



# Trend Micro™ SMART PROTECTION NETWORK™

A smarter way to protect against today's threats

The Trend Micro [Smart Protection Network](#) mines data around the clock and across the globe to ensure that you are always protected. We use our advanced detection analytics to immediately stamp out attacks before they can harm you. And the same accelerated cloud security powers all of our products and services, protecting millions of businesses and users around the globe.

Our threat researchers and data scientists use the latest big data techniques to analyze the data, and combine their analyses with automated processes such as machine learning to identify threats in real time. We rapidly and accurately collate this wealth of global threat intelligence using predictive analytics to customize protection against the threats that are most likely to impact you.

To maintain this immense scale of threat protection, we've created one of the world's most extensive cloud-based protection infrastructures. We originated the immediate protection of a cloud-based approach in 2008. Then we developed the automatic correlation of threats to customize protection just for you. And we're still ahead of the pack in giving you threat visibility across platforms, security layers, and users globally.

## HOW IT WORKS

The Smart Protection Network works in three distinct areas: collection, identification, and protection.

### COLLECT IN VOLUME

To gain greater visibility into the nature of attacks, the Smart Protection Network collects terabytes of threat data every day, through a global network of sandnets, honeypots, submissions, feedback loops, web-crawling technologies, customers and partners, and our own TrendLabs™ researchers.

This data represents an ever-widening breadth of threat vectors, including URL, IP, domain, files, exploits and vulnerabilities, network traffic, command and control, threat actors, threat toolkits and techniques, and mobile apps—just to name a few.

The flow of data never stops, and threat actors are located in every corner of the world. Indeed, we live in a world where more than 100 million new attacks emerge every year—and only the Smart Protection Network is designed to collect the massive volume of data needed to uncover these attacks.

### IDENTIFY THE VARIETY

We pioneered the use of big data analytics for threat intelligence when we started building the Smart Protection Network in 2005. We host thousands of event feeds and stream billions of events in our datacenters, and have become experts in the tools and techniques required to make sense of the variety of threats and attacks being perpetrated.

Our customized tools can correlate critical relationships among all the components of an attack, and model cybercriminal behavior and the environments in which the criminals work, to quickly determine the type and degree of threat. This modeling allows us to proactively classify new threats from the data streams using behavioral-based and machine-learning identification methods. Then, our threat-defense experts analyze the results of this modeling to determine effective means of identifying future variants of threats, eliminating the need for updates. By correlating the knowledge we gain with global threat intelligence across many vectors, we deliver effective protection against the many varieties of attacks today.



## BY THE NUMBERS

Every day, the Trend Micro Smart Protection Network:

- Correlates 16+ billion threat queries
- Analyzes in excess of 100 terabytes of threat data
- Identifies and blocks 250+ million threats
- Has 1,200+ security experts working on surveillance and prevention
- Protects more than 500,000 businesses and millions of consumers globally

## PROTECT WITH VELOCITY

It's critical to match the velocity of attacks with an equally fast response. Our proven cloud infrastructure allows us to rapidly deliver threat intelligence across physical, virtual, cloud, and mobile environments to protect data wherever it resides. By applying our in-depth expertise on threats, our data scientists can also develop proactive capabilities that identify new threats without pausing for an update. In independent tests, we consistently demonstrate faster time-to-protect than other vendors.

By processing threat information in the cloud rather than on individual machines, we reduce the demand on system resources and eliminate time-consuming signature downloads. Higher performance and lower maintenance requirements reduce operating costs as well.

## A MASSIVE SET OF LAYERED DEFENSES TO PROTECT YOU AND YOUR DATA

PROTECTION	WHY IT MATTERS TO YOU
Enhanced Web Reputation	Blocks users from accessing compromised or malicious websites by tracking the credibility of web pages and domains
Enhanced Email Reputation	Blocks spam and phishing emails that use social engineering before they reach you
Enhanced File Reputation	Checks the reputation of each file (including metadata such as prevalence, age, and geolocation) against an extensive database in the cloud before permitting user access, freeing you from dealing with oppressive pattern files
Mobile App Reputation	Protects you against malicious apps by dynamically collecting and rating mobile applications for malicious activity, resource usage, and privacy violations
Command and Control Communication Protection	Quickly identifies botnet or targeted attack behaviors by identifying communications between targets and threat actors' servers
Vulnerabilities and Exploits	Rapidly discovers and protects you against known and zero-day exploits by virtually patching newfound vulnerabilities
Whitelisting	Protects against false positives using in-the-cloud whitelists from one of the world's largest databases to focus threat research efforts
Threat Actor Intelligence	Proactively protects against new threats using active research and investigation to identify new attack methods before they are used by cybercriminals
Big Data Analytics and Data Mining Correlation	Provides immediate and automatic protection from a multitude of threats by continuously updating and correlating massive amounts of global threat intelligence
Smart Protection Server	Safeguards network bandwidth, endpoint efficiency, and privacy by performing web and file reputation queries directly to local servers, instead of the public cloud
Smart Feedback	Speeds protection by automatically updating Trend Micro's global threat intelligence each time a new threat is identified on a single customer's routine reputation check

## AVAILABILITY

The Trend Micro Smart Protection Network delivers actionable global threat intelligence to all Trend Micro products and services, and is part of the cost of these solutions. Providing the most comprehensive coverage in the industry, it powers our consumer, SMB, enterprise, and partner solutions across mobile, endpoint, server (physical and virtual), network, messaging, gateway, and cloud platforms.

For those organizations that have limited bandwidth or are concerned with privacy, we offer the Smart Protection Server, ensuring that communications and queries stay within your local network.

Contact your Trend Micro representative or channel partner for more information, or visit [smartprotectionnetwork.com](http://smartprotectionnetwork.com).

## KEY BENEFITS

- Collects more threat data from a broader, more robust global network of millions of sensors
- Identifies new threats faster using expert-designed, finely tuned custom data mining tools
- Protects through proven advanced detection analytics



Securing Your Journey to the Cloud

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