



Trend Micro™

SMART PROTECTION NETWORK™

We look in more places to protect against threats

Trend Micro **Smart Protection Network** is global threat intelligence that rapidly and accurately collects and identifies new threats, delivering instant protection for data wherever it resides.

Criminal exploitation of cloud computing and the consumerization of IT, along with a rapid increase in hard-to-detect targeted attacks, puts new pressure on security vendors to protect their customers' data not only throughout their physical infrastructures, but in virtual, cloud and mobile environments as well.

To do this, we start with a better global threat intelligence engine. Ongoing advances in the depth and breadth of the Smart Protection Network allow us to look in more places than any other vendor for threat data, and respond to new threats more effectively.

HANDLING THE THREE Vs - VOLUME, VARIETY, AND VELOCITY

Today's threat environment means vendors have to deal with the 3Vs of big data: volume, variety, and velocity. Each of these is growing at an astounding rate and has required a shift in how security vendors manage today's threats. We collect massive amounts of threat-specific data from our global network of sensors as well as from our customers, then we use big data analytics to identify, correlate, and analyze new threats. This produces actionable threat intelligence we use to deliver immediate protection through our proven cloud infrastructure.

The results make their way into all Trend Micro products and services including mobile, endpoint, server, network, messaging, gateway, and SaaS offerings for consumers and businesses of all sizes. Today 48 of the top 50 global corporations rely on Trend Micro's ability to collect, identify and protect through the Smart Protection Network and ensure the volume, velocity and variety of threat data is managed efficiently and effectively.

HOW IT WORKS

The Smart Protection Network works in three distinct areas: collection, identification, and protection.

COLLECT IN VOLUME

Smart Protection Network cloud data mining framework collects more than 15 terabytes of threat data each day from across the globe for greater visibility into the nature of attacks. Threat data is continuously gathered through a worldwide network of honeypots, submissions, feedback loops, web crawling technologies, customers and partners, and our own Forward-looking Threat Researchers and TrendLabs researchers.

This data represents an ever widening breadth of different threat vectors, including URL, IP, domain, files, exploits, network traffic, command & control, threat actors, threat toolkits and techniques, and mobile apps to name a few. The unique challenge in this industry is the data flow never stops, hence security vendors have to build a reliable infrastructure to manage the ever increasing volume of threat data being propagated.

Sixty-Five million new attacks emerge every year. Smart Protection Network is designed to seek out the massive volume of data that can uncover these attacks.



By the numbers

Every second:

- Cybercriminals launch two new threats

Every year:

- 65 million new attacks emerge

Every day, Trend Micro Smart Protection Network:

- Correlates 16+ billion URL, email, and file queries
- Analyzes more than 15 terabytes of threat data
- Identifies and blocks 250+ million threats
- Has 1,200+ security experts working on surveillance and prevention

IDENTIFY THE VARIETY

We pioneered the use of big data analytics for data mining threat intelligence when we started building the Smart Protection Network some seven years ago. We host thousands of event feeds and stream billions of events in our data centers, and have become experts in the tools and techniques required to make sense of the variety of threats and attacks being perpetrated.

This includes traditional tools like Hadoop and MapReduce, but also customized tools to correlate critical relationships among all the components of an attack, and model cybercriminal behavior and the environments they work in to quickly determine whether something is good or bad. This modeling allows us to proactively identify new threats from the data streams using behavioral-based identification methods. By correlating global threat intelligence across many threat vectors, we can deliver protection against the many varieties of attacks today.

PROTECT WITH VELOCITY

It's critical to match the velocity of attacks with an equally fast response. Our proven cloud infrastructure allows us to rapidly deliver threat intelligence across physical, virtual, cloud, and mobile environments to protect data wherever it resides. We consistently demonstrate faster time to protect in independent tests.

By processing threat information in the cloud rather than on individual machines, we reduce the demand on system resources and eliminate time-consuming signature downloads. Higher performance and lower maintenance reduces operating costs as well.

AVAILABILITY

The Trend Micro Smart Protection Network delivers actionable global threat intelligence to all of Trend Micro products and services and is part of the cost of these solutions. Providing the most comprehensive coverage in the industry, it powers our consumer, SMB, Enterprise, and partner solutions across mobile, endpoint, server (physical & virtual), network, messaging, gateway, and cloud platforms.

For those organizations that have limited bandwidth or are concerned with privacy, we offer the Smart Protection Server, ensuring communications and queries stay within your local network.

Threat Intelligence Services powered by the Smart Protection Network are also now available.

Contact your Trend Micro representative or channel partner for more information or visit: <http://www.smartprotectionnetwork.com>

Benefits of using the Smart Protection Network's Global Threat Intelligence

- Collects more threat data from a broader, more robust global sensor network to ensure customers are protected from the volume and variety of threats today, including mobile and targeted attacks
- Identifies new threats faster using experienced, finely tuned custom data mining tools to root out new threats within the massive amount of data coming in every second of the day
- Protects through a proven cloud-based infrastructure that provides the fastest possible protection against new threats to minimize the risks associated an attack



©2012 by Trend Micro Incorporated. All rights reserved. Trend Micro, the Trend Micro t-ball logo, and Smart Protection Network are trademarks or registered trademarks of Trend Micro Incorporated. All other company and/or product names may be trademarks or registered trademarks of their owners. Information contained in this document is subject to change without notice. [DS01_SPN_120716US] www.trendmicro.com