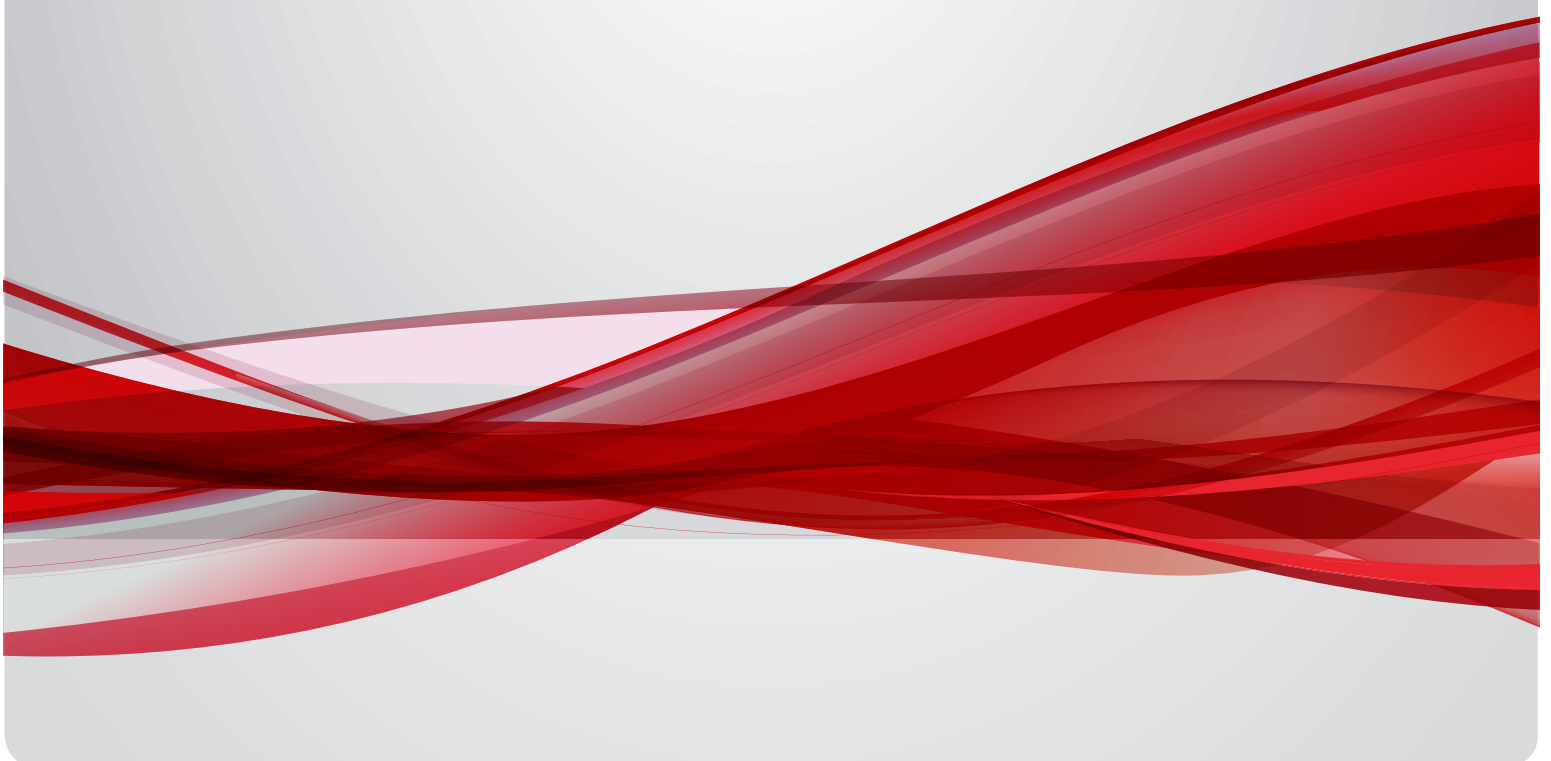




Partner Program

RESELLER PROGRAM

Increase your profit margin - Partner with the leader in hybrid cloud security, network defense, and user protection.



