

Trend Micro™

SMART PROTECTION NETWORK™

High performance global threat intelligence for your connected world

The Trend Micro™ Smart Protection Network™ mines data around the clock and across the globe to ensure that you are always protected. We employ advanced detection analytics to immediately stamp out attacks before they can harm you. And the same accelerated cloud security powers all of our products and services, protecting millions of businesses and users around the globe.

Our threat researchers and data scientists use the latest techniques to analyze data combined with automated processes, such as Artificial Intelligence (AI) and machine learning, to identify threats in real time. We rapidly and accurately collate this wealth of global threat intelligence using predictive analytics to customize protection against the threats that are most likely to impact you.

To maintain this immense scale of threat protection, we've created one of the world's most extensive cloud-based infrastructures, delivering automatic correlation of threats for customized protection, giving you threat visibility across platforms, security layers, and users globally. The Smart Protection Network, powered by XGen™, delivers a connected, cross-generational blend of threat defense techniques optimized for your enterprise.

HOW IT WORKS

The Smart Protection Network is segmented into three distinct areas: collection, identification, and protection.

COLLECT IN VOLUME

The Smart Protection Network collects terabytes of threat data every day through a global network of honeypots, submissions, feedback loops, and web-crawling technologies. We combine this data with insights from customers, partners, and our own threat researchers to provide greater visibility into the nature of attacks.

The collected data includes an ever-growing volume of threat vectors, including threats associated with URLs, IPs, domains, files, exploits and vulnerabilities, network traffic, command and control, cybercriminal undergrounds, threat toolkits and techniques, and mobile apps.

With threat actors located in every corner of the world, and more than 6 billion new, unique threats emerging every year, only the Smart Protection Network is designed to collect the massive volume of data needed to discover and protect from the ever-increasing flow of attacks.

BY THE NUMBERS

The Trend Micro Smart Protection Network:

- Receives trillions of threat queries per year
- Analyzes 100s of terabytes of threat data per day
- Identifies billions of new, unique threats yearly
- Blocks 100s of millions of threats targeting our customers daily
- Has 450+ internal threat researchers and data scientists
- Has over 3,500 external white hat researchers supporting our bug bounty program, the [Zero Day Initiative](#)
- Protects more than 500,000 businesses and millions of consumers globally

IDENTIFY THE VARIETY

We pioneered the use of big data analytics for threat intelligence when we started building the Smart Protection Network in 2005. This infrastructure hosts thousands of event feeds and streams billions of events in our data centers, and has helped us to become experts, applying the tools and techniques required to make sense of the variety of threats and attacks being perpetrated.

Our customized expert tools can correlate critical relationships among all the components of an attack, and model cybercriminal behavior and the environments in which they work, to quickly determine the type and degree of threat. This modeling allows us to proactively classify new threats from the data streams using behavioral-based AI and machine-learning identification methods. Our threat defense experts analyze the results of this modeling to determine the most effective means of identifying future variants of threats, eliminating the need for updates. By correlating the knowledge we gain with global threat intelligence across multiple vectors, we deliver effective 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, combined with our XGen™ security capabilities, allows us to rapidly deliver connected threat intelligence across physical, virtual, cloud, and mobile environments to protect data wherever it resides. By applying our in-depth expertise on threats, our data scientists constantly develop proactive capabilities that identify new threats without pausing for an update. In independent tests, we consistently demonstrate faster time-to-protect than other vendors.

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 requirements also reduce operating costs.

AN IMPRESSIVE SET OF LAYERED DEFENSES TO PROTECT YOU AND YOUR DATA

PROTECTION	BENEFIT
Web Reputation	Blocks users from accessing compromised or malicious websites by tracking the credibility of web pages and domains
Email Reputation	Blocks spam and phishing emails that use social engineering before they reach you
File Reputation	Checks the reputation of each file (including metadata such as prevalence, age, and geolocation) against an extensive database in the cloud before permitting user access, freeing you from dealing with oppressive pattern files
Mobile App Reputation	Protects you against malicious apps by dynamically collecting and rating mobile applications for malicious activity, resource usage, and privacy violations
IoT Reputation	Analyzes billions of transactions every day, collected from tens of millions of sensors and devices from all over the world, to protect people and organizations against malicious IoT devices.
Command and Control Communication	Quickly identifies botnet or targeted attack behaviors by identifying communications between targets and threat actors' servers
Vulnerabilities and Exploits	Rapidly discovers and protects you against known and zero-day exploits by virtually patching newfound vulnerabilities
Whitelisting	Protects against false positives using in-the-cloud whitelists from one of the world's largest databases to focus threat research efforts
Threat Actor Intelligence	Proactively protects against new threats using active research and investigation to identify new attack methods before they are used by cybercriminals
Big Data Analytics and Data Mining Correlation	Provides immediate and automatic protection from a multitude of threats by continuously updating and correlating massive amounts of global threat intelligence
Artificial Intelligence & Machine Learning	Proactive detection of 0-hour threats using advanced detection capabilities. Trend Micro has been a pioneer in the use of AI/ML for over 13 years and utilize this in over 20 areas within cybersecurity.
Smart Protection Server	Safeguards network bandwidth, endpoint efficiency, and privacy by performing web and file reputation queries directly to local servers, instead of the public cloud
Smart Feedback	Speeds protection by automatically updating Trend Micro's global threat intelligence each time a new threat is identified on a single customer's routine reputation check

AVAILABILITY

The Trend Micro Smart Protection Network delivers actionable global threat intelligence to all 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, commercial, and partner solutions across mobile, endpoint, server (physical, virtual, cloud, and container), 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 that communications and queries stay within your local network.

Contact your Trend Micro representative or channel partner for more information, or visit www.trendmicro.com/spn.

KEY BENEFITS

The Trend Micro Smart Protection Network:

- Collects more threat data from a broader, more robust global network of millions of sensors
- Identifies new threats faster using expert-designed, finely tuned custom data mining tools
- Protects through proven advanced detection analytics
- Powers key Trend Micro solutions across hybrid cloud, network, and user environments



Securing Your Connected World

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