

**Trend Micro Gets Smart with a Hybrid Approach**

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Last week, Trend Micro held its first analysts conference in New York City and celebrated its 20th anniversary. Overall, it highlighted its new [Smart Protection Network](#).

Based on a hybrid approach that Trend calls "Cloud-Client Architecture," it integrates hosted security (or cloud-based) services, gateways, and software. Trend's Smart Protection Network promises to reduce endpoint resource consumption, network bandwidth consumption, malware, and overall risk.

IDC agrees that an effective hybrid approach includes:

- Coarse filtering of malware and web sites in the cloud,
- Finer-grained filtering at the gateway (for data leakage, message security, encryption, and archiving),
- Very fine grained policies at the endpoint for controlling individual access (inside and outside of the office).

By offloading malware protection to the "cloud" or hosted security services, unwanted content (malware, spam, bad web sites, unproductive information, etc.) never hits the customer's gateway. Therefore, the customer is not responsible for content it never received. This reduces risk, cuts bandwidth requirements, lowers archiving requirement, and limits eDiscovery activities.

Because customers' gateways may see 50% to 70% less traffic (IDC estimate), customers can extend the lifecycle and usefulness of their gateways. They may also avoid upgrading bandwidth (internally or externally). Lower traffic volumes can also reduce archiving, storage resources, and storage management tasks. Making these processes more efficient can improve auditing as well.

On the endpoint side, problems are growing worse, but Trend's approach offers potential solutions. Recession-driven budget cuts force corporations and consumers to extend the useful life and delay replacement of old PCs. IDC hears complaints from corporate users and consumers that, "Security is eating my machine. It takes forever to boot. AV scans make work impossible. Background security tasks always slow down application and web access."

As for the good news, the hybrid approach can reduce endpoint resource consumption because less threat detection and web filtering occurs on the endpoint. With this approach, endpoint security consumes less CPU time, memory, disk, and network bandwidth. As a result, help desk complaints go down. Moreover, cloud-based threat management can do a more effective job at malware prevention, web filtering, encryption, and leakage protection than endpoint-only solutions.

While other vendors are building hybrid approaches, Trend's level of integration and cooperation between the different levels, products, and services is highly developed. For example, it using its cloud-based approach to reduce threat management scanning at the endpoint level. This reduces the footprint of the endpoint security client. This can extend the useful life of older PCs that are bedeviled by the resource requirements of new security suits. It also has the potential to reduce user complaints to the help desk about new security software slowing down their old hardware.

Even though this vision seems to require all Trend products and raises the specter of vendor lock-in, Trend has strong partnerships with Cisco, Linksys (a Cisco subsidiary), Sony, and others. To manage all these layers and products, Trend offers a centralized console that provides consolidated management, tracking, reporting, policy administration, auditing, and archiving. What seems to be remarkable is that Trend's strategy and products are uniformly applicable to all its customer segments, corporations, SMB (small to medium businesses), and consumers. While it is a grand vision and many vendors fail to execute, IDC believes that Trend has done a remarkable job of addressing customer requirements for the next generation of hybrid security solutions.

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