Trend Micro Redefines Endpoint Security with Trend Micro Apex One™

All-in-one advanced endpoint security solution automates detection & response, delivers insight for stretched IT and security teams

DALLAS--(BUSINESS WIRE)--Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in cybersecurity solutions, today launched the evolution of its advanced endpoint security offering. Now re-branded as Trend Micro Apex One™, the product redefines endpoint security with the sheer breadth of capabilities delivered as a single agent, with consistency across SaaS and on-premises deployments. This simplified offering enhances automated detection and response and provides actionable insights that maximize security for customers and offers growth opportunities for the channel.

Overextended IT security teams are increasingly overwhelmed by the number of products required to fully protect their endpoints. Combined with an increasing number of alerts and siloed log information, there is a struggle to respond quickly enough to today's advanced threats.

"Our latest release has advancements that address the most pressing endpoint security issues being faced in the industry today," said Kevin Simzer, chief operating officer for Trend Micro. "Despite the claims of some so-called 'next-gen' vendors, effective protection requires multiple layers of security, which is foundational to our strategy. Apex One™ is a fantastic choice for businesses seeking to displace traditional AV or struggling next-gen deployments."

Trend Micro Apex One™ delivers three key highlights:

- Automated Detection & Response:
  Apex One™ is built upon the XGen™ security techniques, which is a cross-generational blend of threat defense functionality that intelligently applies the right technology at the right time. The product includes the industry's most timely virtual patching capabilities powered by Trend Micro's Zero Day Initiative, along with a range of modern technologies to detect and block advanced attacks, including fileless threats.
- Actionable Insights:
  Apex One™ introduces significantly expanded endpoint detection and response (EDR) capabilities. Additionally, it connects to Trend Micro's managed detection and response (MDR) service option that boosts in-house teams with threat hunting and alert monitoring.
- All-in-one:
  Apex One™ offers an industry-leading breadth of capabilities from a single agent, while many vendors are still only shipping two or more. In particular, Apex One™ powerful EDR with the automated detection & response tools, simplifying deployment and eliminating silos.

Together, these key highlights of Trend Micro Apex One™ provide a major growth opportunity for channel partners looking to offer a higher-value product that meets the security needs of enterprises.

"These days both channel leaders as well as discerning IT decision makers can end up confused due to the level of noise in the cybersecurity market. When it comes to endpoint security I encourage a focus on the proven performance, security improvements, and flexibility of delivery models of each solution in consideration," said Doug Cahill, senior cybersecurity analyst and group director at ESG. "By offering automated detection and EDR investigation in a single agent that is easy to deploy and provides the right defense at the right time, Trend Micro offers a modern approach to endpoint protection."

"Our business is faced with constant security pressures, needing to defend against increasing threats like fileless malware and ransomware while meeting security compliance standards," said Tim Masey, Director of Cybersecurity for Carhartt. "Today, Trend Micro provides us with effective advanced endpoint security and we look forward to the expanded capabilities of Apex One™."

The product's single agent form factor, available in November 2018, eases deployment while addressing today's demanding protection and compliance requirements. Apex One™ furthers Trend Micro's existing OfficeScan product and current OfficeScan customers will receive Apex One™ as a regular update at no additional cost; certain features such as EDR investigation require additional licensing, depending on current entitlements.

For more information, please visit:www.trendmicro.com/apexone.

About Trend Micro

Trend Micro Incorporated, a global leader in cybersecurity solutions, helps to make the world safe for exchanging digital information. Our innovative solutions for consumers, businesses, and governments provide layered security for data centers, cloud environments, networks, and endpoints. All our products work together to seamlessly share threat intelligence and provide a connected threat defense with centralized visibility and control, enabling better, faster protection. With more than 6,000 employees in over 50 countries and the world's most advanced global threat intelligence, Trend Micro secures your connected

world. For more information, visit www.trendmicro.com.

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