



Securing Your Web World



Trend Alliance Partner Program Overview for Consulting and Services Partners

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Classification

Agenda



- Introduction
- Partnering with Trend
- Program Overview and Objectives
- Participation Requirements
- Next Steps/Q&A

Company Overview



- A pioneer and global leader in content security for businesses and consumers

- Founded: United States in 1988
- Headquarters: Tokyo, Japan
- Employees: 2,600+
- Operations in more than 30 countries
- 2005 revenue: *US\$660.7 million
- NASDAQ (TMIC); Tokyo Stock Exchange (4704)



CEO Eva Chen

* Equivalent to 62.05 billion JPY, at an exchange rate of 105.63 JPY = 1USD

Company Overview



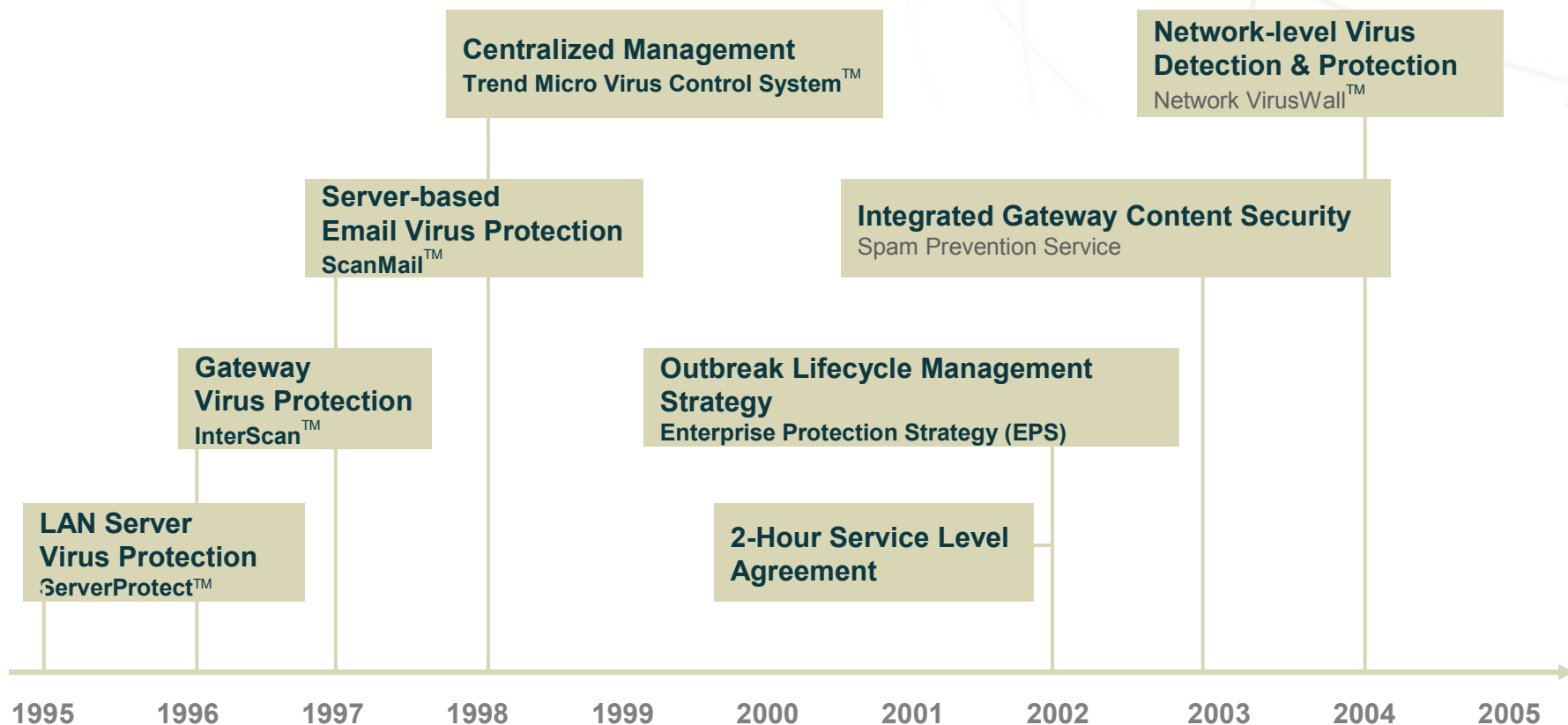
- **Our Vision:**
 - Create a world safe for exchanging digital information
- **Our Mission:**
 - Ensure operational continuity against unpredictable, malicious threats
- **Our Strategy:**
 - To provide timely updates for threat management by integrating with network information flow

