Trend Micro™

The Perfect Partner for MSPs

Resellers who are in transition to or are already using a managed service provider (MSP) business model will find that Trend Micro offers an MSP program that truly fits their business model and helps facilitate growth and profit.

We have a managed service provider (MSP) program that will enable you to become more profitable and productive and increase the value of your business. This sets us apart from our competitors, who lack a comprehensive program that focuses on business growth as well as product sales.

Trend Micro is your perfect partner because we:

- Understand your MSP business model
- Provide you with the tools to help you run your business more efficiently
- Enable you to grow profits and increase the value of your business

When you become a MSP partner, you can leverage Trend Micro's:

- Pay-as-you-go purchase option
- Industry-unique self-provisioning license portal
- Industry-unique central web-based management console
- Solutions that integrate with leading RMM and PSA tools
- Solutions that use the cloud, eliminating costly installation and setup work

Trend Micro offers a solution set that consists of three cloud-based products and tools to help you transform your MSP business. They are: (1) **Trend Micro™ Worry-Free™ Business Security Services**; (2)**Worry-Free™ Remote Manager**; and, (3) **the License Management Platform**.

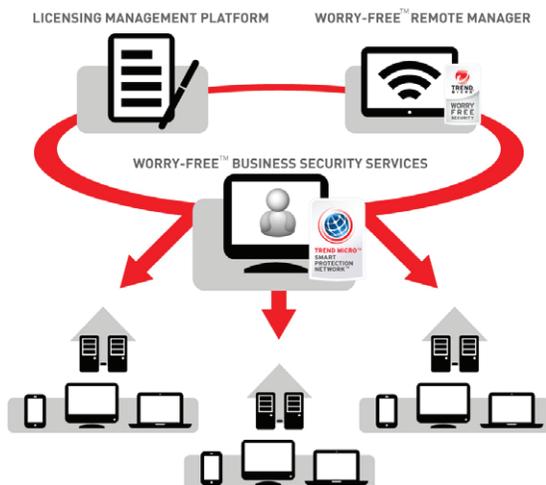### (1) Worry-Free Business Security Services

This is an industry-leading cloud security solution that protects your business data and safeguards your PCs, laptops, servers, Macs, Android devices and other Windows-based devices, such as point-of-sale machines and tablets.

No server is required for Worry-Free Business Security Services, because it is hosted and maintained by Trend Micro experts. It gets round-the-clock updates from the Trend Micro™ Smart Protection Network™, so your business machines are always protected against viruses, spyware, spam, unsafe websites, and more.

Worry-Free Business Security Services provides protection anytime and anywhere for your business data.

Worry-Free Business Security Services can be centrally managed, so you have security on your server and all your computers wherever they're connected–whether in the office, at home, or on the road.

Worry-Free Business Security Services–Service Provider Ecosystem:

PROTECTION POINTS
- PCs
- Laptops
- Servers
- Macs (client and server)
- Android devices
- Point-of-Sale Devices
- Tablet PCs
- USB Drives

PROTECTION AGAINST
- Viruses
- Spyware
- Hackers
- Zero-Day Threats
- Malicious Websites
- Inappropriate Websites
- Spam

(2) **Worry-Free Remote Manager**

MSP partners can reduce their costs by centrally and securely managing multiple Trend Micro™ Worry-Free™ Business Security and Trend Micro™ Hosted Email Security customers from anywhere with Trend Micro™ Worry-Free Remote Manager.

This secure, hosted web console helps MSPs increase profitability by reducing the costs of servicing customers as business grows:
· Centrally manage multiple Worry-Free and Hosted Email Security customer accounts from a single web console
· Maintain full customer touch and complete configuration control of customer installations
· Begin immediately by taking advantage of Trend Micro's hosted data center

INCREASE PROFITABILITY BY IMPROVING OPERATIONAL EFFICIENCY

Trend Micro has combined standard Windows-based solutions with a web console to give MSPs the advantage of unique, secure management capabilities. Worry-Free Remote Manager provides an unrivaled level of depth to manage multiple Worry-Free Security and Hosted Email Security customers.

Worry-Free Remote Manager can now also be integrated with industry-leading RMM/PSA tools like ConnectWise, Kaseya IT automation framework, and Autotask, to simplify support and customer management for MSPs that leverage these solutions.

