




Benefits of Trend Micro Cloud One™ - Workload Security vs. Deep Security

—
Cloud-based security platform vs. Software



Are you tired of the operational overhead,
compliance obligations, and cost of running
Deep Security Manager?
Can we help you make this the last Deep
Security upgrade you ever do?

Why Migrate to Cloud One?

Power of the Cloud

Compliance
certifications and
auditing - DONE

Simplified Operations &
Monitoring

- Get the latest features and updates continuously – leading to better security outcomes
- Infinitely scalable architecture
- Remove physical infrastructure costs & maintenance (database, physical server & storage)

- Cloud One platform is certified to compliance frameworks (PCI-DSS, ISO, SOC)
- Reduce time spent gathering audit and compliance requirements (completed for you annually)

- Offered 24 x 7 x 365 through a always available, and physically secure cloud environment
- Monitored by Trend Micro staff



Software vs. Cloud-based Benefits

Features

Deep Security Software

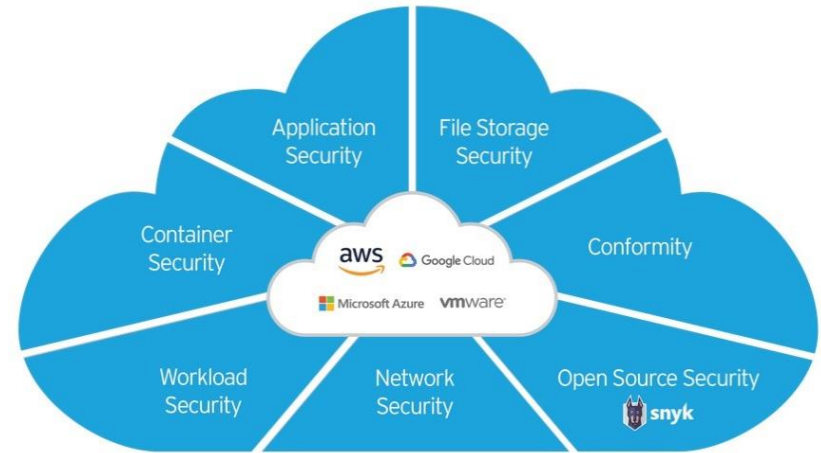
Cloud One – Workload
Security (SaaS)



Workload detection and protection techniques including IDS/IPS, antimalware, firewall, application control, integrity monitoring, log inspection & web reputation	✓	✓
Monthly or quarterly long-term support updates which need to be deployed and managed by you	✓	
Continuous updates to services, updated by Trend Micro – leading to better security outcomes		✓
Compliance certifications for PCI-DSS, ISO 27001, ISO 27014, ISO 27017, SOC		✓
Managed compute, storage and network infrastructure – eliminates operational overhead of managing a solution		✓
24 x 7 x 365 operation and monitoring of the security service		✓
Provided via a highly scalable, high availability, physically secure cloud environment		✓
Disaster recovery and business continuity planning supported by compliance frameworks		✓
Vulnerability, penetration testing, and updating/patching of the service provided by Trend Micro		✓
Annual compliance audits on the service		✓
Access to other Cloud Security services from a common platform		✓

Cloud One Secures your Journey to the Cloud

- Cloud One offers a platform of security services to help organizations secure their cloud journey
- 7 innovative security services including:
Container Security, Conformity, File Storage Security, Network Security, Application Security, Open Source Security by Snyk and Workload Security
- Now integrated with Trend Micro Vision One XDR (detection & response) service





**Additional slides on Cloud One
– Workload Security & Cloud
One key benefits & capabilities**

Cloud One - Workload Security

Environments



Platforms



Automation - API & Integrations



Runtime workload security for cloud workloads, containers & servers

Unified Security Capabilities

Network Security



Intrusion
Prevention



Firewall



Vulnerability
Scanning

System Security



Application
Control



Integrity
Monitoring



Log
Inspection

Malware Prevention



Anti-
Malware



Behavioral
Analysis



Machine
Learning

Detection & Response (activity monitoring)



Detect



Respond



Investigate



Incident Response

Server & Cloud Workload EDR (Detection & Response)

What was
affected?

What was
added?

Where did
it spread?