Company Overview

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Our Innovation: A History of Industry Firsts



Enterprise Security Framework



Trend Micro's security framework establishes the key components of a well-defined security strategy, which creates synergies that enable achievement of organizational objectives



MONITOR

- Monitors the network and the Internet for potential threats at all times
- Detects known and unknown threats in real time with superior accuracy



ENFORCE

- Ensures security compliance on every device that connects to the network
- Blocks devices with known threats or outdated security until cleaned or updated



PREVENT

- Thwarts damage by stopping known and unknown threats as soon as they are detected
- Guards every network entry point
- Delivers a rapid outbreak response and Isolates infected network segments



RECOVER

- Recovers damaged devices quickly
- Automated cleanup of viruses, worms, Trojans and spyware
- Removes threats from managed and unmanaged clients, even remote devices

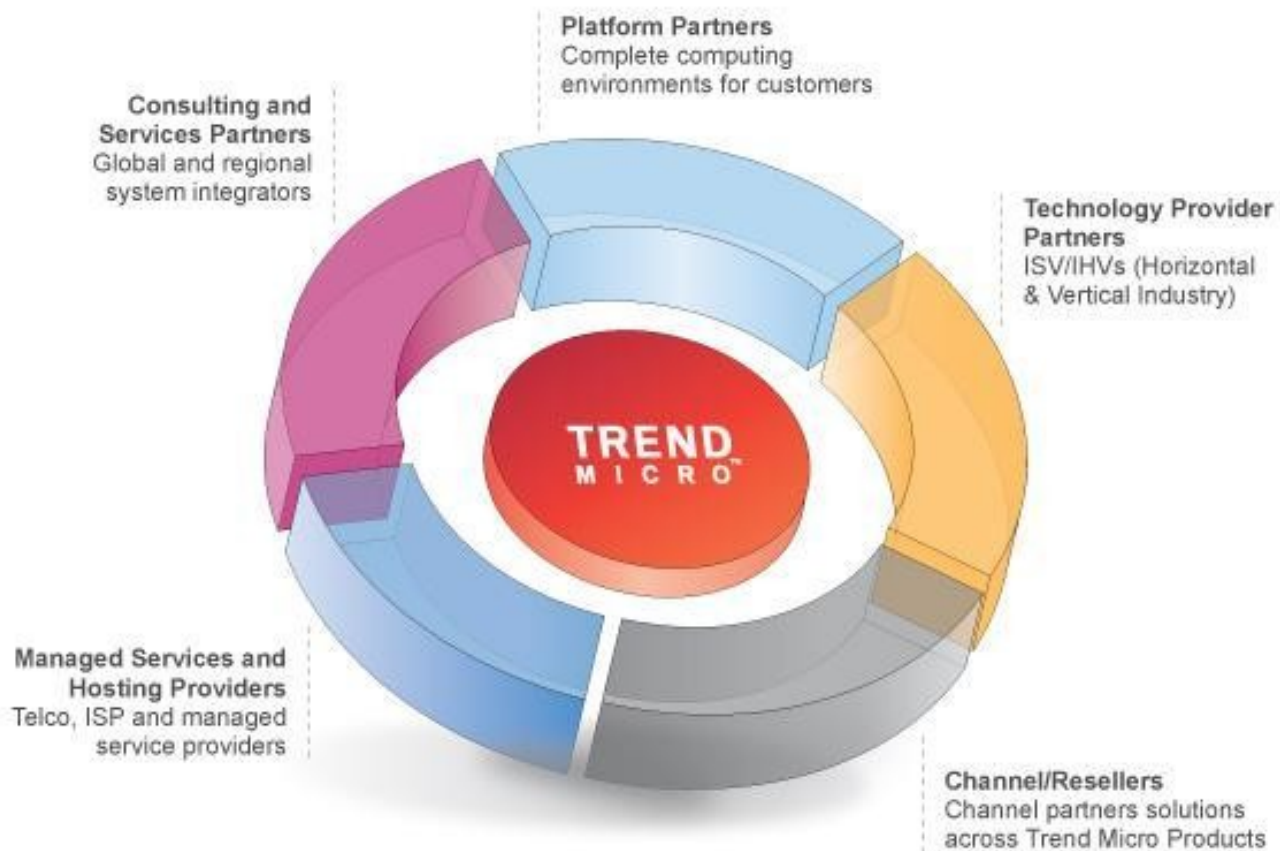
Supported by Trend Micro's Central Management Capability, these components converge to create the framework for the most comprehensive Enterprise Protection Strategy available today

