Trend Micro
Professional Services Partner Program

PROGRAM OVERVIEW

The Trend Micro Partner Program provides professional services companies with the certification, training, technical support and access to other essential resources needed to implement Trend Micro security solutions for medium and large enterprise customers. To ensure Trend Micro customers receive a consistently high quality engagement experience from partners, the program requires a set of technical training certifications at the individual level, and a number of prerequisites at an organization level. Achievement of these requirements demonstrates a partner's commitment to delivering the highest standard of deployment services to Trend Micro customers.

The program provides Professional Services Partners with the certification badge and promotion via the Trend Micro Partner Locator. It also provides partners with a 10 percent referral fee for qualified new customers that partners introduce to Trend Micro.

The program is not designed to enable or reward partners that wish to sell Trend Micro solutions. It is strictly for partners that focus on delivering services for the implementation of Trend Micro solutions. Partners that wish to benefit financially from selling or bundling Trend Micro security solutions should explore Trend Micro's Partner Program for Resellers, Systems Integrators, or the various Service Provider programs that are at Trend.

PROGRAM AGREEMENT

All partners who want to participate in the Professional Services Partner Program and achieve accreditation must enter into a legal agreement with Trend Micro. The Professional Services Partner Program Agreement sets forth terms, conditions, and expectations governing the program and conduct of a Trend Micro Professional Services Partner.

PROGRAM BENEFITS

The Trend Micro Professional Services Partner program provides the financial, marketing, and technical benefits that will help to grow your business and ensure success.

Financial and Marketing Benefits

Professional Services Partner Logo Usage: Accredited partners are eligible to use the Trend Micro Professional Services Partner logos in compliance with Trend's policy, on their website, business cards, marketing activities, etc.

Partnership Certificate: Accredited partners will receive a Professional Services Partner Certificate which is downloadable from the Partner Portal.

Promotion via the Partner Locator Tool: The program provides Professional Services Partners with promotion via the Partner Locator tool to help grow business.

Not-For-Resale Software: Complimentary Not-For-Resale (NFR) software is provided to partners to use in their internal and lab-testing environments, available through the Partner Portal.

Annual Partner Summit Participation: Professional Services Partners are invited to join Trend Micro at its annual partner summit, which brings together executives and leaders from Trend Micro's most successful and important customers and partners from around the world.

Reference Program Participation: The reference program enables partners to showcase their success, and that of their customers, in using Trend Micro solutions. It also provides you with opportunities to expand your network by meeting other industry leaders and Trend Micro executives. Plus, you get support for a range of additional opportunities, including award submissions, success stories, press activities, speaking engagements, social media, and video testimonials.

Option to Join Referral Partner Program: The program provides accredited partners an optional referral opportunity with a 10 percent referral fee for qualified new customers that partners introduce to Trend Micro.

Technical Benefits

Access to Certification and Training: The Trend Micro Education Program gives Professional Services Partners the knowledge and confidence needed to be successful. Partners can access a comprehensive selection of online, self-assessment sales and technical training courses. In addition, Trend Micro enables Professional Services Partners to further enhance and demonstrate their competency and knowledge through in-depth, rigorous technical and deployment certification via online and classroom-based programs.

Support Portal and Knowledge Base: Professional Services Partners have online access to technical support, including a searchable knowledge base, videos, hot issues, advice for installation and upgrades, along with answers to FAQs related to Trend Micro solutions and products.

Direct Access to Trend Micro Service Engineers: Professional Services Partners will have access to Trend Micro Professional Services engineers for deployment design, use case configuration, and other technical guidance to support the delivery of their engagements.

Partner Case Management via Portal: Partners can submit and manage their cases through either the Partner Portal or the Support Portal.

Technical Newsletter: Partners will receive email updates that highlight new Trend Micro products, technologies or offerings, and any enhancements to the Professional Services Partner Program.

Product Beta Participation and Software Test: Our beta program gives Professional Services Partners access to new products and services that are being developed. By registering for our beta programs, partners get to preview the latest security technologies, and help ensure our offerings meet the needs of their customers better.

Partner Portal Access: Professional Services Partners receive access to sales, marketing, education, program, and support resources, including a sales library of product datasheets, customer presentations, success stories, videos, deployment documents and the latest Trend Micro-generated competitive information.

Professional Services Marketing and Deployment Collateral Access via Partner Portal: Collateral includes brochures, datasheets, SOW templates, pre-installation checklists, and support documents, etc., which accredited partners can access by logging into the Partner Portal.