DETECT



RESPOND

Detect advanced

Respond to detections



INVESTIGATE

Gain operational malware and suspicious

with remediation

visibility, and

behavior that evades standard defenses

options and workflow integrations

severity and impactinvestigate threat

DEMISTO

ArcSight

now

IBM
Radars

splunk

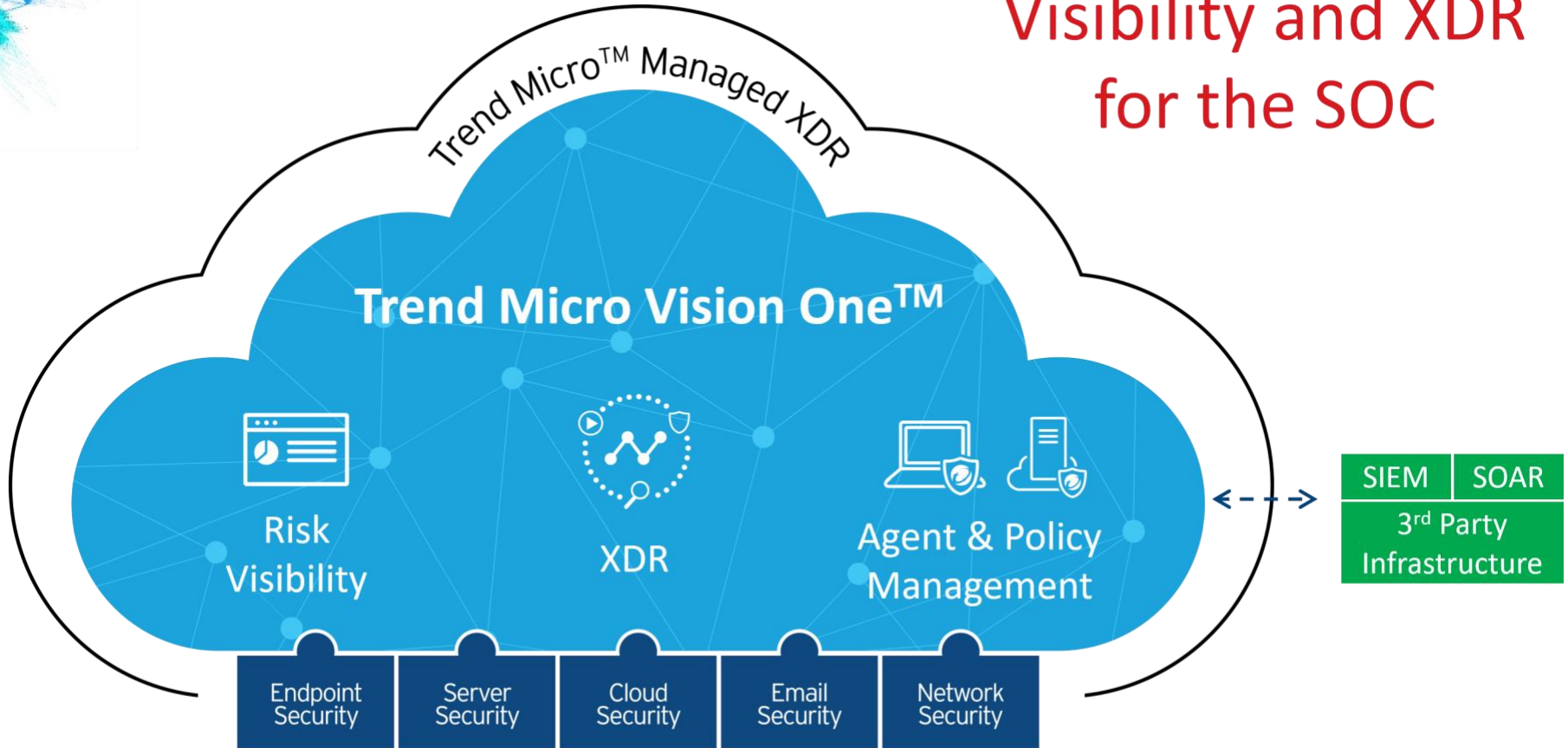


SWIMLANE



sumologic

Visibility and XDR for the SOC



Trend Micro XDR Sensors

Satisfy Key Business Needs

All Your Environments Covered...

