

THE FOURTH IN A SERIES OF 4 >

PUTTING THE NETWORK SECURITY PIECES TOGETHER

▶ **AS PREVIOUS** articles in this series have explained, corporate IT networks have long been under assault from outside forces.

In recent years, however, these threats have become more sophisticated than ever before. No longer focused merely on hacking or denial-of-service, cyber-criminals now aggressively strike at the heart of corporate value, seeking to steal vital financial and other proprietary information that they can sell on the black market.

Unfortunately, traditional security solutions are simply not up to the task since hackers have taken to the cloud to propagate their attacks and stealing information, but Trend Micro has been pioneering security utilizing the cloud to thwart these attacks.

A REVOLUTIONARY IT SECURITY MODEL

Enter Trend Micro's™ "Smart Protection Network™"—one of the most revolutionary IT security infrastructures ever created. Built around a next-generation, cloud-centric architecture, the Smart Protection Network is designed to block malware threats *before* they have the opportunity to infiltrate IT networks. And if data-sharing malware already has intruded, the Smart Protection Network prevents compromised data from being sent back out to malicious servers.

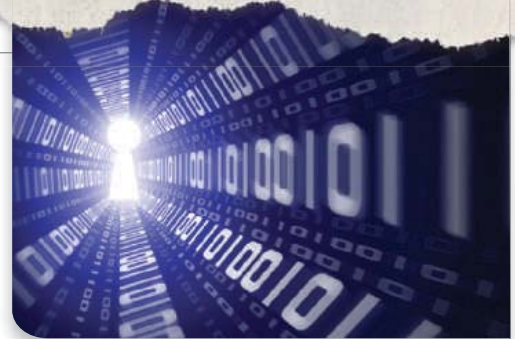
Among the cornerstones of the Smart Protection Network are a suite of "reputation technologies" that ensure that only legitimate, or "reputable," data are being passed into and out of the corporate network. These technologies include: (1) web reputa-

tion technology, which analyzes and halts malicious web traffic by monitoring URL changes and other suspicious behavior; (2) email reputation technology, which stops email-based threats by validating IP addresses against a large and dynamic database of email sources; and (3) file reputation technology, which frees endpoint resources by moving pattern files to the cloud.

CORRELATION TECHNOLOGY AND BEHAVIOR ANALYSIS

As powerful as these technologies are individually, it is how they work together that gives the Trend Micro Smart Protection Network its greatest strength—its ability, not possessed by most conventional security solutions, to thwart "disaggregated" assaults. In times past, most IT threats were self-contained—a single virus, a single hacking attempt, and so on. Now, cyber-criminals are able to create malicious software that trickles into a network in tiny, seemingly harmless code blocs that reassemble once inside the network in order to wreak their damage.

Because of their perceived innocence, these code blocs can escape detection even by threat monitors with robust, information-rich databases. But the Trend Micro Smart Protection Network uses correlation technology and behavioral analysis to identify and halt the attacks. Correlation technology, for instance, examines relationships among the different elements of a "quiet assault" in order to create a holistic and coherent picture of its potential dangers. In so doing, the system can determine in real-time whether putatively harmless components do



indeed constitute an emergent threat—in time to act before that threat actually materializes.

The Smart Protection Network also uses behavior analysis to correlate activities within a single session on the same protocol, as well as activities that occur during multiple network sessions on a common protocol. Activities of multiple sessions and different protocols are also correlated in order to identify suspicious combinations of activities, such as an email containing an apparently harmless URL link that is nevertheless connected to a web page hosting a malicious downloadable file.

A BATTLE-TESTED SOLUTION

Of course, the Trend Micro Smart Protection Network, which powers most of Trend Micro's solutions, would be of little value if it were mere theory. But it is in its battle-tested deployment on thousands of IT networks that this revolutionary new security strategy has proven its real mettle. The numbers speak for themselves: each day, Trend Micro blocks and neutralizes 1 billion malicious threats accessed by its customers. That's a record of accomplishment that should appeal to any corporate IT manager concerned about the modern and increasingly malevolent security threats that continue to rise up all around them. ♦

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CUT COSTS UP TO 40%.*
Think better protection has to cost more?

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*A recent, independent research study shows that Trend Micro™ Enterprise Security, powered by the Trend Micro Smart Protection Network,™ can lower your management costs by up to 40%. That's because this next-generation, cloud-client security infrastructure enables a unique combination of solutions and services to stop threats before they reach your network, significantly reducing enterprise risk and productivity loss. Enterprises around the world are saving big and you can too. Run the numbers and see how the Trend Micro Smart Protection Network can help you reduce costs without compromising security.

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