Why were brakes put on cars?

a) To **slow** the car?

b) To allow them to drive **faster**?

TREND MICRO™

Why does the cloud need security?

a) To **slow** adoption?

b) To allow you to adopt **faster**?

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... but many are finding security is slowing things

- Minutes to deploy a server...
weeks to secure it

- Virtual scale beyond physical limits...
hitting a wall on security

- Servers that share resources...
security that consumes it

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Traditional brakes don't help in the cloud.

New environment requires new approaches.

Provides comprehensive protection with a single point of control close to your assets

1. Context of the asset allows you to provide better protection with lower false positives and better performance

2. Multiple control types allow you to deploy the one best suited to address a specific risk

3. Protection that moves with the asset regardless of location or length of existence reduces complexity and makes compliance easier

too big   too small

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Allows seamless transition from physical to virtual to cloud

1. Single management point
2. Single expression of security policy (or rules)
3. Consistent control types across the multiple environments

…but optimized for each

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Lowers operational costs through security automation

1. Out of the box integration with common components of a security eco-system

2. Automation tasks from deployment to reporting and everything in-between

3. Programmable API's for more in-depth integrations

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Trade fixed costs for variable costs with pay per use models

1. $0 up front costs

2. Metered usage… pay for only
   - what controls you use
   - the length of time you use them
   - the size of instance you use them on

