Trend Micro™
SERVICE PROVIDER PROGRAM

Are you a Service Provider, offering value added managed services to your customers? Or are you a ‘traditional’ reseller that’s looking to move to a services model, offering your customers value added services rather than software licences?

Trend Micro’s Service Provider Program provides Service Providers with industry leading solutions, spanning a wide range of target customers and deployment types. From Software as a Service (SaaS) solutions which allow you to quickly deploy new security services without having to build out an expensive infrastructure, to high value managed cloud and datacentre security solutions that help your customers transition their infrastructures to the public cloud by breaking down compliance and security barriers, Trend Micro™ has solutions that are globally proven within the Service Provider space.

This broad range of solutions is backed by an innovative Service Provider portal which allows the Service Provider to provision new customers within minutes, at any time of the day or night, as well as providing a central point for service management and usage reporting.

You should partner with Trend Micro™ because:
- We understand how Service Providers operate and their business models.
- We have a long history of working with Service Providers: from the small startups to the largest Telcos.
- We provide you with the tools to help you run your business more efficiently.
- We enable you to grow your profits and increase the value of your business.

You could be eligible to join the Trend Micro™ Service Provider Program if:
- You already provide, or are looking to provide, services to multiple third parties.
- You will own all of the licences on behalf of your customers.
- You will provide all first line support to your customers.

When you become a Service Provider partner, you can leverage Trend Micro’s:
- Pay-as-you-go purchase option.
- Industry-unique self-provisioning licence portal.
- Industry-unique central web-based management console.
- Solutions that integrate with leading RMM and PSA tools.
- Integration with industry standard application deployment platforms, such as Odin and Appdirect.
- Solutions that use the cloud, eliminating costly installation and setup work.

Trend Micro™ has a broad range of solutions available under the Service Provider Model:
- Deep Security - Award winning security for public, private and hybrid cloud environments.
- Worry Free Business Security - SaaS based protection for Windows & Apple clients and servers, as well as i0S and Android mobile devices.
- Hosted Email Security - SaaS email security providing Anti-Malware, Anti-Spam, Anti-Phishing, Content filtering and attachment sandboxing.
- Cloud App Security - Additional layers of protection including Anti-Malware, Anti-Spam, Data Loss Prevention for Cloud Services such as Office365 (including Sharepoint and OneDrive), Dropbox and Box.net.
- Interscan Web Security - SaaS web filtering, including Anti-Malware, Web Reputation and URL filtering.

Many of Trend Micro’s™ software solutions are also available under the Service Provider model.

PROTECTION POINTS
- Public and Private Cloud Workloads
- PCs
- Laptops
- Servers
- Macs (client and server)
- Android devices
- iOS devices
- Point-of-Sale devices
- Tablet PCs
- USB Drives

PROTECTION AGAINST
- Ransomware
- Viruses & Malware
- Spyware
- Hackers
- Zero-Day Threats
- Network Based Attacks
- Malicious Websites
- Inappropriate Websites
- Spam
Trend Micro™ LICENSING MANAGEMENT PLATFORM
Drastically reduce your costs of operation

Trend Micro™ Licensing Management Platform (LMP) for Service Providers (SPs) is a web-based tool that lets you create and manage your customer licenses for Trend Micro™ products.

Traditionally, partners can only place license orders during business hours and are responsible for tracking expiration dates, sending renewal notices, and requesting license extensions. LMP helps your business by eliminating all of this and putting you in control.

LMP can drastically reduce your costs of operation with simple customer creation techniques. With LMP’s reporting capabilities, you can enjoy more efficient billing and auditing. Also, with LMP, our partners can re-brand the platform, the product, and the communication templates available in the solution.

Key Advantages
For SMB managed service providers who provide outsourced IT or managed security services to their customers, Trend Micro’s secure, web-based licensing management platform:
• Features an easy-to-use, web-based, self-service portal.
• Allows for self-provisioning of security product licenses.
• Allows for increasing/decreasing license counts instantly.
• Eliminates wait times associated with ordering licenses as LMP is available 24x7x365.

The LMP dashboard

- Eliminates the need to keep track of renewals and expiration dates.
- Eliminates tracking licenses in a spreadsheet (automated billing available in some regions).

**Trend Micro™ SP Program**

Trend Micro™ offers the most comprehensive solution for Service Providers (SPs). For an end-to-end solution, we combine this unique self-provisioning licencing management platform with:
• Our leading datacenter, endpoint, email, and web security solutions.
• A centralised multi-tenant management platform.
• Dedicated channel account managers.

Trend Micro™ is the only vendor that provides SP-specific tools such as Trend Micro™ Remote Manager and Licensing Management Platform.

**Trend Micro™ Remote Manager**

This secure, hosted web console helps Service Providers increase profitability by reducing the costs of servicing customers as business grows:
• Centrally manage multiple Worry-Free™ Business Security, Hosted Email Security, Cloud App Security and InterScan Web Security as a Service 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 datacentres.
• Provision product keys for other Trend Micro™ solutions quickly and easily.

**Other Resources**
• Learn more about Trend Micro™ Licensing Management Platform at [http://www.trendmicro.co.uk/service-providers/service-provider-solutions/licensing-management-platform/index.html](http://www.trendmicro.co.uk/service-providers/service-provider-solutions/licensing-management-platform/index.html)
• Learn more about Trend Micro™ Remote Manager at [http://www.trendmicro.com/remotemanager](http://www.trendmicro.com/remotemanager)
• Learn more about partnering with Trend Micro™ at [http://www.trendmicro.co.uk/msp](http://www.trendmicro.co.uk/msp)

**Local Language Support**
Available in 21 languages including Arabic, Chinese (Simplified), Chinese (Traditional), Czech, Danish, Dutch, English (Australia), English (Jamaica), English (United Kingdom), English (United States), French, German, Greek, Hebrew, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Russian, Spanish (Mexico), Spanish (Spain), Swedish, Thai, Turkish. Both the user interface and reports are localised.

**PARTNER TESTIMONIAL**

“Trend Worry-Free Business Security Services is the most convenient and accessible provider. The ability to manage multiple accounts from one web based portal is efficient and has eliminated the more trivial side of renewals.”

Paul Broughall, Procurement Manager, ITVET Ltd, Bishop’s Stortford, UK

**KEY FEATURES**
• Self-provision licences 24x7x365
• Supports SaaS and Software product licences
• Billing and Auditing reports
• Automatically sync with Trend Micro™ Remote Manager
  - Saves time and money
  - Eliminates manual process