

Trend Micro™

ENTERPRISE DATA PROTECTION

Integrates with your enterprise security suite—for complete end user protection

DATA LOSS IN THE EXPANDING WORKSPACE

Consumerization is rapidly changing the way we do business. Employees are working anytime, anywhere, using a diverse set of mobile devices, operating systems, consumer apps, cloud services, social media, and alternate network access points. This trend shows great potential to boost productivity, but it also increases the risk of data loss, requiring a new approach to securing your endpoints, sensitive data, and the end-user activities that put your data at risk.

- 46.5% of organizations that allow BYOD have experienced a related data breach, according to a Trend Micro survey of IT execs and CEOs of large companies in the U.S., U.K., and Germany
- 33% of smartphones are lost or stolen, according to a study by Pew Internet and American Life Project
- 12,000 laptops are reported lost each week in airports alone, according to a Ponemon study

According to IDC analysts, *“The basic fact is that sensitive information... is now moving into these untrusted environments...which can put organizations and their end users at risk.”* -**IDC Analyst Connection,** *“Data Protection: Building a Comprehensive Strategy,”* February 2013.

DATA SECURITY MUST FOLLOW THE RISK

With consumerization and BYOD, companies that use traditional PC-centric tools to address data security from a Windows and device-only perspective are now forced to deploy multiple, non-integrated tools across a wide variety of end-user platforms. This leaves gaps and is difficult to manage.

To prevent data loss and ensure best practices for compliance, companies need security that's purpose-built for the new user workspace. Security must change focus from devices to the end users and follow the data itself—protecting it at rest, in use, and in motion.

When searching for a solution to fulfill this promise, you will likely find two extremes: 1) large and expensive overlay solutions requiring separate management; 2) small data protection check-box features added within other products but lacking robust capabilities.

THE SOLUTION: PROTECT DATA EVERYWHERE IT GOES

Trend Micro is the first security vendor to develop a “Complete End User Protection” solution to secure data in today's ever-expanding workspace. Only integrated, multilayered data security can overcome the constraints of a device-centric approach. By securing all end-user activities, your data is safe on any device, any application, anywhere.

Only data-centric security integrated across end user platforms can address the challenges of consumerization by protecting data wherever end users access it, on company- and employee-owned devices and apps, from smartphones and tablets to laptops and removable drives.

Trend Micro Enterprise Data Protection simplifies data security in today's complex, mobile environments by integrating data loss prevention (DLP), email and endpoint encryption, mobile security, and mobile device management (MDM) within Trend Micro's enterprise security suites. By combining threat and data protection in a flexible, centrally-managed solution, it lowers the cost of and effort to deploy and manage while closing critical security and compliance gaps—for complete end user protection across endpoints, mobile devices, email, and gateway.

INTEGRATED DATA SECURITY

Enterprise Data Protection integrates with the following Trend Micro threat protection suites:

- **Trend Micro™ Enterprise Security Suite** delivers multilayered threat protection from gateway to endpoint—centrally managed through a single console
- **Trend Micro™ Enterprise Security for Endpoints and Mail Servers** secures desktops, laptops, file servers, and mail servers with centrally managed multi-threat protection
- **Trend Micro™ Enterprise Security for Endpoints** provides focused endpoint protection for file servers, desktops, and laptops, from Windows to Mac
- **Trend Micro™ Enterprise Security and Data Protection** already includes Enterprise Data Protection so you get integrated data and threat protection across the enterprise in one comprehensive, centrally managed suite



PROTECT DATA ACROSS END-USER PLATFORMS

Integrated data security uses your existing security infrastructure

Trend Micro Enterprise Data Protection secures sensitive data on company- and employee-owned devices across all vulnerable points from mobile device to endpoint to gateway. By integrating data protection capabilities within your existing multi-layer threat protection suites, it lowers the cost and effort to deploy and manage, while closing the security gaps—for the most effective, easy-to-manage data protection.

SOLUTION COMPONENTS

Trend Micro Enterprise Data Protection includes four products:

- **Trend Micro™ Integrated Data Loss Prevention** extends your existing security with single-click deployment of DLP capabilities built into Trend Micro endpoint, email, web and messaging gateway security. USB device control provides added policy enforcement for removable drives. With central management for security and data protection, DLP policies can be enforced across multiple layers of security.
- **Trend Micro™ Mobile Security** integrates mobile device management (MDM), mobile security, data protection, and application management—all within OfficeScan for easy-to-manage endpoint security. It secures smartphones and tablets on the broad range of platforms: iOS, Android, Blackberry, Symbian, Windows Mobile.
- **Trend Micro™ Endpoint Encryption** encrypts data stored on PCs, laptops, notebooks, CDs, DVDs, and USB drives with leading full disk encryption, folder and file encryption, removable media encryption, granular device control, data management, and key management.
- **Trend Micro™ Email Encryption Gateway** automates policy-based email encryption for data protection that doesn't rely on end user discretion. It removes the hassles of key management with our hosted key service and eliminates the need for recipients to install client software.

BENEFIT FROM A MULTI-LAYERED APPROACH

Reduce IT costs and save time

Integrating data protection within your existing security infrastructure consolidates security policy and reporting, greatly reducing costs and complexity compared to expensive overlay solutions that require separate management.

Protect sensitive data across devices

Endpoint encryption plus remote lock and wipe protect your data on lost or stolen smartphones, tablets, laptops, and USB drives.

Regain control of your data

Gain the control and visibility you need to monitor and protect sensitive data across the wide range of end-user platforms in your IT environment.

Embrace BYOD, securely

Set your business leaders and end users free to bring-your-own-device (BYOD) while satisfying the increasing demands of security and compliance. Integrated DLP, encryption, mobile security and device control allow you to minimize the risk of data loss without impeding employee choice and productivity.

Protect data everywhere it's touched

Many data breaches start with email and web-based attacks that target end users. Stop these attacks sooner with data protection integrated into your mail server, messaging and web gateway security solutions.

Ensure compliance

A multi-layered approach is the only way to protect data in "post-PC world." A single console speeds audits and enforcement with forensic data capture, real-time reporting, and DLP compliance templates.



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