XGen™ Security for an Evolving IT and Threat Landscape

Technological innovation is unrelenting. Cloud applications and infrastructures have multiplied and evolved exponentially. We have never been more connected, more mobile and more efficient. Unparalleled access to information is changing the way we do business. The enterprise boundary is now gone - eroded and extended by three main challenges facing organizations today. Trend Micro and its global network of resellers are capitalizing on this growing business opportunity.

CLOUD AND VIRTUALIZATION

The rapid adoption of virtualization and cloud has made it more difficult than ever to effectively and efficiently protect information in the modern data center.

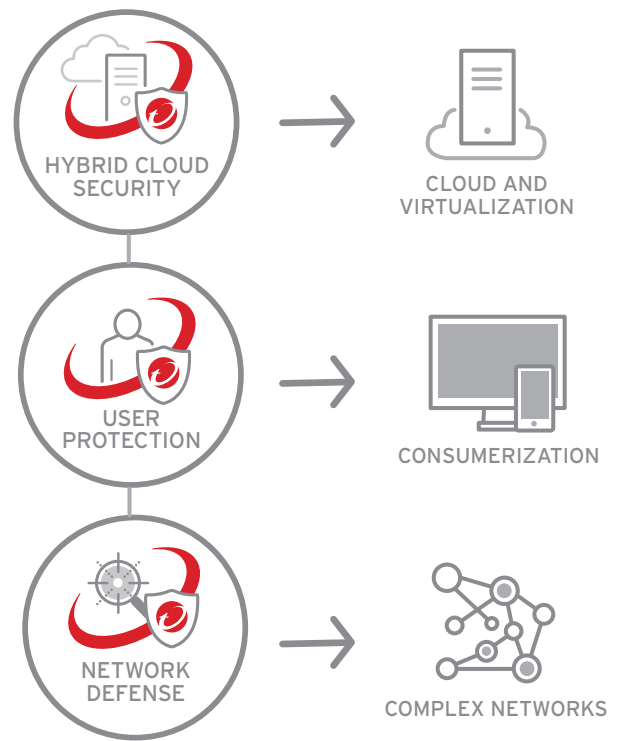
COMPLEX NETWORKS

Networks today are much more complex - not only does today's network extend far beyond the traditional LANs and WANs with wifi, remote access and branch offices - but networks are becoming software-defined as well - making it more difficult than ever to rely on traditional perimeter defenses. And ultimately, network communications need to be protected - not just North/South, but also East/West - meaning that lateral movement within the networks must be detected to ultimately protect information in the data center.

CONSUMERIZATION

Users continue to demand use of the technologies and applications that they want to use, creating a consumerization of IT, and making it difficult for IT to maintain control over user activities. Consumerization has increased the breadth of applications and devices that can be used to establish a beach head within the enterprise network that can then be used to attack the data center.

Trend Micro provides three tailor-made solutions that address these key challenges, designed to work with our partners to help customers protect valuable information.



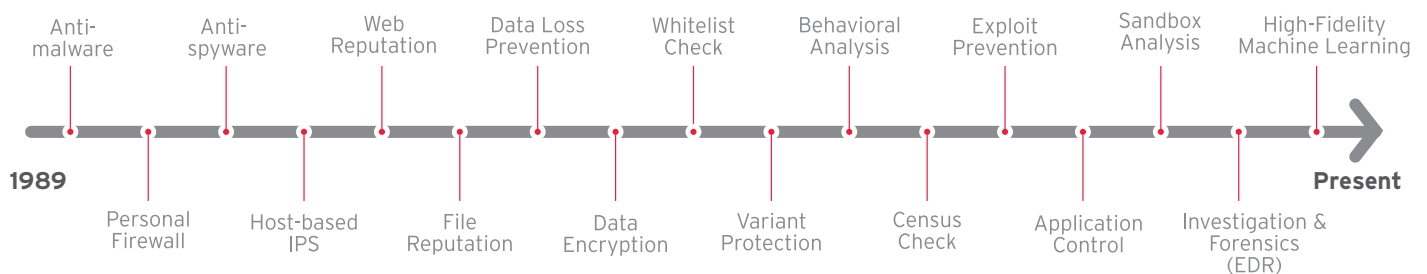
- **Hybrid Cloud Security** delivers automated protection of workloads across physical, virtual and cloud servers. Hybrid Cloud Security delivers automated protection of workloads across physical, virtual and cloud servers.
- **Network Defense** detects and protects against advanced threats and targeted attacks that are invisible to standard network security.
- **User Protection** provides a broad range of protection for users - across every device, application and location.

