

# Increase Productivity and Profits with the Trend Micro MSP Program

Combines self-provisioning, industry-leading products, and centralized management

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Trend Micro, Incorporated

## INTRODUCTION »

As value added resellers (VARs) transition to a managed service provider (MSP) business model with recurring revenues, many are looking for a partner who offers solutions that can help them become more profitable, productive, efficient, and grow their business. That's why Trend Micro developed a powerful solution for our MSP partners. It consists of purpose-built transaction and management tools that will dramatically increase your business productivity.

Unlike many vendors that offer disparate products and lack a comprehensive MSP program, Trend Micro offers an end-to-end solution that focuses on the needs of today's MSPs. For example, the Trend Micro MSP Program helps you become more efficient through self-provisioning; reducing management costs with a centralized, multi-tenant management console; improving productivity with centralized management tools; and growing recurring revenue with a multi-product solution set.

## MSP SOLUTION OVERVIEW

The Trend Micro MSP Program includes several components that work together seamlessly to maximize operational efficiencies, reduce the amount of time required to provision, administer, and report on endpoint, web, and email security, and significantly improve overall productivity.

“The ease of administering licenses and 24x7 self-provisioning—along with the excellent threat protection from Worry-Free Business Security Services—has made security almost pure profit within our managed services model.” - Van Heath, IT Technician, Speros, Savannah, Georgia

### Trend Micro Licensing Management Platform (LMP)

A cloud-based, on-demand portal that allows an MSP to provision Trend Micro products instantly, 24/7 and offers the following benefits:

- Increased productivity by allowing you to provision Trend Micro™ Worry-Free™ Business Security Services in seconds, instead of the 2-3 days it typically takes our competitors' partners to order software
- Provisioned licenses that renew automatically, eliminating time-consuming tracking of multiple license expiration dates and renewal processing

### Trend Micro™ Worry-Free™ Business Security Services

An all-in-one, cloud-based endpoint security solution provides superior protection for PCs, Mac, and Android devices in one seamlessly integrated management console. Benefits include:

- Cloud-based management console that eliminates the time-consuming product setup
- Security that is maintained and managed by Trend Micro experts so you never have to trouble-shoot or upgrade the product
- Support for multiple platforms including PC, Mac, and Android—allowing you to standardize on a single endpoint security solution
- Combination of multiple security technologies such as anti-malware, antispam, and URL Filtering, which reduce the number of security solutions you and your staff need to learn and manage, which helps consolidate vendors

### Hosted Email Security

A cloud-based, no-maintenance messaging security solution that delivers continuously updated protection to stop spam and viruses before they reach your network. Benefits include:

- No infrastructure required to be installed on site, allowing you to provision the solution instantly from anywhere, saving time and money
- Eliminating maintenance requirements since Trend Micro experts continuously implement all updates, patches, and hot fixes 24x7
- Guaranteed 100% service availability, eliminating productivity draining downtime

### Trend Micro™ Worry-Free™ Remote Manager

A cloud-based central management and reporting tool that allows you to connect Trend Micro products across your customer base into a single, multi-tenant management console. Benefits include:

- Increased productivity by allowing you to centrally manage and monitor your entire customer base from a secure, web-based portal that is accessible anytime, from any device
- Automated reporting capabilities reduce recurring administrative efforts such as monthly usage license usage reporting
- Single-Sign-On (SSO) capabilities into Trend Micro products to reduce the effort associated with tracking and maintaining multiple sets of credentials for each customer

“Our goal is to manage everything from one place with one access point for all the information we need. Trend Micro understands this requirement and gives us the right tools and capabilities” - Roman Raykhlin, President, CEO Panther IT, Connecticut

### Summary

As the needs and business model of today's managed service providers continues to shift, the Trend Micro MSP Program is available to help you increase productivity and increase your share of the security market. Our industry-unique MSP solutions help you increase your productivity and profitability through increased efficiencies, revenue generating technologies, and decreasing costs. These solutions are designed to increase your monthly recurring revenue and to help you grow your business.

#### TREND MICRO™

Trend Micro Incorporated is a pioneer in secure content and threat management. Founded in 1988, Trend Micro provides individuals and organizations of all sizes with award-winning security software, hardware and services. With headquarters in Tokyo and operations in more than 30 countries, Trend Micro solutions are sold through corporate and value-added resellers and service providers worldwide. For additional information and evaluation copies of Trend Micro products and services, visit our Web site: [www.trendmicro.com](http://www.trendmicro.com).

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