- Discovery and visibility across multiple cloud providers
- Protecting applications across your physical, virtual, and container environments
- Broadest operating system support including legacy OSes
- Demonstrate compliance with regulatory requirements, GDPR, PCI DSS, HIPAA, and more



Automated detection & protection at scale

- Complete detection & protection capabilities that address latest threats and consolidate to remove need for multiple point solutions
- Speed of protection backed by Trend Research
- APIs for ease of integration



Trend Micro Cloud One™

Security Services Platform for Cloud Builders

Cloud Native Applications



DevOps



Cloud Workloads

Cloud Storage



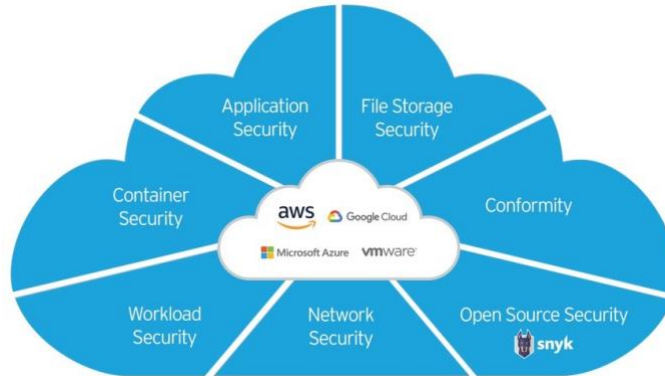
Containers



Open Source



Serverless



Cloud Operational Excellence



Risk & Compliance



Governance



Well-Architected

- Security as code for DevOps, deployed at cloud scale
- Integration with other security tools



Physical Virtual Cloud

Cloud Migration

Security fueled by leading threat

research

Cloud and Container Research Team Examples

Kubernetes API Server Denial of Service Vulnerability

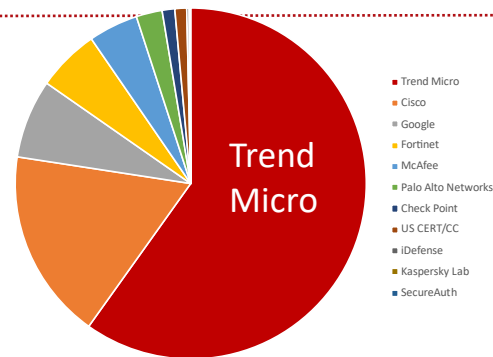
Apache Tomcat Remote Code Execution Vulnerability

Kubernetes API Proxy Request Handling Privilege Escalation Vulnerability



450 internal researchers
10,000 independent vulnerability disclosure

Market leader in globally +
Landscape



Cloud Security - Industry Reports

Gartner
highest score

IDC | ANALYZE THE FUTURE

FORRESTER

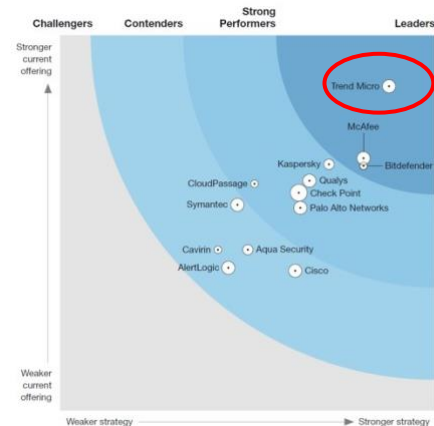
2021
Market Guide
for
Cloud
Protection
Platforms

8 of 8

© 2022 Trend Micro Inc.
Recommendations*
(July 2021)