Partnering with Trend

Participating in Trend Micro's Partner Ecosystem



TREND MICRO PARTNER ECOSYSTEM



Consulting and Service Provider Specialized Program and Resources



The Trend Micro Alliance for Consulting and Service partners program is designed to empower Trend Micro System Integrator partners to create value for our joint customers.

- Some program highlights include:
 - Flexible licensing and procurement options
 - Free and Discounted Product Training and Certification Classes
 - Global discounts on Trend products and services
 - Free software licenses for lab and testing use
 - Prioritized access to Trend Interoperability and eLabs
 - Joint Sales Support
 - Dedicated partner portal for access to the latest information on Trend software and technology.
 - Early Access to new products and technologies
 - Prioritized Support
 - Joint Customer education programs

Program Participation Levels



Strategic

You are a global market leader, selectively chosen by Trend Micro, who is making a significant strategic investment in and commitment to Trend products, technology, vision and go-to-market initiatives.

Premier

You are experienced in delivering or integrating with Trend solutions and have achieved a high level of customer satisfaction. Premier partners enjoy enhanced benefits plus access to internal Trend Micro resources.

Associate

Your organization has taken the first step in building a relationship with Trend Micro. Associate level membership provides an introduction to the broad array of program benefits and support that help you build your business with Trend.

Alliance Partner Portal



- One stop shop for the latest information in doing business with Trend Micro.
- Associate and Premier partners gain access to product and sales information.
- Strategic members have dedicated portal.
- On-demand Product updates and training
- Newsletters to get the latest info in new product and business opportunities.
- Who to call at Trend for help.

Trend Micro Premium Support

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- Designated Technical Account Manager
- 24X7 access to support**
- Urgent priority handling
- Enhanced online resources
- Proactive threat notification (personal)
- Available options for global support and an exclusive Technical Account Manager



Benefits

- ✓ Enhances network security
- ✓ Resolves support issues faster
- ✓ Provides high responsive, personalized service
- ✓ Offers access to in-depth technical expertise
- ✓ Helps to prevent problems before they occur

** May differ in certain regions

Product and Services Licensing Tailored for Consulting and Services Partners



	<i>Standard</i>	<i>Resale</i>	<i>Usage-based</i>
Custom Consulting Engagements		●	
Outsourcing Engagements	●	●	●
Hosted/Managed Services			●
Internal Use	●		

Standard Discounts and Product Licensing



Designed to specifically support outsource customers and internal use of Trend products and services.

- Benefits
 - Covers all Trend products and services
 - Licenses assignable to clients, upon termination
- Qualifications
 - Completed consulting and services partner and purchasing agreements
- Discounts
 - Tiered globally applicable discounts, based on membership level and revenue attainment.