3. Pay in advance or pay in arrears
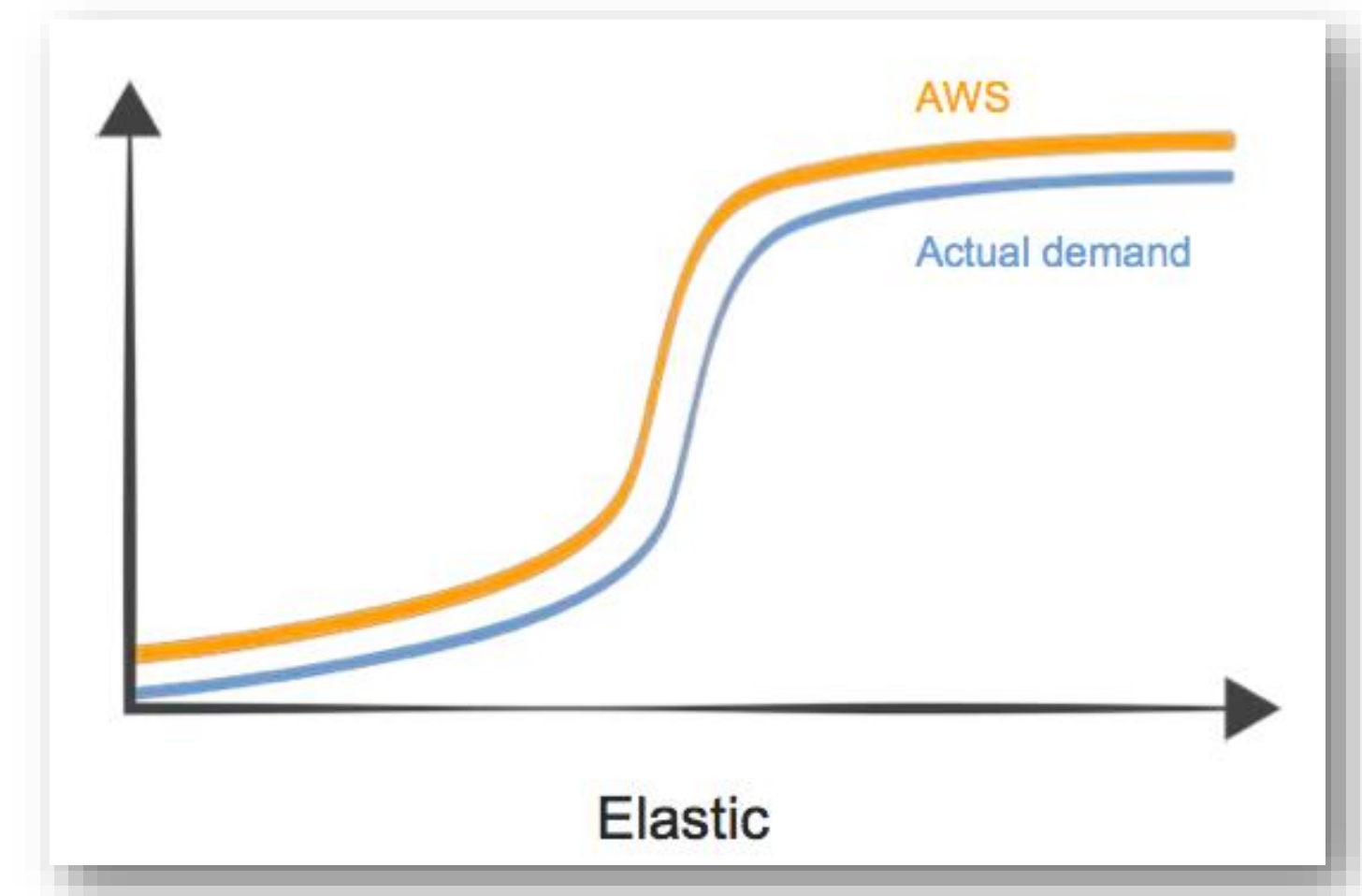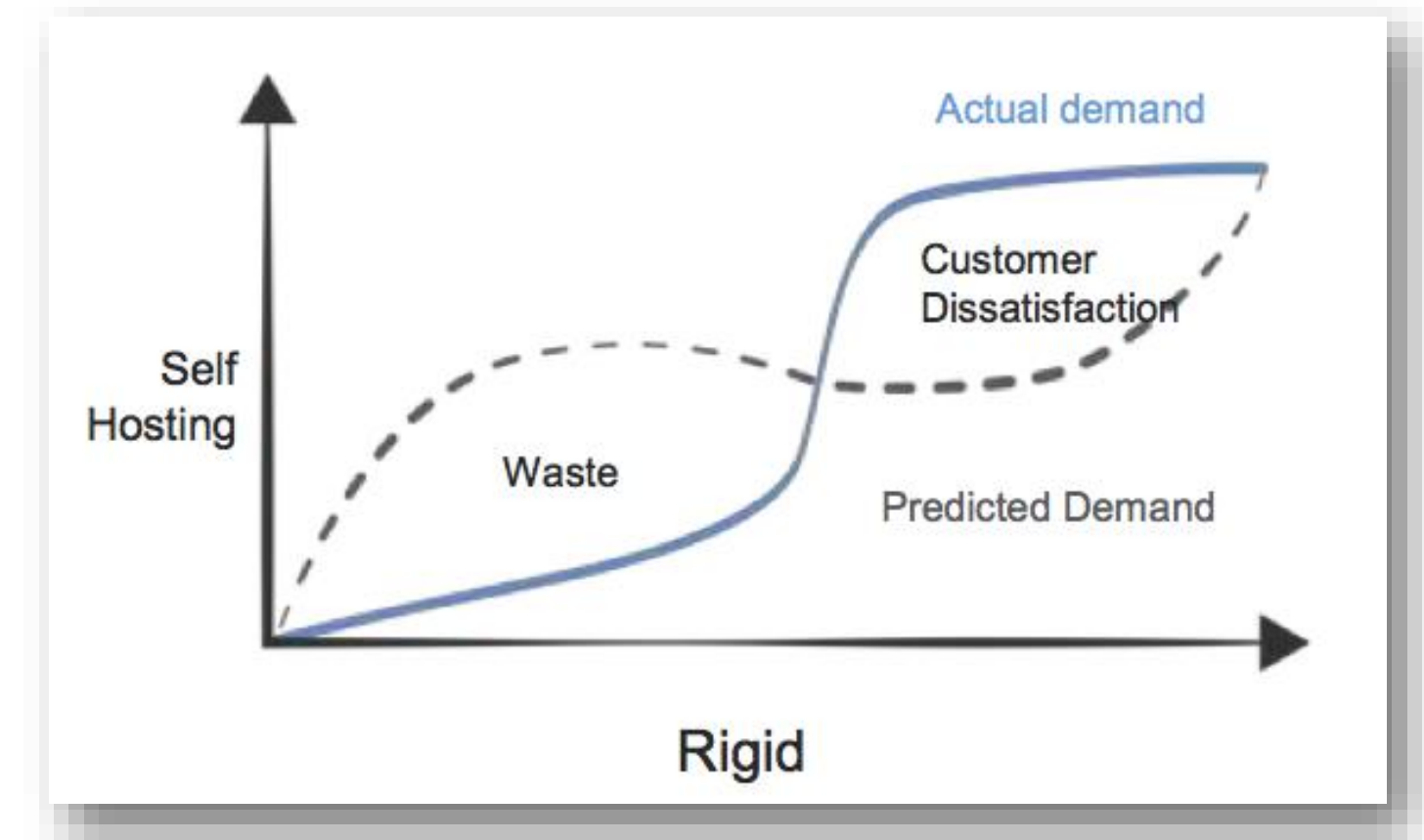
Supports a security as a service organization

1. Support the many internal "clients" by asset type, data sensitivity and compliance regime
2. Metered usage and reporting by internal "client" to quantify the value provided
3. Medium to high separation of data without separate systems

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In summary, look for security that

1. Provides comprehensive protection with a single point of control close to your assets
2. Allows seamless transition from physical to virtual to cloud
3. Lowers operational costs through security automation
4. Trades fixed costs for variable costs with pay per use models
5. Supports a security as a service organization

TREND MICRO™

Thank you.

Learn more at www.trendmicro.com/us/enterprise/cloud-solutions/deep-security

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