

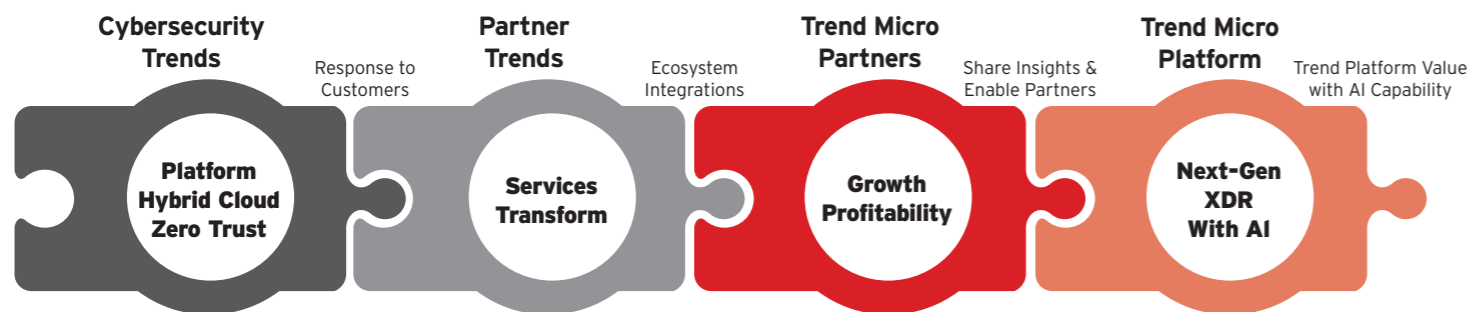
# Lead the cybersecurity journey into the new era of channel



» Accelerate partner business growth through value delivery across customer security lifecycle.



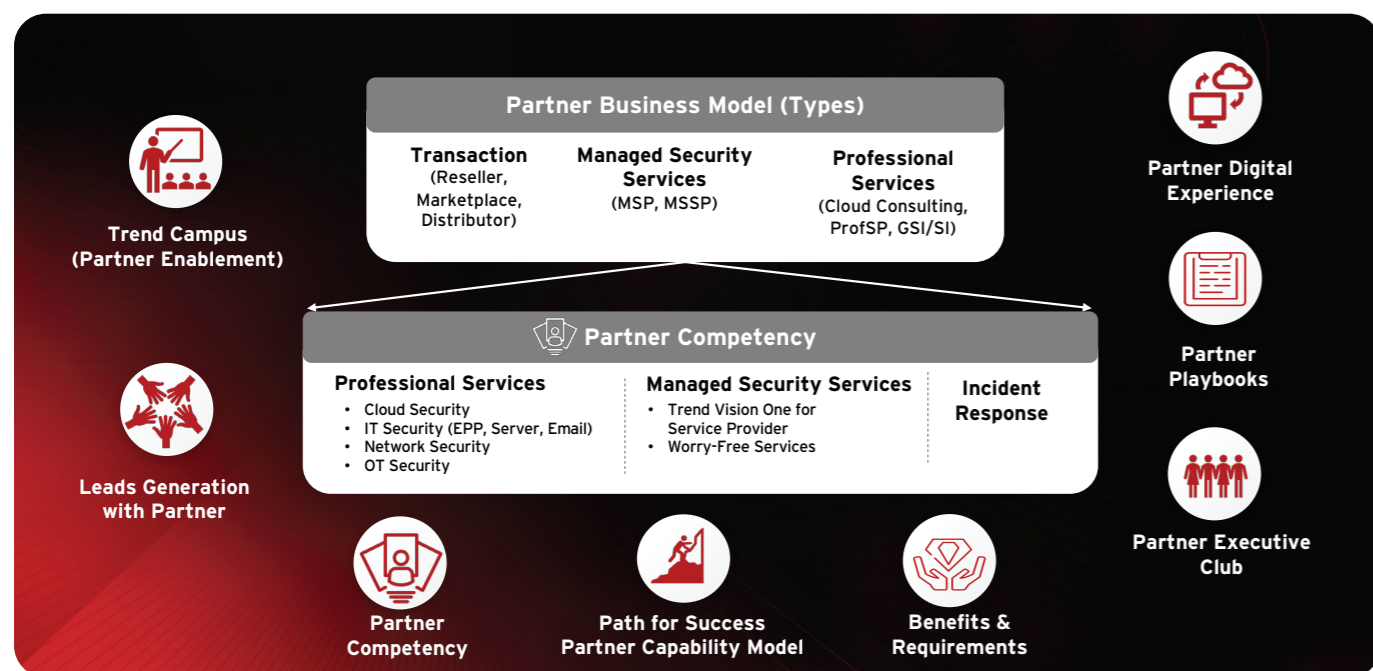
**Supports customers' and partners' cybersecurity journey:**