Trend Micro: Leading the Way

155 MILLION ENDPOINTS. 500,000+ COMPANIES WORLDWIDE.
ONE SECURITY SOFTWARE COMPANY

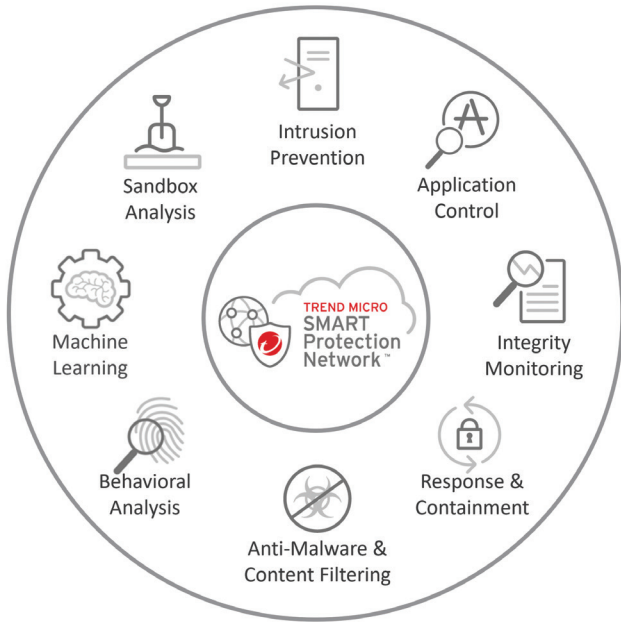
For nearly 30 years, Trend Micro's unwavering vision has been to make the world safe for exchanging digital information. Security is our entire focus, and it shows. This single-minded passion has inspired our innovations that keep up with the bad guys despite a changing IT landscape, riskier user behavior, and constantly evolving threats. The depth of our experience remains unmatched. From the endpoint to the network to the cloud, we've got you covered with a connected threat defense recognized by analysts, customers, and industry gurus of all kinds.

INNOVATIVE AND TIMELY RESPONSE TO EVOLVING THREAT LANDSCAPE



A NEW APPROACH TO SECURITY

Go beyond next-gen with XGen™ security, a new class of security software that addresses the full range of ever-changing threats - now and in the future. Instead of using separate, siloed security solutions that don't share information, XGen™ security provides a cross-generational blend of threat defense techniques and a connected threat defense that can protect organization from unseen threats.

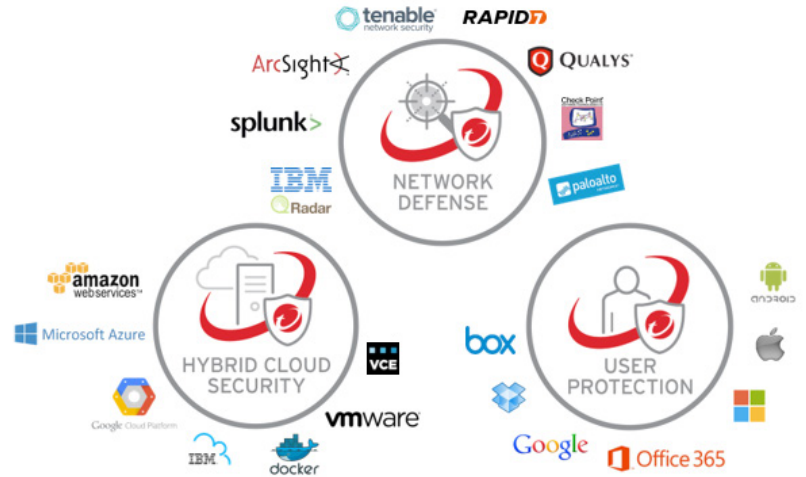


SMART

Maximizes protection with solutions that are powered by a unique blend of cross-generational threat defense techniques and market-leading global threat intelligence.

