partner Tier Naming System



Trend Partner Program Overview

Flexible Business Paths. Stackable Benefits.



New Partner Tier Requirements

Tier Requirements	Registered	Skilled	Expert	Elite
Sales Performance*	<i>New Business</i>	<i>New Business</i>	<i>New Business</i>	<i>New Business</i>
United States	\$0	\$200,000	\$800,000	\$1,500,000+ By Invitation Only
Knowledge				
<i>Trend Campus Foundation</i>	<i>Recommend</i>	<i>4</i>	<i>4</i>	<i>4</i>
<i>Trend Campus Essentials – Sales</i>	<i>Recommend</i>	<i>1</i>	<i>2</i>	<i>4</i>
<i>Trend Campus Essentials – Technical</i>	<i>Recommend</i>	<i>1</i>	<i>2</i>	<i>4</i>
<i>Trend Campus – Technical Advanced</i>	<i>Recommend</i>	<i>Optional</i>	<i>2</i>	<i>3</i>
Relationship				
<i>Joint Business Plan, Quarterly Targets</i>		<i>Optional</i>	<i>Required</i>	<i>Required</i>

***Notes:**

- All Trend Micro's products including Professional and Education Services.
- Net to Trend sales revenue including multi-year sales.
- Trend Micro Inc. reserves the right to modify and/or change any benefit or requirement associated with each partner level or specialization category without prior notice.

Partner Program Benefits

Financial	Registered	Skilled	Expert	Elite
Tier Discounts	✓	✓	✓	✓
Trend-initiated Opportunities			Priority	Priority
Partner Business Manager			✓	✓
Deal Registration	✓	✓	✓	✓
Sales Rebate			By invitation	By Invitation
Competency Reward	✓	✓	✓	✓
Deal Referral	✓	✓	✓	✓

Partner Program Benefits

Partner Support & Enablement	Registered	Skilled	Expert	Elite
Product Roadmap Review		By Invitation	✓	✓
Pre-Sales Technical Support		✓	✓	✓
Not-for-Resale (NFR)	✓	✓	✓	✓
Onboarding & Enablement	Access	Access	Access	Access

Sales & Marketing	Registered	Skilled	Expert	Elite
Marketing Development Fund (proposal-based)			Eligible	✓ Priority Eligibility
Partner Locator Update	✓	✓	✓	✓
Co-Sell Lead Generation Campaign / Customer Workshops New		By Invitation	✓	✓
Joint Account Planning New		By Invitation	✓	✓
Co-Branded Lead Generation Tools & Sales & Marketing Kits	Available	Available	Available	Available
Joint Success Stories / PR	Available	Available	Available	Available
Partner Executive Club New		By Invitation	By Invitation	✓ Priority Eligibility

Service Competency Program



Service Competency Program

Onboarding, Enablement & Certification

Technical and Platform Access

Financial and Marketing Benefits

INCIDENT RESPONSE
Certified IR partners



PROSERV – 3 SPECIALTY BADGES

Design/ Build/ Monitoring

- **Endpoint & Email Security**
- **Hybrid Cloud Security**
- **Network Security**

PROSERV - PROACTIVE ASSESSMENTS

Included in all PROSERV VALIDATIONS

- Cyber Risk Assessments
- Security assessments (Endpoint, Email, Phishing)

MANAGED SECURITY SERVICES

Threat Visibility, Protection

- **ENT SOCaaS**
- **SMB Managed Security Services**

Competency Overview

Professional Services

Hybrid Cloud Security

Moving to a Public Cloud environment or building new applications with Public Cloud services requires knowledge of both Cloud and Security.

Email and Endpoint Security

IT Infrastructure security protects critical systems and assets including end-user devices, email, cloud apps, etc. against cyber threats. run assessments and scans to evaluate risks and how to mitigate them.

Network Security

With the introduction of cloud, increased home working, remote locations and many more complicating factors, the need for end-to-end security of a Network is vital.

Managed Security Services

Managed Security Service Provider

Scale, requirements or customer preference can demand a Security Operations Center, which includes extensive knowledge, tooling and processes in place.

Managed Service Provider

Security is an integral part of any IT environment and Managed Service Providers have the people, process and tools in place to be able to offer customer highly secure end-2-end Managed Services.

Incident Response

Assisting customers to overcome a breach and help prevent future breaches requires an unique capability of being able to act fast, methodical and under the radar.

Partner Journey to Earn Trend Competency



Awareness

- Understand the detailed requirements and process of each Competency from Partner Portal.
- Determine the competency you aim to achieve.



Preparation

- Download and complete the application form with the required information via Partner Portal.
- Begin the mandatory training.
- Gather and prepare any additional supporting documents.



Application

- Submit the completed application form and training records via the Partner Portal.
- Trend Partner team will receive the application and may contact you if necessary.



