

A large red graphic featuring a white outline of a classical building with columns and a pediment. The word "PUBLIC" is written in large white letters, with "sector" in smaller white letters below it.

# PUBLIC

sector



## Public Sector Objectives

### DRIVE OUT INEFFICIENCIES

Decrease costs with self-service technology for citizens and students

### FOSTER CROSS-AGENCY COLLABORATION

Integrate systems and processes within a secure environment

### MITIGATE RISK AND PROTECT INFORMATION

Comply with regulations and security policies

### HEIGHTEN VALUE BY IMPROVING SERVICES

Build confidence in innovative E-Government initiatives

## THE CHALLENGE

Today, the importance of generating value in the public sector has never been higher to address the demands of a changing society. Most public institutions feel pressure from a shortfall of revenue coupled with a large population of skilled workers entering retirement. Clearly, the necessity is to do more with less.

## THE SECURITY IMPERATIVE

Public entities in government and education are investing in new technology that will decrease costs, foster cross-agency collaboration, and protect private information. However, the value to stakeholders is being undermined by IT complexity and security risks. To serve their constituencies better, public entities need to protect the extended enterprise from threats and demonstrate compliance with public mandates and government regulations.

## RETURN ON INVESTMENT

Public sector organizations can realize significant benefits in terms of decreased costs, increased productivity, and heightened stakeholder value with security solutions from Trend Micro. Trend Micro™ Enterprise Protection Strategy offers a comprehensive security framework with continuous protection against known and unknown threats. It replaces tactical product deployments with a strategic security environment that helps meet critical business objectives. A few of the benefits to public sector administrations include:

- Reduced cost and administrative burden of safeguarding intellectual property and user privacy
- Increased employee productivity and secure cross-agency collaboration
- Protection against vulnerabilities that may damage public trust

services

# PUBLIC sector



## Trend Micro™ Enterprise Protection Strategy

Public sector organizations will realize significant benefits by deploying a Trend Micro security solution. Trend Micro delivers intelligent threat protection against known and zero-day threats through central management and integration of messaging, Web, end point, and network security. Trend Micro™ Enterprise Protection Strategy provides a comprehensive security framework of integrated solutions that continuously monitor the network at multiple layers for spyware, spam, viruses, phishing, and inappropriate content.

### Proof Point

*"During the school year we receive 30,000 spyware and virus accomplice hits everyday, but Trend Micro InterScan™ Web Security Suites handles them all without a problem. Now we can track incidents by user account and are in full compliance with the Federal Children's Internet Protection Act."*

**Jeff Dietsche**  
IT Manager  
South Washington County Schools, Minnesota

case study

### Public Sector Security Framework

Anti-Spyware	Anti-Spam	Antivirus	Anti-Phishing	Content & URL Filtering
Stops spyware downloads and outbound transmissions	Blocks spam and botnets	Blocks viruses, worms, and Trojans	Blocks phishing attacks	Prevents data leakage across multiple network channels
<b>Organizational Benefits</b>				
<ul style="list-style-type: none"> <li>Protects intellectual property through automatic spyware removal</li> <li>Prevents leakage of sensitive user data by blocking spyware communications</li> </ul>	<ul style="list-style-type: none"> <li>Increases IT productivity by intercepting spam</li> <li>Protects available Internet bandwidth and email performance</li> <li>Scales to meet performance demands of large networks</li> </ul>	<ul style="list-style-type: none"> <li>Prevents network disruptions to critical public systems</li> <li>Assures organizational continuity by detecting zero-day threats</li> <li>Protects public image from negative impact of perceived vulnerabilities</li> </ul>	<ul style="list-style-type: none"> <li>Supports data protection and privacy regulations by ensuring confidential data transmission</li> <li>Defends private data from identity theft by accurately detecting spoofed sites with signature files</li> </ul>	<ul style="list-style-type: none"> <li>Ensures data integrity by scanning inbound/outbound email, IM, and attachments</li> <li>Demonstrates compliance with privacy regulations to protect user identity</li> </ul>
<b>Multi-layered Protection</b>				
<ul style="list-style-type: none"> <li>Desktop</li> <li>File server</li> <li>Gateway</li> </ul>	<ul style="list-style-type: none"> <li>Email server</li> <li>Gateway</li> </ul>	<ul style="list-style-type: none"> <li>Desktop</li> <li>File server</li> <li>Email server</li> <li>Gateway</li> <li>Network</li> </ul>	<ul style="list-style-type: none"> <li>Email server</li> <li>Gateway</li> </ul>	<ul style="list-style-type: none"> <li>Email server</li> <li>Gateway</li> </ul>

Enterprise Protection Strategy



- MONITOR**  
For potential threats
- ENFORCE**  
Security policy compliance
- PREVENT**  
Malicious threats from spreading
- RECOVER**  
Infected devices

*"With Trend Micro™ Enterprise Protection Strategy, Trend Micro builds upon the excellence of its products and services to provide businesses with an innovative way to manage the increasing sophistication of threats."*

**Brian Burke**  
Research Manager, IDC

### TREND MICRO™

Trend Micro, Inc. is a global leader in network antivirus and Internet content security products and services. The company is focused on providing customers with customized and comprehensive security strategies to manage the impacts of known and unknown threats. Trend Micro has offices in 30 countries and its stock trades on the Tokyo Stock Exchange (4704) and on NASDAQ (TMIC).

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