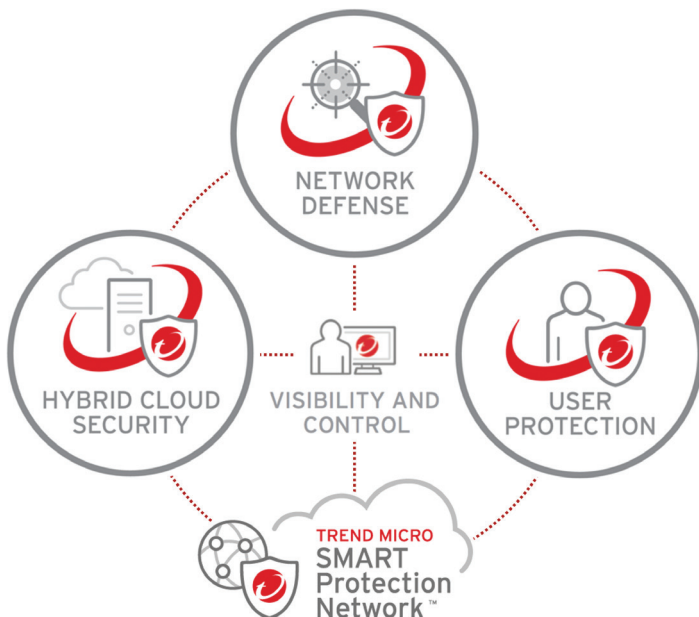
OPTIMIZED

Minimizes IT impact with solutions that are specifically designed for and integrated with leading customer platforms and applications on endpoints, networks, data centers, and the cloud.



CONNECTED

Speeds time to response with centralized visibility and control and automatic sharing of threat intelligence across security layers, endpoints, networks, data centers, and the cloud.



OUR AWARD-WINNING TECHNOLOGY

We have been named a leader in endpoint security, cloud security, and server security, and are highly recommended for **Breach Detection** and **Intrusion Prevention Systems**. We also have the most advanced threat intelligence network in the world - our Trend Micro™ Smart Protection Network™ is continually enhanced by big data analytics and machine learning, and is bolstered by hundreds of Trend Micro security experts and the Zero Day Initiative (ZDI).



A Leader in Gartner's Magic Quadrant for Endpoint Protection Platforms since 2002

Trend Micro is positioned Highest and Furthest among Leaders for its Ability to Execute and Completeness of Vision in the 2017 Gartner Magic Quadrant for Endpoint Protection Platforms. (Gartner includes servers in its definition of endpoints.)

TipingPoint NGIPS Named a Leader in the 2017 Gartner Magic Quadrant for Intrusion Detection and Prevention Systems.



Trend Micro Named Corporate Server Security Market Share Leader

"Market Share leader every year (since 2009)."

-IDC, Worldwide Endpoint Security Market Shares, 2015: Currency Volatility Headwind, #US41867116, November 2016



Trend Micro Deep Discovery Most Effective "Recommended" Breach Detection System

"The Trend Micro Deep Discovery Inspector v3.7 Build 3.7.1096 detected 100% of HTTP malware, 100% of email malware, and 100% of SMB malware, and scored an overall breach detection rating of 96.6%. The Deep Discovery Inspector detected 98.3% of the evasions techniques tested. The solution also passed all stability and reliability tests."

-NSS Labs, Breach Detection Systems Test Report - Trend Micro Deep Discovery Inspector v3.7 Build 3.7.1096, July 2015



Trend Micro TippingPoint NGIPS received "Recommended" rating in NGIPS testing

-NSS Labs, October 2016



Trend Micro Named Top Cloud Security Vendor

"Trend Micro is the clear leader in the cloud security technologies and services category, setting the pace for its competitors."

-Experton Cloud Vendor Benchmark 2014



Best Endpoint Protection from Info-Tech Research Group 2014

"Trend Micro was rated as a champion in endpoint security in the latest report from Info-Tech Research Group."



Trend Micro Tops Endpoint Security Endurance Tests

"The security solution from Trend Micro came in at first place with a total of 17.2 points after performing excellently in the Protection category and also recording the lowest load on clients."

-AV-Test.org Endpoint Security Endurance Tests, February 2014

Why Partner with Trend Micro?

1. CHANNEL SALES DRIVEN

Since day one, Trend Micro has been 100% committed to the success of our channel partners. With virtually all Trend Micro sales to businesses going through our channel partners, we generate a massive volume of new and renewal transactions every year that are fulfilled by resellers. Our global team of sales and channel account managers works closely with resellers and helps drive new business by actively identifying and qualifying sales opportunities that our partners ultimately fulfill.

