

# MESSAGING SECURITY

## ○ Think ahead. Be proactive. Outpace malware.

Spam and malware are constantly evolving. And so should your security. Trend Micro gives you revolutionary new in-the-cloud protection stop today's threats—before they penetrate your network. Comprehensive bi-directional content filtering stops incoming threats and prevents outgoing data loss. Archiving, encryption, and filtering capabilities aid in regulatory compliance and mitigate risk. And with solutions that are easy to deploy and manage, you'll save time and money.





## Spam attacks are hitting smarter and faster

Spam is no longer just a nuisance. Increasingly, carefully targeted social engineering tactics give recipients the false confidence to take an action that ultimately delivers malware. According to Osterman Research, 39% of organizations were infiltrated by email-borne malware.<sup>1</sup> It's no longer enough to simply guard against what's coming into your network, compliance and privacy concerns require you to focus on what's going out as well.

## Communication is evolving, so is Trend Micro

Traditional email is increasingly complemented by new methods of communication, and with this comes new threat delivery mechanisms. Instant Messaging and collaboration portals are increasingly common. In fact, IDC predicts that business IM will overtake email late in 2010<sup>2</sup>. Have you secured these communication methods as you have your email system?

## Break your dependence on reactive approaches

Traditionally, email security vendors have touted the speed of their reaction to new threats. Pattern file update times, zero-day response systems, and the like were all closely tracked. You know it, we know it, and most importantly cybercriminals know it. Today's malware is specifically designed—and tested—to beat these defenses. It is time for a whole new approach.

Trend Micro's innovative in-the-cloud Smart Protection Network provides immediate access to the latest threat intelligence. Our network utilizes proactive methods to seek out new threats, and correlate identified malware across web, email, and file reputation databases, which reside in the cloud. Rather than simply waiting for new protections to be pushed out, our solutions query these databases in real-time to stop the latest threats to email, IM and collaborative systems—often before they ever reach your network.

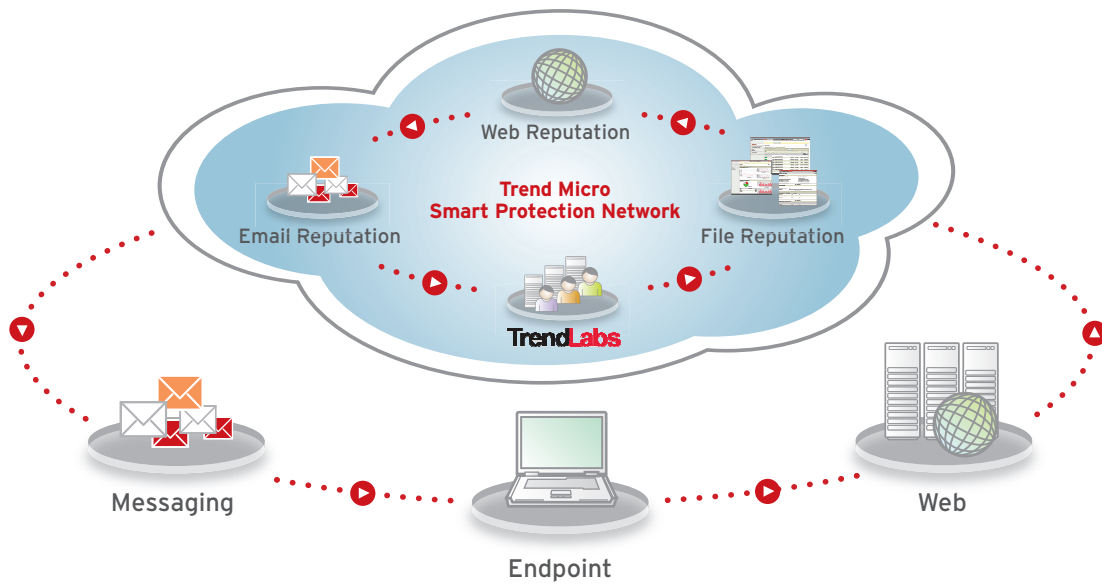
## Look both ways

The time has come to look at what is coming out of your network in addition to what is coming in. The insider threat—whether with malicious intent or not—is of increasing concern to organizations needing to protect their sensitive data. You need proactive controls to identify and secure information that is leaving your network. Trend Micro's flexible content filtering across communication channels and email encryption allow for policy based protection of your most sensitive information as it traverses your domain.

<sup>1</sup> Osterman Research. Email, Web and IM Security Market Trends. June 2009.

<sup>2</sup> IDC. The Hyper-connected: Here they come! May 2008.





## Lower your complexity while lowering costs

With ever growing email volumes, the addition of newer forms of electronic communication and collaboration, and constantly evolving threats managing security can become an even greater challenge than combating the threats themselves. That's why choosing products that are not only highly effective but also easy-to-use and easy to scale up or down as your organization changes is more important than ever. Better yet, selecting a single solution rather than multiple point products makes even more sense. Trend Micro messaging security offers a range of offerings and flexible deployment methods independently shown to have a total cost of ownership that is half that of competitors or traditional form factors.

## Rethinking your messaging security

At Trend Micro, we arm you with several distinct layers of messaging security to help you stay ahead of cybercrime no matter where it strikes. Only Trend Micro gives you immediate protection through the Smart Protection Network while also lowering the burden on IT infrastructure and staff. In addition, we give you the flexibility to choose the form factor and operating system support that best fits your IT requirements—without sacrificing security



**TREND MICRO™**  
**SMART**  
**PROTECTION**  
**NETWORK**

» **Email Reputation:** The world's largest, most accurate reputation service with dynamic information on legitimate, unwanted, and malicious senders. Up to 80% of your email traffic can be shunted off before it ever reaches your email gateway to not only improve security, but also save you costs in terms of infrastructure, storage and administration.

» **Web Reputation:** Stops email and IM containing embedded links to malicious or compromised websites, using a real-time query rather than updated lists. With 90% of threats ultimately being delivered via the web, often from an initial trigger within email messages, this is a critical security feature.