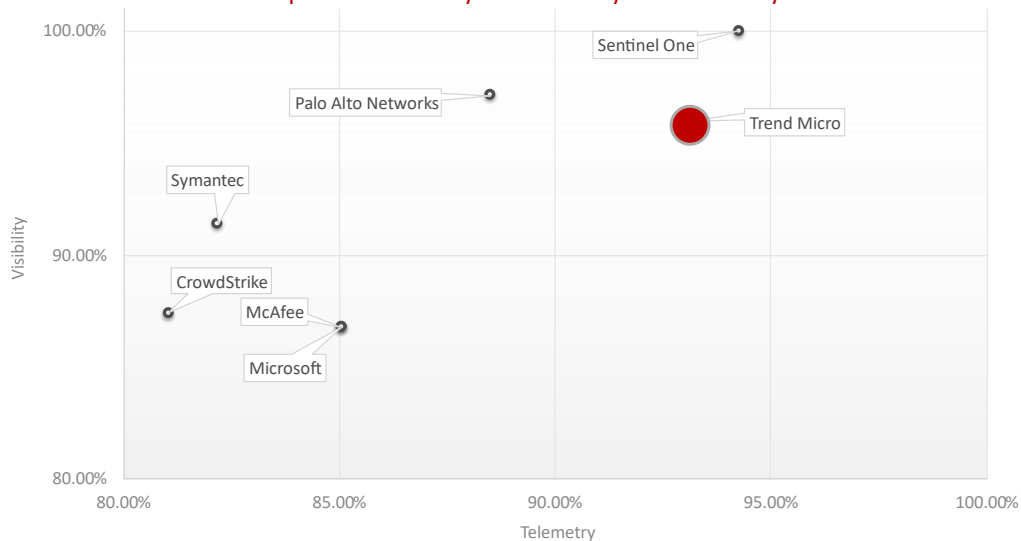
Ranked #1 for
Cloud Security market
share (June 2021)



(Dec 2019) **TREND MICRO**

for Cloud Security

A complete attack story with visibility and telemetry



Trend Micro is Top 3 - for visibility and telemetry across 29 vendors

Data Source: MITRE, 2021

Organizations want high confidence
detection without alert fatigue:

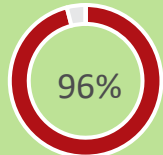
- ✓ Top 3 for visibility & telemetry
- ✓ 100% of Linux attacks

detected ✓ Highly
enriched telemetry for
better investigations

Cloud One Rated 4.8-stars on Gartner Peer Insights



4.8-stars



Would Recommend
Cloud One



Value all opinions and
adhere to principles of
transparency

The Key Factors that Drove your Peers' Decisions

1) Product functionality and performance

2) Strong service experience

3) Product roadmap and future vision

4) Overall cost

★★★★★
“Most comprehensive cloud workload
protection solution”
Security Manager – IT, Transportation

★★★★★
“Trend Micro Cloud One, ease the
journey into the cloud”
CTO, Healthcare

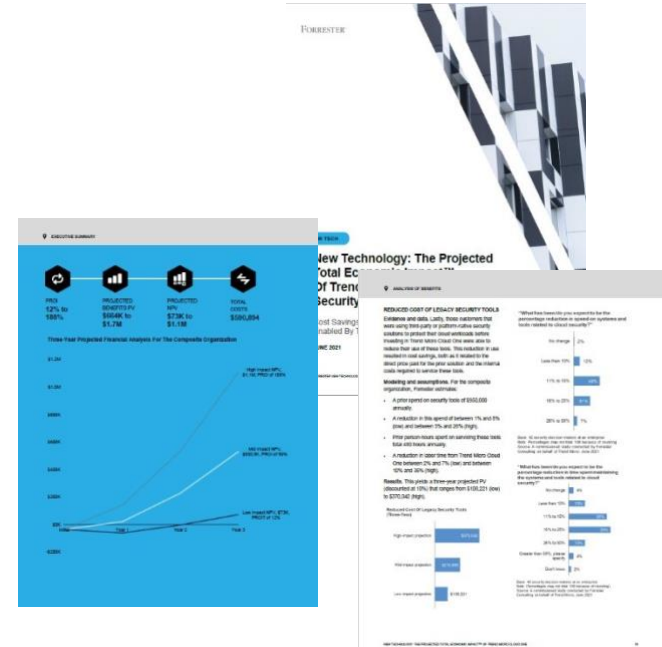
★★★★★
“Technically superior solution for
cloud workloads”
IT Security Team Manager, Transportation

See our [Cloud One profile](#) on Gartner Peer Insights
Analyze the [Cloud Workload Protection Platforms market](#) on Gartner Peer Insights



Total Economic Impact Study & Calculator

- Projected ROI of up to 188%
 - Custom ROI report with calculator tool
- Customer benefits:
 - Efficiency of threat detection
 - Cost vs. other security tools
 - Reduced risk of security breach
 - Etc.