PROGRAM REQUIREMENTS

To be accredited as a Trend Micro Professional Service Partner, candidate partners must meet the requirements below. Only once these requirements are met will candidate partners be accredited and recognized as Trend Micro Professional Services Partners and be granted access to the financial, technical, and marketing benefits of the Professional Services Program.

Organizational Requirements: The Professional Services Partner Program has certain prerequisites that partners must meet in order to participate as active members in the program and to get access to the required training resources, at the individual level, to complete the requirements to be accredited as a Trend Micro Professional Services Partner.

Individual Training Requirements: Two or more named partner personnel must complete Trend Micro's Certified Professionals technical sales training and deployment training courses, and assessment exams for the desired specialization.

Deployment Shadowing: The partner must have named personnel, who have completed the individual training requirements, shadow a Trend Micro Professional Services Engineer on at least two deployment engagements for each specialization as well as allow a Trend Micro Professional Services Engineer to shadow partner personnel on a deployment engagement for each specialization.

ORGANIZATIONAL REQUIREMENTS

Partners must meet the following prerequisites at the organizational level in order to participate in the program and to get access to the required resources to complete the training and deployment shadowing requirements. Trend Micro will assess a candidate organization against a Professional Services Partner benchmark profile using a "Qualification Scorecard". This criteria and other conditions, as Trend Micro requires from time to time, can change at its sole discretion.

Technology Professional Services Line of Business: The partner must have clearly defined and marketed service offerings.

Security Practice: The partners' professional services line of business must be related to security software solutions.

Previous deployment experiences: The partner must be able to provide evidence of previous Trend Micro deployment engagements successfully completed in the last year. If the customer is new to providing Trend Micro-specific services, then evidence of successfully delivered engagements on similar security technologies will be acceptable.

Services Delivery Capability: The partner must have a defined number of dedicated security solution consultants.

INDIVIDUAL TRAINING AND DEPLOYMENT SHADOWING REQUIREMENTS

Candidate partners can choose to be accredited in one or more Trend Micro product solution areas. Once a partner is assessed and meets organizational requirements ("Qualified"), individual training and shadowing requirements must be completed within 60 calendar days from the date a partner is qualified at an organization level to participate in the program.

Required individual training and deployment shadowing requirements:

1.   Specialization: Requires two personnel to complete Technical Sales and Certified Professionals training courses in a specialized solution area.

2.   Deployment: Requires two personnel to complete a Deployment Expert training course. The Deployment Expert training course is only available to a partner qualified at the organizational level.

3.   Shadow Program: Deployment engagement shadowing will only occur after a partner is qualified at the organizational level.

- Partner will first shadow a Trend Micro Professional Services Engineer on at least two engagements.
- Trend Micro Professional Services Engineer will then shadow a partner on at least one engagement.

These personnel do not need to be unique individuals, however, it is strongly preferred that the unique individuals complete all of the individual training and shadowing requirements.

TRAINING AND CERTIFICATION BY SOLUTION AREA

Training & Shadowing	Hybrid Cloud Security	User Protection	Network Defense (Deep Discovery Track)	Network Defense (TippingPoint Track)
Specialization				
Certified Professionals (Classroom Training & Online Certification)	2 people	2 people	2 people	2 people
Technical Sales (Online Training & Online Assessment)	2 people	2 people	2 people	2 people
Deployment				
Deployment Expert (Online Deployment Training & Online Exam)	2 people	2 people	2 people	2 people *
Shadowing				
Partner Shadow Trend Micro	2 engagements	2 engagements	2 engagements	2 engagements
Trend Micro Shadow Partner	1 engagement	1 engagement	1 engagement	1 engagement

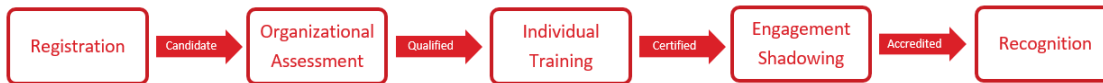* IPS 5-day Technical Security Products with Certification

INDIVIDUAL TRAINING COURSES

Personnel from candidate partners must complete the following training courses. The Essentials Course is an online eLearning module with a 10-question assessment which is available through the Trend Micro Education Portal. The Certified Professionals course is classroom training followed by an online certification exam. The Deployment Expert course is online eLearning with a 45-60 question assessment which is also available online through the Trend Micro Education Portal. Training courses completed prior to partner organization qualification date must have been completed within a year to meet requirements.