2. EXPANDING BUSINESS OPPORTUNITY

Trend Micro delivers market-leading security solutions that address three important and expanding business opportunities for resellers.

Hybrid Cloud Security: Every environment is unique. While security principles remain the same – preventing breaches and protecting valuable assets – the approach to security in these ever-evolving infrastructures needs to change. In virtualized or cloud environments, perimeter or hardware security simply won't work – your customers need a single product that secures at the workload level to fit these dynamic environments. They need an automated security solution that prevents attacks and provides multilayered protection optimized for dynamic environments such as VMware, AWS, and Microsoft® Azure™. Trend Micro Hybrid Cloud Security, powered by XGen™, provides dynamic, adaptive protection for data center and cloud environments.

Network Defense: Your customers' enterprise is at the crosshairs of the increasingly complex array of ransomware, advanced threats, targeted attacks, vulnerabilities, and exploits. Only complete visibility into all network traffic and activity will keep them ahead of today's purpose-built attacks which bypass traditional controls, exploit network vulnerabilities, and either ransom or steal sensitive data, communications, and intellectual property. Trend Micro Network Defense, powered by XGen™ security, detects and prevents breaches at wire speed anywhere on the network to protect your customers' critical data and reputation.

User Protection: Users are a key source of risk in your customers' organization – they want to work where and how they want. How do your customers ensure that their corporate information is free from prying eyes and that their users aren't creating gaps in security? Trend Micro User Protection, powered by XGen™ security, delivers multiple integrated layers of protection across endpoint, email, web and SaaS applications, protecting your customers and their information regardless of device, application, network, or location.

3. ONGOING REVENUE OPPORTUNITIES

Our market-leading solutions are powered by the Trend Micro™ Smart Protection Network™, which provides all customers – regardless of size or location – with comprehensive, proactive global threat intelligence and protection. This contributes to high customer satisfaction, which generates ongoing renewal revenue and new upsell opportunities for Trend Micro's complementary solutions of User Protection, Hybrid Cloud Security, and Network Defense.

4. BUNDLED SOLUTION SALES

Trend Micro security solutions provide a valuable and complementary attachment to the sale of a number of different services and other solutions that are already being made by resellers. They can substantially enhance your overall deal size. There are four key bundling opportunities resellers like you can focus on:

Virtualization and Cloud: Because security is a key customer consideration, it is an important and valuable complement to sales of virtualization and cloud from VMware, Amazon Web Services, Microsoft Azure, and others. Trend Micro™ Deep Security™ is designed to seamlessly add security to deployments on these technology providers. It makes it fast and easy to secure VMs and cloud workloads, and enables customers to meet their security and compliance requirements, while taking full advantage of the agility, savings, and other benefits offered by virtualization and cloud.

Converged/Integrated Infrastructure: Every sale of a converged or integrated infrastructure bundle from Cisco, EMC, IBM, NetApp, VCE or others, provides an immediate and direct opportunity to attach Deep Security as a layer in the stack that will significantly increase the size of the overall sale, and the value provided to customers.

Deep Security has been validated to seamlessly operate in many of these infrastructure bundles, delivers important complementary security functionality, and also provides an opportunity to upsell other Trend Micro security solutions to these customers.

Complementary Security Solutions: Sales of network security appliances, SIEM/SEM and compliance consoles also provide an immediate and direct opportunity for attaching Deep Security and Trend Micro™ Deep Discovery™ that will significantly increase the size of the overall sale, and the value provided to customers.

These Trend Micro solutions integrate with other security solutions, enabling customers to more quickly, confidently, and cost-effectively identify and protect against threats and attacks that would otherwise go undetected, and potentially have a significant negative business impact.

Microsoft Solutions: Increase the size of each of your Microsoft sales, and better protect your customers with Trend Micro User Protection solution. User Protection has been proven time and again by third parties to bring the strongest security available to all endpoints. It augments the basic security delivered in applications for Microsoft including SharePoint®, Exchange, Lync® and Office 365™. This will give your customers the comfort of being better protected from the rapidly evolving threat landscape, and you will benefit from greater customer satisfaction and retention, all while increasing your average deal size.