ADVANTAGES

● **Increase profitability and enhance service quality** – spend more time on high-value activities and less time on operational tasks
● **Improve operational efficiency** – reduce operational service effort of IT staff by using a single console to manage multiple customers
● **Deepen security insight** – analyze security issues through graphical reports and summary dashboard data

FEATURES

● **Security dashboard shows status** for all Worry-Free Security and Hosted Email Security accounts
● **Automatically generates customer reports** from anywhere
● **Automatically sends security alerts** to the ConnectWise, Kaseya, and/or Autotask ticketing system, view and manage them from the ConnectWise/Kaseya/Autotask management console

● **Integrate directly with ConnectWise** to streamline and automate monthly usage reporting and billing to your customers
● **Customizes risk/assessment levels** for different customers
● **Auto-synchronization with Licensing Management Platform** saves time and money by eliminating manual processes
● **Combined license view** lets you manage your annual customers and recurring customers in one unified console

(3) **License Management Platform**

Trend Micro is the only vendor that provides MSP-specific tools such as the Worry-Free Remote Manager and License Management Platform (LMP). The LMP allows MSPs to self-provision product licenses on demand: 24x7x365.

The License Management Platform for Service Providers is a web-based infrastructure that lets you create, manage, and maintain customer licenses for Worry-Free Business Security Services. Partners can re-brand the platform, the product, and the communication templates available in the solution.

Simple customer creation techniques—such as batch uploads and pre-defined registration keys—drastically reduce the cost of operation for Managed Service Providers while reporting capabilities enable more efficient billing and auditing.

Learn more about partnering with Trend Micro at www.trendmicro.com/msp

Top 10 Reasons Why Managed Service Providers Sign Up with Trend Micro

We're confident Trend Micro™ can be your perfect partner. And if you're not convinced, we have 10 good reasons why. Once you read them below, you will want to immediately jump on the Internet and sign up to form a perfect partnership with us at: www. trendmicro.com/msp

#1 Trend Micro helps you increase profits

We know one key pain point for MSPs is fixed fees and slim margins. With Trend Micro cloud-based security services, you can increase recurring revenues, annuity streams, and cash flows. Also, you can increase your average deal size with the opportunity to cross-sell or up-sell other Trend Micro solutions like Hosted Email Security to existing clients.

#2 Trend Micro helps you increase productivity

Trend Micro knows that another issue for MSP is productivity. With our cloud-based security
solutions, you will be able to centrally manage accounts and automate monthly usage; streamline usage data and billing with RMM/PSA integrations; and eliminate time-consuming renewal tracking and administration.

#3 Trend Micro helps you decrease costs

We can help reduce costs with automated transaction processes for billing and licensing provisioning. This can free up your staff to focus on other business activities that need to be addressed.

#4 Trend Micro helps you grow your business

Trend Micro has a monthly pay-as-you-go billing option. This gives you the flexibility you need when you're trying to build your business. We are also the only vendor that provides MSP partners with specific tools like the License Management Platform and Worry-Free™ Remote Manager. Our success depends on your success.

#5 Trend Micro is 100% channel-friendly

Trend Micro has been a trustworthy partner for over 20 years, known for being "100% channel-friendly." We are committed to MSPs and developing long-term, mutually beneficially, stable partnerships with each of you. We don't sell direct, so we never compete with you over your customers.

#6 Trend Micro is a leader

With 23+ years of global leadership, Trend Micro delivers proven security that fits into every organization's IT needs, meeting the ever-changing demands of customers.

#7 Trend Micro is a focused on Internet Security

Unlike other companies that diversify or narrowly specialize, Trend Micro is one of the world's largest security vendors and maintains a strict focus on Internet content security and threat management.

#8 Trend Micro lets you focus on your business

Our MSP solutions assist you by automating processes, so you can focus on running your business and increasing your value to your customers. With a Trend Micro hosted security solution, you get centralized management that will help you lower costs, increase your productivity and profit, and, ultimately, grow your business.

#9 Trend Micro has an impressive track record

With an impressive track record of accomplishments and customer satisfaction, Trend Micro is a:

- Billion-dollar company with over 28 offices worldwide and over 4,800 employees, making Trend Micro the largest independent security company in the world
- Leader in messaging, web, and endpoint security
- Leader in cloud computing and virtualization security
- Leader in server security market share[3]

#10 Trend Micro's channel vision is to empower

Our channel vision is to empower our partners with the personal attention, tools, and resources they need to initiate, grow, and sustain a profitable Trend Micro practice. With partners, we will continue to grow Trend Micro sales, increase market penetration, and deliver superior customer service and support to our mutual customers.

Learn more about how you and Trend Micro can form a perfect partnership visit: www.trendmicro.com/msp