

 **FINANCIAL**  
services**Financial Services Objectives****PROTECT BRAND EQUITY**

Enhance customer relationships by maintaining trust in brand

**IMPROVE CUSTOMER REACH**

Empower the distributor with secure portals and self-service technology

**MANAGE RISK**

Enforce compliance with industry regulations and corporate security policies

**CUT COSTS**

Improve sales fulfillment, customer service, and core processing capabilities

**TAKE THE LEAD**

Implement new business models to attract new customers, improve flexibility and increase ROI

**THE FINANCIAL SERVICES CHALLENGE**

Financial services organizations are challenged to compete in a dynamic marketplace under increasing regulation. In order to differentiate themselves, industry innovators are investing in new technology to improve channel customer management, transform the back office, and strengthen risk management.

**THE SECURITY IMPERATIVE**

While these technologies provide customers with greater convenience and better service, they also open more doors to Internet threats. Malware, phishing, and other fraudulent schemes increasingly target financial services through online customer portals, ATMs, and self-service technologies. These threats can invade customer accounts, steal assets, leak private data, and disrupt business. For an industry built on customer trust, a single outbreak could destroy business profitability.

**RETURN ON INVESTMENT**

Financial services organizations that need end-to-end security can deploy Trend Micro™ Enterprise Protection Strategy for optimal protection. This comprehensive security framework protects corporate networks, financial accounts, and private customer data against known and unknown threats. Tightly-integrated, centrally-managed security guards every network endpoint.

This strategic framework replaces point-product security for better protection with minimal IT administration. Financial services organizations that have implemented the Trend Micro security framework have achieved an immeasurable return on investment, benefiting from the ability to:

- Protect revenue by maintaining customer trust
- Reduce IT costs with centralized management and automated updates
- Enforce security policies to comply with industry regulations



# FINANCIAL services



### Proof Point

"Thanks to Trend Micro's tools, our IT infrastructure is well protected and we are able to respond quickly and efficiently in the event of a virus attack on our global network of business units."

**Daniel Jeanneret**  
IT Project Manager  
HSBC GUYERZELLER, a private Swiss bank

case study

## Trend Micro™ Enterprise Protection Strategy

Financial services organizations that deploy Trend Micro™ Enterprise Protection Strategy benefit from comprehensive protection at every network endpoint, including online customer portals, ATMs, and other technology-based services. This tightly-integrated, multi-layered security framework guards against spyware, spam, bots, viruses, phishing, pharming, and inappropriate content. It continuously monitors the Internet and corporate networks to detect known and zero-day threats. With centralized management, it's easy to set global security policies and deploy automatic updates—for seamless, enterprise-wide protection.

### Financial Services Security Framework

| Anti-Spyware  | Anti-Spam   | Antivirus   | Anti-Phishing  | Content & URL Filtering   |
|---|---|---|--|---|
| Stops spyware downloads and outbound transmissions  | Blocks spam and botnets   | Blocks viruses, worms, and Trojans  | Blocks phishing attacks  | Prevents data leakage across multiple network channels  |
| <b>Organizational Benefits</b>  |   |   |  |   |
| <ul style="list-style-type: none"> <li>Protects monetary assets through automatic spyware removal</li> <li>Prevents leaks of customer financial data by blocking outbound spyware communications</li> </ul> | <ul style="list-style-type: none"> <li>Increases IT productivity and network performance by blocking spam</li> <li>Stops fraud by blocking phishing emails</li> <li>Scales to meet the demands of large networks</li> </ul> | <ul style="list-style-type: none"> <li>Strengthens customer trust by preventing security breach</li> <li>Prevents disruption of business by detecting zero-day threats</li> <li>Stops hacker-related attacks</li> <li>Reduces recovery costs</li> </ul> | <ul style="list-style-type: none"> <li>Prevents identity theft by accurately detecting spoofed sites</li> <li>Protects private data by blocking outbound transmissions</li> <li>Supports compliance with industry regulations by stopping fraud</li> </ul> | <ul style="list-style-type: none"> <li>Ensures data integrity by scanning inbound/outbound email, IM, and attachments</li> <li>Enables compliance with privacy regulations by protecting customer data</li> </ul> |
| <b>Multi-layered Protection</b>   |   |   |  |   |
| <ul style="list-style-type: none"> <li>Desktop</li> <li>File server</li> <li>Gateway</li> </ul>   | <ul style="list-style-type: none"> <li>Email server</li> <li>Gateway</li> </ul>   | <ul style="list-style-type: none"> <li>Desktop</li> <li>File server</li> <li>Email server</li> <li>Gateway</li> <li>Network</li> </ul>  | <ul style="list-style-type: none"> <li>Email server</li> <li>Gateway</li> </ul>  | <ul style="list-style-type: none"> <li>Email server</li> <li>Gateway</li> </ul>   |

Enterprise Protection Strategy



- MONITOR**  
For potential threats
- ENFORCE**  
Security policy compliance
- PREVENT**  
Malicious threats from spreading
- RECOVER**  
Infected devices

"With Trend Micro™ Enterprise Protection Strategy, Trend Micro builds upon the excellence of its products and services to provide businesses with an innovative way to manage the increasing sophistication of threats."

**Brian Burke**  
Research Manager, IDC

### TREND MICRO™

Trend Micro, Inc. is a global leader in network antivirus and Internet content security products and services. The company is focused on providing customers with customized and comprehensive security strategies to manage the impacts of known and unknown threats. Trend Micro has offices in 30 countries and its stock trades on the Tokyo Stock Exchange (4704) and on NASDAQ (TMIC).

### TREND MICRO INC.

10101 N. De Anza Blvd.  
Cupertino, CA 95014  
USA toll free: 1+800-228-5651  
phone: 1+408-257-1500  
fax: 1+408-257-2003  
[www.trendmicro.com](http://www.trendmicro.com)