Cybersecurity trends are evolving towards a platform-based approach. In the post-Covid era, hybrid IT environments have become increasingly complex, demanding the adoption of Hybrid Cloud, Zero Trust, and Cyber Risk Insurance. On the other hand, Managed Services are a significant growth driver, and there's a transformation in the channel towards cloud, services, marketplace, incident response, and consulting.

Trend Micro adopts a platform approach, offering comprehensive support for partners in cross-layer, hybrid environments, including integration with third-party ecosystems. We empower our partners by sharing insights and enabling them to excel in managed services. Our platform is further enhanced with the capabilities of generative AI.

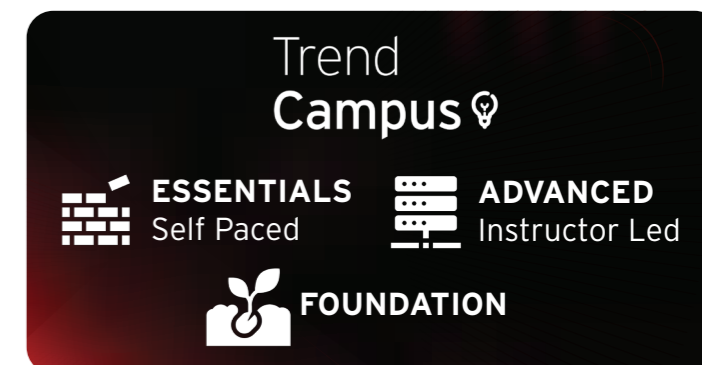
**Trend Partner Program Elements:**



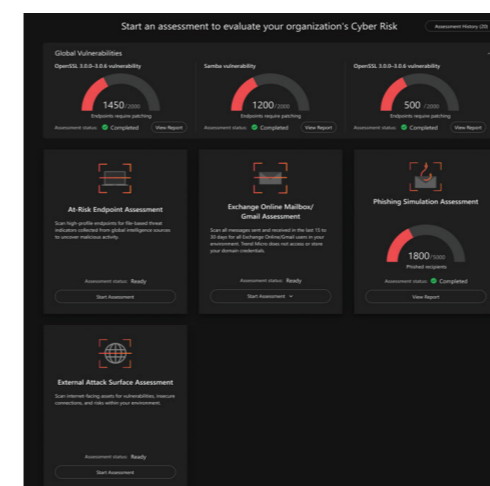
The Trend Partner Program is designed around our partners' specific business models, offering personalized solutions and enablement plans aimed at accelerating the growth and competence of our partners' businesses. Key components of this program include Partner Competency (covering Professional Services, Managed Security Services, and Incident Response), Trend Campus for comprehensive training and development, Lead Generation tools to co-sell and grow business, the Partner Capability Model for assessing partner success, Tiered benefits and requirements, a holistic Partner Digital Experience spanning the partner portal, mobile app, cloud, marketplaces, and partner locator, specialized Playbooks tailored to different partner types, and the Partner Advisory Council, fostering a strong foundation for trust and communication.