Strategic Alliance Partners: Our seamless protection for your mission-critical environments doesn't just happen. We have developed deep relationships and partnered with industry leaders that you can trust. Our security is optimized for leading environments, platforms, and applications that are needed to maximize protection and performance. Trend Micro works closely with a broad range of technology and solution vendors to develop whole business solutions that fit your architecture, simplify deployment, improve efficiency, reduce costs, and optimize security. These partnerships include both Strategic Alliances and Technology Alliances.



Microsoft Partner
Gold Application Development

vmware®



5. COMPREHENSIVE PARTNER PROGRAM

The Trend Micro Partner Program for resellers provides a comprehensive set of financial benefits—including competitive upfront discounts, deal registration discounts, deal protection, specialization bonuses, incentive programs, and marketing development funds - that ensure your profits will grow quickly. Together with a broad range of sales, marketing, and technical benefits, the Trend Micro Partner Program for resellers ensures you will be properly enabled, motivated, and well compensated for selling our solutions.

Industry Recognition

Trend Micro is a leader in hybrid cloud, endpoint, and network security solutions. We work hard to ensure the best protection, performance, usability, and manageability. That's why it's so rewarding when industry thought leaders recognize us for our contributions.



CRN recognizes Trend Micro in its 2016 Cloud Computing Partner Program Guide

CRN has recognized Trend Micro in its 2016 Cloud Computing Partner Program Guide, a list of leading technology vendors with cloud-related partner programs that enable and accelerate the growth of solution providers' cloud initiatives



Trend Micro is a Top 50 Company to Sell For

Selling Power magazine has recognized Trend Micro as No. 23 in their annual list of the "50 Best Companies to Sell For" in the United States.



CRN awards Trend Micro with 5-Star Partner Program rating

Trend Micro was awarded the CRN 5-Star Partner Program rating again in 2017. The award recognizes the elite subset of Partner Program Guide vendors that give solution providers the best partnering elements in their channel programs.



Trend Micro named a Top 500 Global Software Company for 2015

Software Magazine named Trend Micro a top 500 Global software company for the 2015 Software 500.



Trend Micro Received ESG 2017 Channel Acceleration Awards in the category of Channel Acceleration Business Transformation

ESG defined Trend Micro contributions in three areas: strategy, actions, and impact.

Program Structure

The Trend Micro Partner Program for resellers recognizes each partner's unique capabilities and includes benefits and requirements consistent with their commitment to selling and supporting Trend Micro solutions.



Platinum
Partner

Custom program and benefits for our top-performing partners

Platinum Partners realize the greatest financial, technical, sales, and marketing benefits of all partner levels. You must meet the highest set of requirements, including significant minimum annual revenue commitments. Platinum partnership is by invitation only.



Gold
Partner

More revenue commitments, discounts, and benefits

For partners that are committed to working with Trend Micro and delivering significant Trend Micro revenue, the Gold partner level offers benefits to meet your needs. Gold partners enjoy higher margins and discounts than Silver partners. Of course, they must attain more significant annual revenue commitments. They are also required to lead with Trend Micro when selling security solutions. Gold partners have the benefit of working directly with Trend Micro partner managers to develop joint business plans, and we dedicate additional resources to help them succeed.



Silver
Partner

Annual revenue commitments and enhanced benefits

Silver partners must meet a minimum annual revenue commitment. Benefits at this level include those made available to Bronze partners, plus enhanced discounts, access to evaluation software, and priority access to Level 1 support. Being a Silver partner opens new doors for you, your team, and your business.



Bronze
Partner

Simple registration: Start earning discounts and realizing benefits

Entry-level Bronze partners must complete and submit the online registration form to begin realizing program benefits. Also, certification and training enables Bronze partners to achieve specialization status, and access additional sales incentives.