Earn the Competency

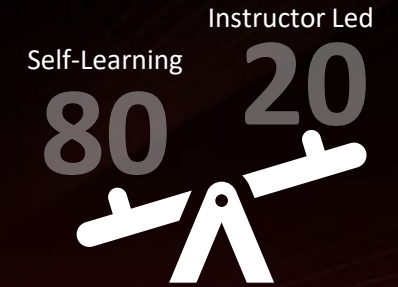
- Trend Partner team will inform you whether you have successfully earned the competency or not.
- If unsuccessful, Trend Partner team will provide the reason for the failure.
- If successful, you will receive the Trend Competency Badge and be marked on the Trend Partner Locator.

Trend Campus



Partner Learning Journey

Trend Partners 



ESSENTIALS SELF PACED

ADVANCED INSTRUCTOR LED

PROFESSIONAL INSTRUCTOR LED

FOUNDATION

- 1 Partner Program Intro
- 2 Cybersecurity Overview
- 3 Products Overview
- 4 Identifying Opportunities

SALES

- About Product
- Addressing pain points with Product
- Quiz with Certificate

TECHNICAL

- High-level Product Architecture
- Feature Description
- Product use cases
- Integration story
- Positioning
- Quiz with certificate

ROLES

- SALES
- PRE-SALES
- CONSULTANTS

Guided Learning

Hands-on Labs

Product Demos

Quiz & Certificate

ROLES

- PRE-SALES
- CONSULTANTS
- ADMINISTRATORS

Guided Learning

Hands-on Labs

Product Demos

In-depth Product Knowledge

Quiz & Certificate

ROLES

- ADMINISTRATORS
- SERVICES & SUPPORT



ASRM

XDR

CLOUD SECURITY

EMAIL SECURITY

NETWORK SECURITY

ZERO TRUST



LEARNING OBJECTIVES

ESSENTIALS

Essentials is an introductory track. It covers the elements required to kickstart your learning journey of Trend Micro and the solutions.

FOUNDATION COURSE

1. Define Trend Micro's vision
2. Describe Trend Micro's Transformation to a unified Platform and adoption of AI.
3. Explain the current cybersecurity threats
4. Define Trend Micro's Product portfolio and categorization.
5. Recognize sales opportunities with Trend Micro solutions.
6. Explain the benefits of the Trend Micro Partner Program.

ESSENTIALS- SALES & TECHNICAL

1. Identify the Problem statement we're trying to solve with our products.
2. Define the product
3. Describe the product messaging
4. Explain the product benefits and value proposition to the customer
5. Describe the key technologies and features of the product
6. Identify the target audience for the product/solution
7. Define the product components and the setup.
8. List the product requirements and dependencies.
9. Explain the basic architecture of the product.
10. Explain the technical working of the product.

ADVANCED

Advanced track further dives into the product technology. With the help of Hands-on labs, candidates learn to install, configure and operate the products. The candidate will also experience the product usage with "use cases" to help them demonstrate the solution to the customers.

1. Explain the product architecture with its components.
2. List the product requirements and environmental dependencies.
3. Define the product communication requirements.
4. Deploy the product and its components
5. Perform product configuration and fine-tuning.
6. Integration of the product with other "In-scope" solutions.
7. Demonstrate the product use cases.
8. Perform Basic troubleshooting.
9. Raise product support cases.

PROFESSIONAL

Professional track consists of specialized courses which deep dive into the product and technology. For candidates who wish to have a thorough knowledge and understanding of a product and technology will benefit from this course. This course is also helpful for partners who are interested in offering value-added services to our customers.

1. Examine and review the product configuration.
2. Examine and review the product deployment against the listed best practices.
3. Perform product optimization and fine-tuning using advanced settings within the products.
4. Conduct Product Health checks
5. Carry out Advanced Troubleshooting and Investigation (where applicable)
6. Install, deploy and operate troubleshooting and investigation tools for product troubleshooting and launching an investigation.
7. Conduct a log investigation to identify/investigate the issue.
8. Assist in critical incident handling

Partner Resources

Join us on LinkedIn to get the latest information from Trend Micro: <https://www.linkedin.com/groups/116499/>



Partner Resource Center

[Click here >>](#)

One-stop shop to access the latest sales playbooks, field events and campaign packages.



Partner Portal

[Click here >>](#)

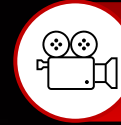
Access our partner portal to register a deal, request NFR licenses or access to [Education Portal](#), Support and more.



Sales Library

[Click here >>](#)

Tools and assets to help you sell and grow your business



How-To Videos

How to Register a Deal:

https://youtu.be/wTsKEg_IUAM

How to Submit an IT Support Ticket:

<https://youtu.be/fP8Hc48blj8>

How to Submit an NFR Request:

<https://youtu.be/8NfO7uuleYg>

How to Access Price List:

<https://youtu.be/OQ8KQVWYCyM>

Trend Micro Sales Library Overview:

<https://youtu.be/JcbO8B5JvG4>

Questions?

- Please reach out to your Trend Micro Strategic Partner Manager.
- If you don't know your assigned Trend Micro Partner Manager, please email us at perfectpartner@trendmicro.com

WE'RE PROUD TO BRING YOU

THE PLATFORM | THE TEAM | NEW PARTNER BENEFITS

LET'S
GO!