Specialization	Technical Sales Training	Trend Micro Certified Professional	Trend Micro Deployment Expert
User Protection	User Protection Essentials for Technical Sales	Trend Micro Certified Professional for OfficeScan	User Protection Deployment Expert Training
Hybrid Cloud Security	Hybrid Cloud Security Essentials for Technical Sales	Trend Micro Certified Professional for Deep Security	Hybrid Cloud Security Deployment Expert Training
Network Defense – Deep Discovery Track	Network Defense Essentials for Technical Sales	Trend Micro Certified Professional for Deep Discovery	* Network Defense Deployment Expert Training
Network Defense – TippingPoint Track	TippingPoint Essentials for Technical Training	IPS 5-day Technical Security Products with Certification	

* Training content currently under development

REGISTRATION AND ONBOARDING PROCESS

Registration → [Candidate] → Organizational Assessment → [Qualified] → Individual Training → [Certified] → Engagement Shadowing → [Accredited] → Recognition

Registration: Organizations or existing Partners must complete a Partner Registration Form indicating whether they are a Professional Services Only Partner type or a Reseller Distributor requesting a Professional Services Partner level.

Partner Account: Trend Micro creates, or configures an existing, Partner account on the Partner Portal as a Professional Services Partner Candidate. Additional users must then register under the Company Name/Partner account to get access to the Partner Portal.

Organizational Assessment: Trend Micro assesses Candidate partners against a Professional Services Partner benchmark profile. If the partner meets organizational requirements to participate in the program, the partner will be notified to proceed to the next step in the Professional Services Program onboarding process and will be required to sign Trend Micro Professional Services Partner Program Agreement to proceed with onboarding. Qualified partners will then be granted access to the relevant online courses on the Trend Micro Education Portal.

Individual Training: Via the Education Portal, personnel from Qualified partners entities are required to complete online Technical Sales and Deployment Expert training courses and pass related assessments. Personnel must also book Certified Professionals classroom-based courses via the Authorized Training Center or Trend Micro local BU, attend classroom courses and pass related assessments.

Engagement Shadowing: Certified partner personnel must shadow deployments by Trend Micro engineers to learn delivery methodology and required knowledge to enable a customer to maintain the day-to-day operation of implemented solutions. Certified partner personnel must demonstrate necessary expertise and knowledge required to successfully deploy Trend Micro security solutions.

Recognition: Once organizational, individual, and shadowing requirements are completed, the partner will be Accredited as a Trend Micro Professional Services Partner.

RECERTIFICATION AND COMPLIANCE

Accredited Trend Micro Professional Services Partners will be evaluated for recertification on an annual basis. Any partner that falls under the required requirements below will have a period of 60 calendar days to return to compliance or forfeit their accreditation.

Recognition and Joint Marketing: Showcase the Trend Micro certified logo, Professional Services Program certification, email signature, and business card logo, etc.

Check-Points for Annual Qualification: There is a minimum required number of implementations per year for each specialization. At the end of the first calendar year of activation, there is a required minimum of 2 implementations for recertification. After the first recertification, the minumum required number of engagements increases to 5 for each speclization for every year thereafter.

- Hybrid Cloud Security: Five engagements per year
- Network Defense: Five engagements per year (includes TippingPoint)
- User Protection: Five engagements per year

Engagement Management: Professional Services Partners are required to register all engagements providing professional services to deploy Trend Micro products.

Customer References: Minimum of two required ongoing (no older than 36 months) that Trend Micro or Trend Micro customers can review/visit/reference in the solution offering.

Individual Training: Professional Services Partner personnel must retake required training courses and pass relevant assessments every two years to maintain accreditation.

Customer Satisfaction Survey: Professional Services Partners must allow Trend Micro to run CSAT on the deployment engagements partner registered as providing Professional Services to deploy Trend Micro products.

About Trend Micro

As a global leader in cloud security, Trend Micro develops security solutions that make the world safe for businesses and consumers to exchange digital information. With more than 27 years of experience, we deliver top-ranked security that fits our customers' needs, stops new threats faster, and protects data in physical, virtualized, and cloud environments.

Learn More

Partner Program and Partner Locator **www.trendmicro.com/partners**
Partner Portal / Login **www.trendmicro.com/partnerportal**
Partner Hotline **1-888-977-4200** or **us_info@trendmicro.com**