**Trend Partner accelerates partners' business with multiple programs:**

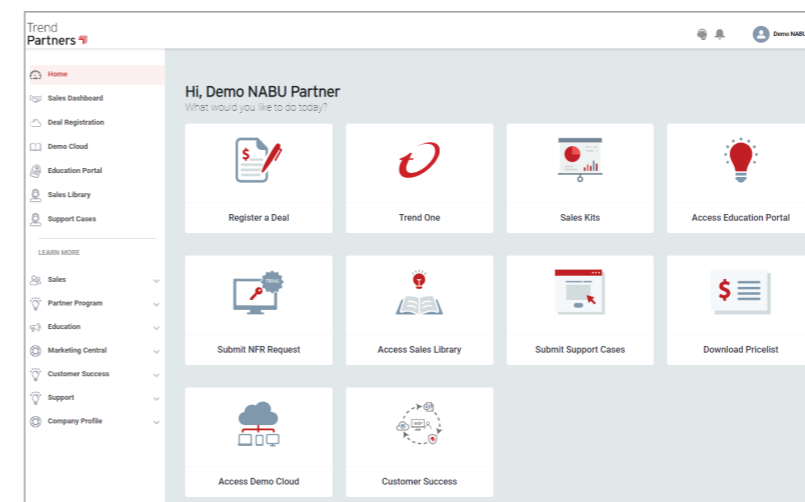
- **Grow Business with Profitability**
  - Trend supports partners' business growth with stacked discounts on capabilities, deal participation and co-selling, marketplace competitive private offers, and recognized partners' influenced revenue in services and consulting.
- **Accelerate Transformation**
  - Trend is expanding service options for partners in cloud, managed security services, SOC, consulting, IR, etc.
- **Co-Sell and Generate Leads**
  - Multiple lead generation tools and customer workshops are prepared for partners to easy generate opportunities: Co-brand in Cyber Risk Assessment, cloud security for AWS and Azure customer workshops, online demo environment, marketplaces incentive campaigns, and lots of ready to co-sell and co-brand sales tools.



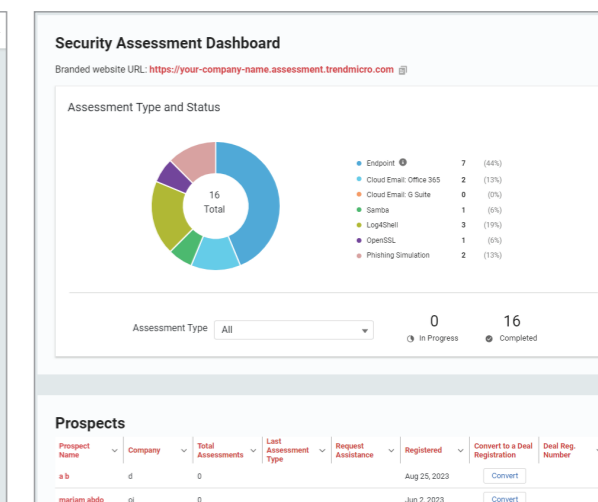
- **Immersive Learning Experience and Technical Advisory**
  - Trend Campus provides an easy-to-follow hybrid learning environment based on three progressive tracks: Foundation, Essentials, and Advanced.
  - Tailored in-depth advisory for competency partners to provide 1:1 consultation.
- **Embrace AI with Confidence**
  - Trend Vision One™ is supercharged by generative AI which enables partners' analysts to swiftly resolve complex scenarios.
- **Integrated Partner Digital Experience**
  - Stay connected, engaged, and grow with an integrated experience across the Partner Locator, Partner Portal, mobile app, Leads Dashboard, and cloud marketplaces for partners easy to do business with Trend.



First black square box - Cyber Risk Assessment



Partner Portal



Leads Dashboard

# Empower partners to deliver the value of cyber resiliency to customers



Grow Business with Profitability



Accelerate Transformation



Co-Sell and Generate Leads



Immersive Learning Experience  
& Technical Advisory



Embrace AI with Confidence



Embrace AI with Confidence

For more information, please visit [trendmicro.com/partner](https://trendmicro.com/partner)

Contact us: [partnersupport@trendmicro.com](mailto:partnersupport@trendmicro.com)