Custom Consulting Engagements

Resale of Trend Micro Products



- Designed to empower your business to respond to custom consulting engagements and opportunities
 - Benefits
 - Added flexibility in the way you deliver your services (custom, or outsource)
 - Leverage your global discounts directly with clients
 - Support business services such as procurement consolidation
 - Qualifications
 - Completed consulting and services partner and purchasing agreements

Usage-based Licensing

Subscription licensing for partners



Designed specifically to support managed application, service, and hosting providers.

- Benefits:
 - Dynamic licensing, pay only for what you use
 - Subscription pricing based on monthly usage rate
 - Monthly or quarterly billing
 - Used to support multiple customers
- Qualifications:
 - Hosted application or service
 - Multi-tenancy, multiple customers serviced off the same application infrastructure
- Limitations:
 - Service-based license: neither provider or client will hold title to the license
 - Non-assignable: service license cannot be assigned by a service provider to a client
 - Trend software only offerings
- Discounts:
 - Service discounts apply based on program membership level and target revenue attainment.

CSP Program Benefits Partnership



Benefits	Associate	Premier	Strategic
Alliance Partner Program Portal: Access to the partner portal put you in touch with the latest information for Trend partners	X	X	Dedicated Partner Portal
Partner News Quarterly Newsletter: Regular communications on developments and new program offerings for Trend partners.	X	X	X
Partner Response Center: Partner response center provides access to partner resources and answers to questions by simply picking up the phone.	X	X	X
Quarterly Product Reviews: Invited to attend quarterly product review web casts to provide the latest information on Trend products.	Web casts	Web cast/Onsite	Web cast/Onsite
Partner Advisory Council: The partner advisory council provides a forum for our partners executives and Trend executive to connect.	N/A	Eligible	X
Executive Sponsorship: Executive sponsors are assigned by Trend to ensure ongoing relationship health and connection at an executive level between organizations.	N/A	Eligible	X
Alliance Management: As an alliance partner you will have access to Trend business and technical resources to help build our joint business opportunities.	Partner Contact Center Resource	Named	Dedicated

* benefits and requirements subject to change at the discretion of Trend Micro

CSP Program Benefits

Marketing



Benefits	Associate	Premier	Strategic
Partner Events: Trend will from time to time sponsor events for partners or invite partners to participate as part of Trend's presence at industry tradeshows.	X	X	X
Partner Marketing Initiatives: From time to time Trend sponsors opportunities for partners to participate in Trend Marketing Programs and Initiatives focused at specific customer or technology issues.	Based on applicability	Based on applicability	Based on applicability
Promotion on Trend Partner Website: Trend will list partner on the Trend website in accordance with your specific level and partner type.	X	X	X
Trend Solutions Catalog Listing: Trend provides an ability for partners to be listed in the Trend partner catalog highlighting the company description, joint value proposition with Trend and applicable products.	X	X	X
Alliance Partner Logo Usage and Media Kit: As an alliance partner you will have access to the appropriate partner logo to be displayed on your website, in print materials, presentations, or other customer visible media.	X	X	X
Partner Co-Marketing Fund: Alliance partners can also benefit from co-marketing funds to drive joint business. The may be aligned with specific strategic marketing initiatives.		Eligible	X
Alliance Marketing Manager: Access to Trend resources to assist with the marketing of the joint solution with Trend and/or participation in Trend marketing initiatives.	Partner Contact Center Resource	Named	Dedicated

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CSP Program Benefits

Sales



Benefits	Associate	Premier	Strategic
Competitive Information: Competitive Information on Trend Micro products and services is provided under the terms of the non-disclosure agreement associated with you program membership.	X	X	X
Partner Sales Toolkit: Customer presentation and sales materials on trend products and services	X	X	X
Opportunity Registration: Opportunity registration allows both parties to share and coordinate sales engagements with joint customers	N/A	Eligible	X
Trend Sales Events: Trend conduct regular events to update our sales teams on our latest products and partners.	By Invitation	By Invitation	By Invitation
eDemo Centers: Trend eDemo centers allow you to easily demonstrate Trend micro products over the web for your prospective clients.	By Reservation	By Reservation	By Reservation
Regional Sales Lead: Local contacts are key to driving global business regional sales leads can help coordinate local opportunities.	N/A	N/A	Named
Product Brochures: As a partner you have access to trend micro brochures and associated sales materials through the Alliance Partner Portal.	X	X	X
Promotions: From time to time Trend will offer specific promotions to help drive specific business opportunities together.	N/A	X	X

