



**The art of secure and  
innovative transformation  
in the cloud:**

Financial Services





# Embracing disruption

**The events of the last year accelerated digital agendas across financial services. IT infrastructures were forced to scale rapidly to meet customer demands while enabling workers to be productive at home. The unavoidable side-effect being the growth of the attack surface, leaving organisations more vulnerable at a time when cybercrime's on the rise.**

- In 2020 alone, Trend Micro blocked nearly 63 billion unique cyber-threats.<sup>1</sup>
- Banking is one of the most targeted industries for “double extortion” ransomware attacks - where attackers steal and encrypt data, and threaten to release it to force payment.<sup>2</sup>

It's clear that financial services organisations need new skills, platforms and tools to meet the evolving security challenge. They need to balance innovation with practical security management in order to maintain competitive edge and build resilience in an uncertain future. And there's a lot to consider.

This report looks at some of the trends and challenges for financial services organisations today, and how Trend Micro is working with IT and business leaders to provide fast and reliable services for both customers and employees on secure cloud infrastructure.

## **Some of the trends forcing transformation in financial services are:**

**Cloud migration** - opportunities to improve operations through cloud services are still slowed down by legacy systems and internal processes.

**Rise of the FinTechs** - agile businesses with innovative products are threatening traditional organisations that can't move quickly enough.

**Demanding customers** - there is an expectation of ease and simplicity when it comes to using financial applications, because that's what your competitors offer.

**Complexity & visibility** - providing a seamless customer experience across applications and devices requires multiple data centres and cloud environments. Yet 73% of IT decision makers say the cloud adds complexity to IT operations.<sup>3</sup>

**Regulation & compliance** - the financial and reputational consequences of a data breach are enormous; security should be seen as an enabler not a hindrance to innovation. The right tools will keep you compliant with ISO, PCI, SOC, and other certifications.



## Balancing priorities

**Many organisations have found that security solutions that were implemented pre and during the pandemic are no longer fit for purpose. Legacy tools that focus on a particular vector - endpoint security, for instance - aren't capable of correlating threat data across layers, leaving IT security and SOC teams the resource-sapping job of understanding an attack story in order to prioritise targets and launch a response.**

Shutting data centres, migrating to the cloud, and utilising a hybrid multi-cloud architecture, is a huge step in your digital transformation. It means you can meet customer demands and build sophisticated applications with scalability, flexibility and reliability. But as you are well aware, it also requires you to balance being fast and nimble with being secure and compliant.

As you transition to the cloud, we're confident you need security that covers DevOps, Containerisation and Workload security, alongside other emerging solutions, allowing your IT teams to keep up with the pace of technological change while minimising downtime. You need an intelligent solution that gives you agility but also puts security first, defending against all types of breaches without disrupting your business.



# Introducing Trend Micro Cloud One™

So, why are we telling you this?

Trend Micro is helping financial organisations like yours overcome the key challenges with secure, reliable digital transformation:

## MOVING TO THE CLOUD

From a single platform, Trend Micro Cloud One gives you visibility and control over all the major cloud toolsets, including AWS, Microsoft Azure, VMware, and Google Cloud, as well as legacy systems and the network layer. Cloud One automates the discovery and protection of public, private and virtual cloud environments, providing consistent security, seamlessly integrating with DevOps, and saving a lot of time.

Trend Micro is an AWS Advanced Technology Partner and a security partner of choice for AWS Managed Services; is 2019 Google Cloud Technology partner of the Year for Security; is ranked No. 1 in 2019 by IDC for market share for Hybrid Cloud Workload Security; and established the Zero Day Initiative (ZDI), a programme of over 10,000 independent researchers, who have discretely reported over 7,500 vulnerabilities since 2005.

## Meet your cloud security needs

### Automated

Save time, gain visibility. Automated deployment and discovery lead to operational efficiencies and accelerated, streamlined compliance.



### Flexible

Builder's choice. You choose the cloud, the platforms, and the tools, and we leverage our turn-key integrations and broad APIs, freeing you to procure the way you want and deploy the way you need.

### All-in one solution

One tool that has the breadth, depth, and innovation required to meet and manage your cloud security needs today and in the future.

Cloud-native security delivers new functionalities weekly with no impact on access or experience. Seamlessly complements and integrates with existing AWS, Microsoft® Azure®, VMware®, and Google Cloud™ toolsets.

## ACCELERATING DIGITAL ADOPTION

Trend Micro Cloud One supports business objectives around cyber security, such as re-usability of tools, visibility into target environments, security automation, and advancing DevSecOps to speed-up and secure app releases. And with data hygiene and assurance, financial services organisations can take control of their data for analytics projects with confidence that it's compliant, secure, and - utilising predefined, logical rule checks and controls - adheres to latest regulatory legislation applicable to the business, without disruption. Advanced XDR capabilities automatically detect and respond to any new threats across your multi cloud environment as a result of the expanding attack surface area, so your transformation can continue at pace.



## ADAPTING TO HYBRID WORKING

Trend Micro Cloud One is an ally as financial services adapt to new ways of working beyond the pandemic. It protects users on any device, using any application, in any location. As it offers multiple layers of protection across endpoints, email, web, network and software, your employees can work with flexibility and confidence - whilst simplifying operations for IT security and SOC teams.

## DEPLOYING APPLICATIONS FAST

To compete with FinTechs and challenger banks, financial services need to build and deploy new applications for customers, prioritising both speed and security. Trend Micro Cloud One's container security solution allows DevOps to build with security seamlessly integrated throughout the project, using security controls that are already used across existing infrastructure - so you can build and deploy with complete freedom and peace of mind.





## Moving forward

In recent years, financial services organisations have been challenged by new, agile entrants to the market, as well as tighter regulations around cyber security, data protection and customer support.<sup>4</sup> Innovation is the only way to stay ahead of the game. The UK Government recognises this with its Technology Innovation Strategy,<sup>5</sup> and helping our customers grow innovatively and securely is where our strengths as a partner lie.

Trend Micro Cloud One offers you a complete security solution. We can help you deploy the way you need to, without compromising compliance and regardless of any automation and tooling constraints.

### **ABOUT TREND MICRO**

A global leader in cybersecurity, Trend Micro helps make the world safe for exchanging digital information.

Protecting over 250 million endpoints, we are trusted by 48 of the top 50 global corporations with their security. Leveraging over 30 years of security expertise, global threat research, and continuous innovation, Trend Micro enables resilience for businesses, governments, and consumers by providing connected security across IT infrastructure.



# Further reading

Visit our dedicated cloud security destination to read information about: Trend Micro Cloud One™; the UK's cloud security challenges; hybrid cloud security; multi-cloud misconfiguration; cloud security simplicity; DevSecOps; and reports from Gartner, IDC and Forrester on the cloud market. [Learn more](#)

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## Get in touch

We'd love to hear from you and help answer any cloud security questions you have.

- 1- Trend Micro research, A Constant State of Flux: Trend Micro 2020 Annual Cybersecurity Report
- 2- Trend Micro research, A Constant State of Flux: Trend Micro 2020 Annual Cybersecurity Report
- 3- ESG, Research Insights Paper, The Cloud Complexity Imperative, February 2020
- 4- KPMG, Future of Retail Banking, November 2020
- 5- UK Government, Policy Paper, Government Technology Innovation Strategy, June 2019

