



Technology and Platform Partners



➔ GIVING PARTNERS THE LEAD

The world-class Trend Micro Alliance Program increases awareness of your offerings and our joint value propositions with you participate in Trend Micro's Solution Partner Catalog and associated marketing activities including:

- Participation in Trend Micro solution marketing programs
- Global discounts on Trend Micro services and products with access to not-for-sale software licenses for lab purposes
- Advance access to innovative technologies and products with certification and training
- Combined customer education programs
- Prioritized access to Trend Micro interoperability, eLabs

PARTNERSHIP ADVANTAGES

In today's competitive business environment, both independent software vendors and independent hardware vendors (ISVs and IHVs) need to take advantage of new opportunities to extend their customer reach and revenue streams in vertical and horizontal markets.

Participation in the Trend Micro Alliance Program for Technology and Platform Partners establishes a trusted relationship with Trend Micro—the pioneer in secure content and threat management. ISVs and IHVs can collaborate within Trend Micro's open partner ecosystem to create value for our joint customers.

TREND MICRO PARTNERSHIPS: THE COMPETITIVE EDGE

As an ISV or IHV, the Trend Micro Alliance Program for Technology and Platform Partners allows you to deliver a trusted security solution through your products—either through the use of Trend Micro technology, or by working with Trend Micro to create joint technological solutions. Partnering with Trend Micro can significantly broaden your offerings and market opportunity across the open partner ecosystem including the development of targeted solutions, participation in go-to-market programs, and technology collaboration activities that create value for our joint customers with a comprehensive security solutions portfolio.

HELPING YOU DELIVER SECURE SYSTEMS

A relationship with Trend Micro invites you into an open, multi-tier partner ecosystem of solutions built around security. Trend Micro's trusted enterprise security solutions and strategic partnerships can help you differentiate your offerings whether you specialize in hardware or software or deliver entire end-to-end systems. Trend Micro is experienced in working with both ISVs and IHVs and will collaborate with you to provide reliable, leading-edge applications with maximum performance, offering opportunities to leverage platform-specific benefits to a wide range of business models.



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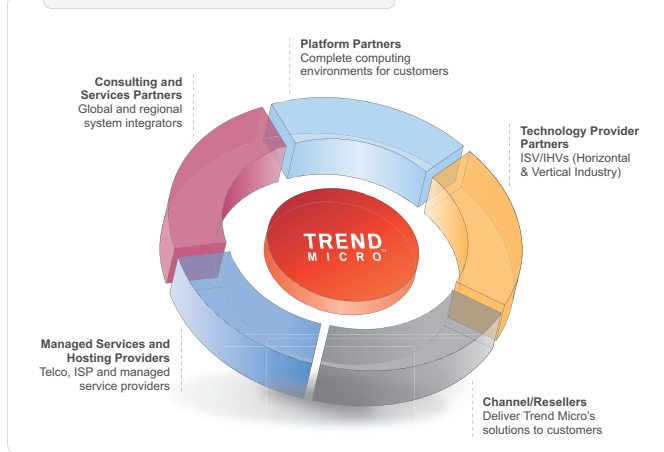


➔ STREAMLINED ENROLLMENT

An alliance with Trend Micro – the pioneer and leader of Internet and content security – is a vital step toward increased business success. Join the Trend Micro Alliance Program for Technology and Platform Partners today, and see what it can do for your business.

- STEP 1:** Contact Trend Micro or visit [URL HERE] to access the technology and platform program agreement
- STEP 2:** Complete the Trend Micro partner program application
- STEP 3:** Complete the Trend Micro partner program membership agreement

TREND MICRO PARTNER ECOSYSTEM



A PARTNERSHIP TAILORED TO BUSINESS' NEEDS

There are three levels of participation in the Trend Micro Alliance Program for Technology and Platform Partners to allow you to establish the right relationship with Trend Micro based on your needs and degree of commitment.

- ➔ **Associate**—introduces you to the broad array of benefits and support that help build businesses in partnership with Trend Micro
- ➔ **Premier**—provides access to internal Trend Micro resources for partners who have demonstrated success in joining forces with Trend Micro
- ➔ **Strategic**—engages you in joint marketing opportunities expressed in go-to-market initiatives aimed at selectively chosen global customers, for partners who have made a significant investment and commitment to Trend Micro's technology and solutions

ALLIANCE PARTNER PROGRAM PORTAL

For every level of partnership, Trend Micro's Alliance Partner Program Portal provides a "one-stop shop" for the latest information about doing business with Trend Micro. The Portal keeps you aware of the most up-to-date product information and business opportunities, with informative newsletters, access to the right person at Trend Micro to contact for help with any issues, and on-demand product training and updates.

TREND MICRO™

Trend Micro Incorporated is a pioneer in secure content and threat management. Founded in 1988, Trend Micro provides individuals and organizations of all sizes with award-winning security software, hardware and services. With headquarters in Tokyo and operations in more than 30 countries, Trend Micro solutions are sold through corporate and value-added resellers and service providers worldwide. For additional information and evaluation copies of Trend Micro products and services, visit our Web site at www.trendmicro.com

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