

Trend Micro Launches Worry-Free 9.0 to Enhance Security for Small Businesses

Solution provides complete user protection with integrated mobile device security

[Trend Micro Incorporated](#) (TYO: 4704;TSE: 4704), the global leader in small business content security¹, today announced upgrades to [Trend Micro™ Worry-Free™ Business Security](#), with version 9.0 to equip small businesses with enterprise-grade security capabilities that address and mitigate threats across endpoints, from desktops to mobile. The offering is the only small business solution widely available in the market that provides comprehensive user protection with integrated mobile device security with the option of cloud management.

"Since small businesses are experiencing a [surge in BYOD](#), Trend Micro is committed to providing solutions with dynamic, yet affordable, security capabilities that deliver greater functionality and ease-of-use across their operation," said Eric Skinner, vice president, solutions marketing, Trend Micro. "With integrated mobile device protection, Worry-Free Business Security provides a comprehensive approach to security, whether in the office or on-the-go. We've also kept our channel partners in mind with a cloud-based management tool that makes it easier and more cost-effective to provide security support for their customers."

According to IDC, from 2012 to 2013, the use of BYOD smartphones in U.S. small businesses increased from 53 percent to 88 percent². During the same period, BYOD tablet usage increased from 30 percent to 56 percent. These findings demonstrate the growing need for small businesses to evolve their security strategy and provide protection for all endpoints—from PCs and Macs, to mobile platforms.

Additional studies show that the stakes are higher than ever given the influx of mobile threats. [Threat research findings](#) released in March 2014 by Trend Micro reveal that high-risk mobile malware apps have reached 2 million since tracking began in 2004. The one million mark was met just six months ago. In comparison, it took 22 years for PC malware to reach the same number.

To address these trends, Worry-Free Business Security 9.0 provides new features including:

- Integration with Microsoft Exchange ActiveSync for simplified mobile device management
- Enhanced security policies including Remote Wipe and Device Access Control capabilities to securely remove all data from BYOD devices in the event of theft or data breach
- Support for Windows 8.1, Microsoft Exchange 2013, and improved security for Mac platforms
- Universal performance improvements, decreasing scan and installation time
- Overall usability and detection improvements

To support channel partners, Trend Micro offers Trend Micro™ [Worry-Free™ Remote Manager](#), a cloud-based tool that provides centralized management for their on-premise and hosted customers to help increase profitability by reducing management and service costs.

To learn more about how Trend Micro is protecting and securing small businesses, please visit: <http://www.trendmicro.com/SmallBusiness>.

About Trend Micro

Trend Micro Incorporated, a [global leader in security software](#), strives to make the world safe for exchanging digital information. Built on 25 years of experience, our solutions for consumers, businesses and governments provide layered [data security to protect](#) information on mobile devices, endpoints, gateways, servers and the cloud. Trend Micro enables the smart protection of information, with innovative security technology that is simple to deploy and manage, and fits an evolving ecosystem. All of our solutions are powered by cloud-

based [global threat intelligence](#), the Trend Micro™ Smart Protection Network™ infrastructure, and are supported by over 1,200 threat experts around the globe. For more information, visit TrendMicro.com.

1 Canalys ["Content security market trends: small business segment"](#) April 2014

2 IDC, ["The Right Security Solutions for Small Businesses"](#) May 2014

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