Submit the completed registration form to begin receiving benefits and access sales incentives. Please visit https://www.trendmicro.com/en_us/partners.html

Managed Service Providers (MSP)

GROW YOUR REVENUE WITH EASY TO DEPLOY, MANAGE, AND SELL SECURITY SOLUTIONS

If you are a managed service provider (MSP) and want to increase your value to customers and grow your business, Trend Micro is your perfect partner for security. We automate security management and offer pay-as-you-go billing, so you can focus on key priorities. Our MSP program fits your business model with:

- Monthly pay-as-you-go billing
- Unique tools for central management and self-provisioning
- Both on-premises security solutions, and cloud solutions that eliminate costly installation and setup work
- Solutions that integrate with leading RMM and PSA tools providing “single-pane-of-glass” deployment, monitoring, notifying, ticketing, and reporting
- Integration with industry standard application deployment platforms, such as Odin and Appdirect

The Trend Micro Service Provider program is suited to organizations that serve the small, medium, and enterprise business market. Learn more about partnering with Trend Micro at https://www.trendmicro.com/en_us/partners/managed-service-provider.html

Program Highlights

JOIN OUR GLOBAL PARTNER PROGRAM AND REAP THE BENEFITS OF PARTNERING WITH TREND MICRO

The Trend Micro Reseller Program provides everything you need to quickly get up to speed, close new business, and ensure success, including:

SALES AND MARKETING BENEFITS

- Specializations*
- Dedicated Sales Resource
- Online Sales Tools and Collateral
- Sales Leads
- Partner Hotline
- NFR and Demo Software
- Access to Competitive Information
- Support for Partner Events

FINANCIAL BENEFITS

- Deal Registration Discounts
- Deal Protection*
- Upfront and Renewal Discounts
- Incentive Programs
- Marketing Development Fund Eligibility

TECHNICAL BENEFITS

- Support Portal and Knowledgebase
- Training and Certification
- Dedicated SMB Support
- Level 1 and Level 2 Support

DEAL REGISTRATION

Deal registration rewards you with value-added services when you identify new opportunities and sell Trend Micro solutions to new or existing customers. As a qualifying partner, you can earn additional discounts each time a registered and approved customer purchases Trend Micro software or services, as a result of your value-added selling efforts.

* Inquire about availability in your region.

DEAL PROTECTION*

We recognize that you can put a lot of work into selling a solution, only to have the customer choose to buy through a different reseller. Deal protection compensates Gold and Platinum partners that aren't selected by the customer to close the sale, despite their hard work in identifying and registering the opportunity, and their value-added selling efforts. Trend Micro will evaluate the requesting partner's involvement, including value-added selling efforts, in determining the associated compensation.

SPECIALIZATION*

Specializations are an integral part of the Trend Micro Partner Program for resellers, and recognize your expertise and knowledge in key market segments and core solution areas. Specialization, which is earned by meeting a combination of training and certification requirements, allows you to:

- Further align your expertise with customer needs
- Differentiate your business
- Accelerate and maximize revenues and profitability
- Gain access to additional financial, marketing, and sales incentives



Small Business Security Specialization

More small businesses around the world rely on Trend Micro's security solutions to protect them than any other content security provider. Because our solutions are proactive, easy to use, and custom-built for small businesses, you can focus on running your business with market-leading IT security solutions.



User Protection Specialization

Consumerization is driving a big change in security focus—from devices to users. As users leverage cloud and mobility solutions to collaborate, organizations need greater visibility and control of their activities. Trend Micro User Protection solutions secure all users' activity - any application, any device, anywhere.



Hybrid Cloud Security Specialization

In an effort to reduce expenses, increase business agility, and better respond to changing business needs, most organizations are using or looking to use virtualization and the cloud. Trend Micro is the global market leader in server security. We provide dynamic, adaptive protection for data center and cloud environments.



Network Defense Specialization

Targeted attacks, custom malware, and advanced persistent threats (APTs) have proven their ability to evade conventional security defenses, remain undetected for extended periods, and exfiltrate corporate data and intellectual property. Security analysts and experts are increasingly recommending that enterprises redefine their security due diligence to embrace specialized threat detection technology, as well as a proactive process of real-time threat management.

You are encouraged to earn as many specializations as your business and resources can support.

* Inquire about availability in your region.

EDUCATION

The Trend Micro Education Program equips you with the knowledge and confidence needed to be successful. Partners can access a comprehensive selection of online self-assessment training courses to learn about and stay up to date with our products and solutions. Both sales training and technical sales training courses are offered.

