



Trend Micro™

Smart Protection Network

Stop Web threats before they reach you. Security made smarter.

The Trend Micro Smart Protection Network is a next generation cloud-client content security infrastructure designed to protect customers from Web threats. By combining Internet-based—or “in-the-cloud”—technologies with smaller, lighter-weight clients, you will have immediate access to the latest protection wherever and however you connect— from home, within your company’s network or on the go. It’s security made smarter.

PROBLEM

The Internet has become a powerful platform that has changed the way we do business and the way we communicate. It offers anonymity, a growing user base, and evolving technologies that expose new, exploitable weaknesses. Anytime we browse the Web or click on a URL embedded in an email, we put ourselves and others at risk from Web-based threats. Today’s threat landscape is characterized by profit-driven cyber criminals, who have taken advantage of the evolution of the Internet to create a powerful underworld economy.

Today’s threats are sophisticated and dangerous. Web-based threats are multi-dimensional, coordinated attacks that can cause significant damages including financial losses, identity theft, and loss of intellectual property or trade secrets to name a few. Not just your information, but your personal and business reputation are at stake.

Malicious attacks have grown exponentially. In all of 1988, security vendors dealt with 1,738 unique threat samples. During the first two months of 2008 alone, 1.1 million unique samples were reported.¹ Trend Micro has seen a 1,731% increase in Web threats since 2005.

Security vendors are reacting by issuing more frequent pattern updates. This overwhelming increase in the number of threats and the consequent volume of updates has significant impact on the system resources required to manage these pattern downloads, often leading to critical performance issues—an approach that is not sustainable over time.

SOLUTION

The Trend Micro Smart Protection Network delivers security that’s smarter than conventional approaches by blocking the latest threats before they reach you. Leveraged across Trend Micro’s solutions and services, the Trend Micro Smart Protection Network combines unique “in-the-cloud” technologies and lighter-weight clients, providing stronger protection while reducing your reliance on time-consuming signature-downloads.

The Trend Micro Smart Protection Network offers real-time “better together” security against all types of threats—from malicious files, spam, phishing, and Web threats, to denial of service attacks, Web vulnerabilities and even data loss. Combinations of activities are correlated to determine if they are malicious. That’s because a single activity of a Web threat may appear harmless, but when several activities are detected together, they may present a malicious result.

Stop Web threats before they reach you. It’s security made smarter.

KEY COMPONENTS

- Web reputation technology
- Email reputation technology
- File reputation technology
- Correlation technology with behavior analysis
- Feedback loops
- Threat intelligence (threat collection and threat analysis)

KEY BENEFITS

- New threats, new defense
- Stronger, faster protection—lighter on your system resources
- Anywhere, anytime security
- Multi-layered protection
- Comprehensive security
- Better together security
- Backed by proven content security leadership and expertise

¹ Source: AV-Test.org



KEY COMPONENTS

Web Reputation

With one of the largest domain-reputation databases in the world, Trend Micro's Web reputation technology tracks the credibility of Web domains by assigning a reputation score based on factors such as a Web site's age, historical location changes and indications of suspicious activities discovered through malware behavior analysis.

Email Reputation

Trend Micro's email reputation technology validates IP addresses by checking them against a reputation database of known spam sources and by using a dynamic service that can assess email sender reputation in real time. Reputation ratings are refined through continuous analysis of the IP addresses' "behavior," scope of activity and prior history. Malicious emails are blocked in the cloud based on the sender's IP address, preventing threats from reaching the network or the user's PC.

File Reputation

In-the-cloud file reputation technology checks the reputation of each file hosted on a Web site or attached to an email against an extensive database before permitting user access. High performance content delivery networks and local caching servers ensure minimum latency. Since the malware information is stored in the cloud, it is available instantly to all users on the network.

Correlation with Behavior Analysis

Correlation technology with behavior analysis correlates combinations of activities to determine if they are malicious. A single activity of a Web threat may appear harmless, but when several activities are detected together, they may signal a malicious result. By correlating the different components of a threat and continuously updating its threat databases, Trend Micro has the distinct advantage of being able to respond in real time, providing immediate and automatic protection from email and Web threats.

Feedback Loops

Integrated feedback loops provide continuous communication between Trend Micro products, and the company's 24/7 threat research centers and technologies in a two-way update stream. Each new threat identified via a single customer's routine reputation check automatically updates all of Trend Micro's threat databases, blocking any subsequent customer encounters of a given threat. Because the threat information gathered is based on the reputation of the communication source, not on the content of the specific communication, the privacy of a customer's personal or business information is always protected.

Threat Intelligence

With 20 years of leadership in Internet content security, Trend Micro maintains data centers in five locations around the globe, processing more than 1.2 terabytes of data every day. TrendLabs™—Trend Micro's global network of research, service and support centers—is committed to constant threat surveillance and attack prevention. With more than 1,000 security experts worldwide and 24/7 operation, TrendLabs delivers real-time security measures designed to detect, pre-empt, and eliminate attacks.

The Trend Micro Smart Protection Network continuously processes the threat intelligence gathered through its extensive global network of honeypots, submissions, feedback loops, Web crawling technologies, customers, partners and TrendLabs threat research to deliver automatic, real-time protection against the latest threats. The threat data gathered is analyzed and correlated in real time via queries of Trend Micro's malware knowledge databases and by TrendLabs.

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

BY THE NUMBERS

- Trend Micro Smart Protection Network handles more than five billion URL, email, and file queries daily.
- Trend Micro processes more than 50 million IP addresses and URLs daily.
- More than 250 million sample submissions originate from Trend Micro's comprehensive, global threat collection system of traps, honeypots, product feedback loops, and other proven collection techniques.
- Trend Micro maintains datacenters in five locations around the globe, processing more than 1.2 terabytes of data every day.
- Trend Micro has more than 1,000 security experts committed to constant global threat surveillance and attack prevention.
- Every day, Trend Micro breaks 8 to 10 million infections.