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CSP Program Benefits Learning



Benefits	Associate	Premier	Strategic
On-Demand Training Content: On-demand product training content is available to partners through the Alliance Partner Portal	X	X	X
Technical Education & Certification Courses: As a program members you are eligible for training credits based on your member level that provide you free access for a number of employees to Trend Micro classes.	Train up to 2 people on 2 technical/certification classes each	Train up to 3 people on up to 4 technical/certification classes each	Train up to 7 people on 3 technical/certification classes each
Additional Courses: Partners are eligible for discounts on additional courseware, training, and certification courses.	10% Discount	15% Discount	20% Discount

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CSP Program Benefits Technology



Benefits	Associate	Premier	Strategic
Advanced Beta Program Access: Be invited to participate in Trend Micro early-access product programs.	X	X	X
Access Trend eLabs: Trend eLabs allow you access to trend technology and systems for testing and evaluation over the web.	By Reservation	By Reservation	By Reservation
Interoperability Lab: when over the internet is not enough you can visit Trends interoperability labs to work hands-on with systems and software.	N/A	By Reservation	By Reservation
Certification: Trend provides partner companies as part of the program Not-for-resale licensed software for the express purpose of demo and non-production uses.	X	X	X
Loaner Appliances: Trend provides loaner appliances for a specified time for partners who wish to test and integrate their solutions with Trend products and technology.	Up to 3 Months Term	Up to 6 Months Term	Available longer than 6 months on a negotiated basis

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CSP Program Benefits Support



Benefits	Associate	Premier	Strategic
Partner support Services: Partners gain access to the partner support services an online set of tools to provide feedback and Technical support including online forums, chat and email support specifically for partners.	X	X	X
Partner Support Contracts: For higher levels of support partners must enter into support contracts.	Per your Consulting and Service Partner Agreement	Per your Consulting and Service Partner Agreement	Per your Consulting and Service Partner Agreement

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Participation Requirements

Basic



Requirements	Associate	Premire	Strategic
Completed Consulting and Services Partner Agreement: Completed resale, outsource and services contract for distribution and access to Trend Micro products and services and global participation agreements.	One Territory with completed participation agreement	Two Territories with completed participation agreements	Three territories or more with completed participation agreements
Program Fees: Annual fees used to offset a small portion of the costs for the benefits being offered	\$2.5K	\$5K	\$7.5K
Minimum Revenue Contribution: Minimum level of revenue contribution to obtain member benefits.	0 - >\$750K annual	. >\$1.8M annual	Negotiated
Partner Management: Partner must identify and provide partner management business and technical contacts to help facilitate the relationship.	Named Point of Contact	Named Business And Technical	Dedicated Business And Technical
Executive Sponsorship: Partner must identify executive contact to enable the interaction of executives between the two companies on a periodic basis between companies	N/A	Named director-level Contact	Assigned VP-level contact
Business Planning and Review: Regularly scheduled planning session to review joint partner activities and results. Schedule depends upon membership level.	N/A	Once Per Year	Twice Per Year with quarterly reviews

* Additional requirements apply. Please ask to see a complete list

** benefits and requirements subject to change at the discretion of Trend Micro

How to Enroll



- Step 1:
 - Visit the Trend Micro Website or Trend Micro contact to obtain consulting and services program agreement.
- Step 2:
 - Complete Trend Micro consulting and services purchasing agreement
- Step 3:
 - Complete Trend Micro Consulting and Services Partner Program Membership



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Thank you, Questions?

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