In addition, we offer more in-depth, rigorous certification that enables partners to demonstrate their competency and knowledge by following one of two tracks: Trend Micro Certified Professional, for consultants who work with Trend Micro product solutions in enterprise environments, and Trend Micro Deployment Expert, for consulting architects with extensive experience designing, integrating, and deploying Trend Micro solutions in enterprise environments.

Certification requirements consist of a combination of classroom training, field experience, and assessment exams.

NOT-FOR-RESALE SOFTWARE

Complimentary Not-For-Resale (NFR) software is provided to partners to use in their internal and lab-testing environments, available through the Partner Portal.

ACCESS TO EXPERTS

Trend Micro provides you with quick and convenient access to specialized expertise including dedicated sales support personnel, marketing assistance, and technical and product support resources. Whether by phone, email, online or chat, we're here to help, with the answers, insights and guidance you need to further ensure success.

* Inquire about availability in your region.

Benefits

Reseller Program	Bronze	Silver	Gold	Platinum
General Benefits				
Welcome Kit	●	●	●	●
Annual Kit Update	●	●	●	●
Partner Portal Access	●	●	●	●
Newsletters	●	●	●	●
Trend Micro Logo Usage	●	●	●	●
Partner Satisfaction Surveys	●	●	●	●
Partner Locator - Trend Micro Website	Requires Specialization	●	●	●
Sales & Marketing Benefits				
Specializations	●	●	●	●
Dedicated Sales Resource	●	●	●	●
Online Sales Tools & Collateral	●	●	●	●
Online Events, Webinars	●	●	●	●
Sales Leads	Requires Specialization	●	●	●
Campaigns and Promotions	●	●	●	●
Partner Hotline	●	●	●	●
Not-For-Resale & Demo Software	●	●	●	●
MSRP Price Lists	●	●	●	●
MSP Program Eligibility	●	●	●	●
Access to Competitive Information	●	●	●	●
Pre-Release Software (Under NDA)		●	●	●
Customer Reference Submission		●	●	●
Quarterly Marketing Activities			●	●
Executive Connect			●	●
Support for Partner Events			●	●
Advisory Council Access			By invitation	By invitation
Global Customer & Partner Summit			By invitation	●
Financial Benefits				
Deal Registration Discount	Requires Specialization	●	●●	●●
Upfront Discounts	●	●●	●●●	●●●●
Renewal Discounts	●	●●	●●●	●●●●
Special Pricing Agreements Available	●	●	●	●
Internal Use Software Discounts	●	●	●	●
Support / Training Discounts	●	●	●	●
Incentive Programs	●	●	●●	Customized
Marketing Development Fund Eligibility			●	●
Deal Protection*			●	●
Rebates				●
Technical Benefits				
Support Portal & Knowledge Base	●	●	●	●
Technical Newsletter	●	●	●	●
Certification and Training	●	●	●	●
Dedicated SMB Support	●	●	●	●
Access to Level 1 Support	●	●	●	●
Customer Evaluation Software		●	●	●
Beta Participation and Software		●	●	●
Priority Access to Level 2 Support			●	●
Partner Online Case Management*			●	●
Custom Technical Training				●

Requirements

Reseller Program	Bronze	Silver	Gold	Platinum
Requirements				
Primary Business is Technology	●	●	●	Information available upon invitation
Existing Distribution Relationship	●	●	●	
Registration and Acceptance Agreement	●	●	●	
Security Practice or Experience		●	●	
Annual Revenue Commitment		●	●●	
Lead with Trend Micro Solutions			●	
Quarterly & Annual Business Review			●	

Trend Micro, at its sole discretion, reserves the right to modify and/or change the benefits and requirements associated with each partner level and specialization category without prior notice.

Distributors

Trend Micro is proud to work with a number of market leading and strategic distributors, across the globe. For the most up-to-date list, including contact information, please visit:

https://www.trendmicro.com/en_us/partners/distributors.html

Partner Success Stories

To read more about Trend Micro partner success stories, please visit:

https://www.trendmicro.com/en_us/partners/partner-stories.html

About Trend Micro

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For more information, please visit <http://www.trendmicro.com>.

Your Next Steps

Join the Trend Micro Reseller Program today and discover how we can help you further expand your business, revenues, profitability, and success. To register, simply complete the online registration form at <http://www.trendmicro.com/partners>, or contact Trend Micro directly.

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