Unrivaled Cloud Security Performance

Correlating
2.5 Trillion
Events Daily

Over **6**
million
workloads
protected

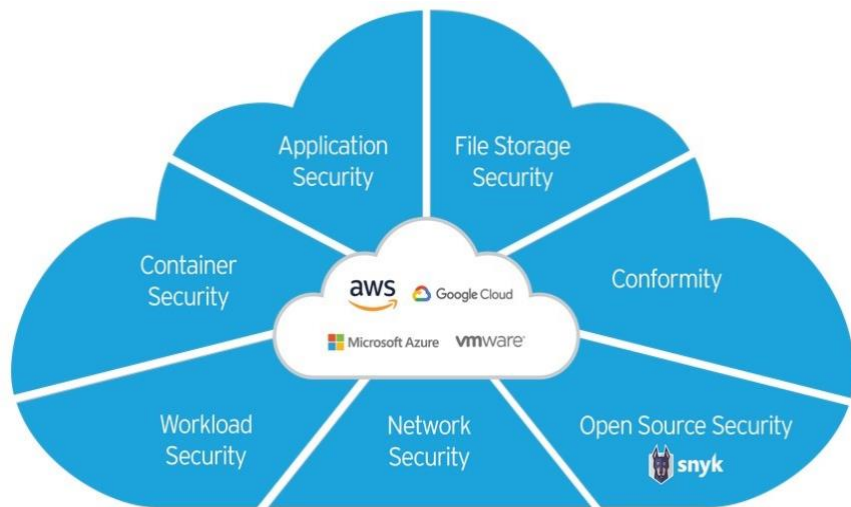
Our customers see...

50%
improvement
in compliance
efficiency

26%
reduced cost
vs. previous
tools

From 69 to
+90%
improvement in
cloud security
posture scores

30-day free trial & always-free tiers



Always free tiers:

Automated malware scanning for storage services: **Buckets with <20 files scanned per hour**

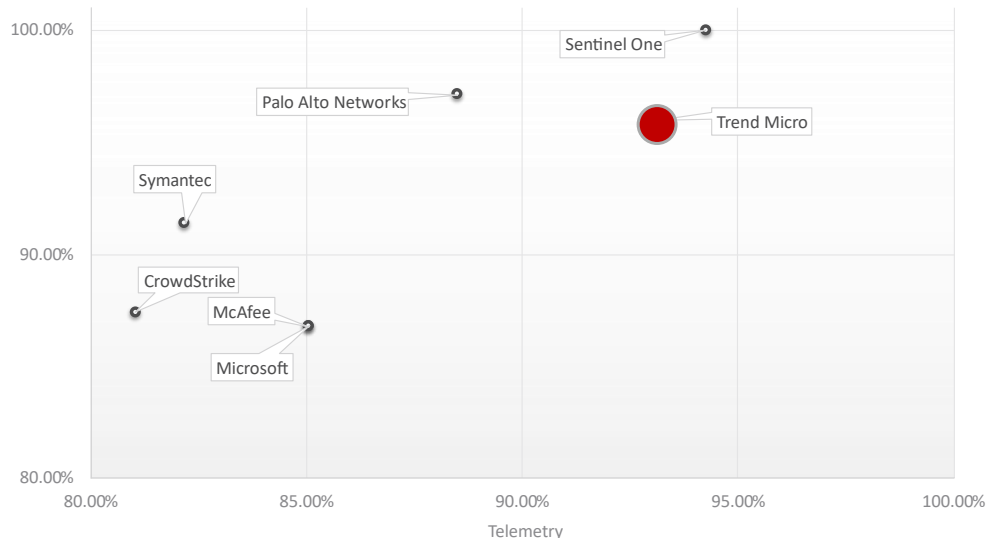
Cloud security posture management: **Cloud accounts with <250 resources scanned per hour**

Visibility and monitoring of open source vulnerabilities: **First 15 projects every day**

Generous free experiences of our all-in-one cloud security platform
Trendmicro.com/trial

Flexible Pricing Options That Work For Your Business

FORRESTER®



AWS & Azure
Marketplaces
(consumption or annual)

Purchase Order (annual
subscription)

Enterprise Pricing



“Procuring (Cloud One) in AWS Marketplace offered us the needed flexibility and helped us to realize massive costs savings – up to 50% compared to our classic procurement model.”

Alexander Schnellhardt, Head of Cloud Ops



Want the slides? Get your phone out!



