

COMPETITIVE ANALYSIS OF TREND MICRO



COMPARED TO TREND MICRO, F-SECURE PROVIDES:

- ❑ Better security with faster and more frequent virus definition updates
- ❑ Easier deployment of the software
- ❑ Better protection with 3 engines and features against zero-day attacks
- ❑ Better technical support
- ❑ Better service to its customers and resellers

FACTS

- ❑ Founded in 1988,
- ❑ 2600 employees
- ❑ Fiscal year 2004 revenues US\$587 million
- ❑ Market share 15% in the antivirus segment (2003)
- ❑ 30% of the sales to consumers

PROFILE AND MISSION

Trend Micro Incorporated is a global leader in network antivirus and Internet content security software and services. Founded in 1988 by Steve Chang, the company led the migration of virus protection from the desktop to the network server and the Internet gateway, gaining a reputation for vision and technological innovation along the way. Trend Micro focuses on outbreak prevention and on providing customers with a comprehensive approach to managing the outbreak lifecycle and the impact of network worms and virus threats to productivity and information, through such initiatives as Trend Micro Enterprise Protection Strategy.

BUSINESS SEGMENTS

Trend has four customer focused business units: Enterprise, Mid-sized, Small and Consumer Business Unit.

PRODUCT PORTFOLIO

Trend Micro sells antivirus and content security software for PDAs, desktops, servers and gateways. In 2004 Trend Micro introduced a series of outbreak prevention appliances. In addition to its software and appliance products, Trend Micro has a service-based offering called *Trend Micro Enterprise Protection Strategy*. This is a service that manages the four primary phases of the virus outbreak life cycle: vulnerability prevention, outbreak prevention, virus response, and damage assessment and restoration.

SALES CHANNEL

Trend Micro sells products through retailers, resellers, VARs, system integrators, distributors and OEM relationships. Its major resellers include Ingram Micro and Tech Data.

GLOBAL PRESENCE

Trend Micro is *headquartered* in Tokyo, Japan. It has *sales offices* in Germany, France, Italy, Spain, the UK, Norway, Sweden, Holland, Belgium, China, Hong Kong, Korea, Malaysia, Singapore, Taiwan, Mexico, Argentina, Brazil, Australia, and New Zealand. Trend Micro has dedicated *service and research centers* in Manila, Tokyo, Paris, Munich, Taipei, and Lake Forest, California.

SWOT ANALYSIS

<h3>STRENGTHS</h3> <ul style="list-style-type: none">❑ Market leadership of gateway, mail server and file server solutions❑ Innovator and visionary (awards from Gartner and BusinessWeek)❑ High quality products❑ Wide platform support (Windows, Unix, Solaris, Linux)❑ Partnerships and strategic alliances with Cisco, IBM, HP, etc.	<h3>WEAKNESSES</h3> <ul style="list-style-type: none">❑ Long reaction times to virus outbreaks: F-Secure responds 4 hours earlier❑ Number of updates low: F-Secure updates 3 times more often❑ Known usually only for gateway level protection❑ No behavioral capabilities in the solutions❑ Bad quality of support services❑ Unbalanced revenue split: Japan represents 40% of the total revenue
<h3>OPPORTUNITIES FOR TREND MICRO</h3> <ul style="list-style-type: none">❑ Deep relationship with Cisco❑ Investments in policy compliance and vulnerability assessment solutions as well as services	<h3>THREATS FOR TREND MICRO</h3> <ul style="list-style-type: none">❑ Microsoft's entry to the market❑ Increased competition in the gateway market

TOP 5 REASONS TO CHOOSE F-SECURE OVER TREND MICRO

1. SPEED OF RESPONSE

In antivirus, where speed is of utmost importance, F-Secure maintains record response times. For the 55 major malware epidemics during 2004, F-Secure updated its customers on average 4 to 6 hours after the first sample was detected which is on average 4 hours earlier than Trend Micro. In January 2005, F-Secure published 43 updates in total as Trend Micro 30. (Source: <http://www.av-test.org>) Thus, F-Secure customers enjoy better and faster protection than those served by Trend Micro.

2. EASE OF DEPLOYMENT

Trend Micro's client security solution with centralized management is more difficult to initiate than F-Secure Anti-Virus Client Security. Setting-up Trend Micro's solution requires the administrator to go through 30 installation steps with complex questions about the network. The respective number for F-Secure solution is less than 15. This is supported by an InfoWorld product review of Trend Micro OfficeScan in December 2004: "The standard deployment method, however, which involves pushing the client agent out for remote installation, was fraught with difficulty".

3. BETTER PROTECTION

Compared to Trend Micro's one scanning engine for viruses and spyware, F-Secure Anti-Virus seamlessly integrates three virus scanning engines that are enforced with a dedicated spyware engine. Unlike Trend Micro's antivirus products, F-Secure products also detect unknown threats with behavioral analysis and provide better protection against zero-day attacks by blocking unauthorized system hijacking and other changes to operating system and web browser.

4. TECHNICAL SUPPORT

According to the October 2004 issue of the Information Security magazine, Trend Micro's technical support is "disappointing across the board". For example, the reviewers had consistent problems in hearing and understanding the language of the technical support staff that is located in Philippines.

High satisfaction ratings for F-Secure technical support in general, and for the competence of the support staff in particular prove the high quality of F-Secure services. High quality is ensured by well-defined service-level agreements for each customer segment. For large enterprises, F-Secure offers premium support with the highest priority 24/7/365 telephone support and personalized and proactive support services. A network of support partners in several countries guarantees high availability of the services.

5. CUSTOMER CARE

In serving customers and partners, being a small sized company can be an advantage. As a small vendor, F-Secure is more effective in its operations and provides better and more individual service than Trend Micro. In brief, F-Secure is small enough to support its customers and big enough to serve each of them.

On the contrary, Trend Micro has a reputation for being arrogant and inflexible. Trend Micro's European resellers in particular are dissatisfied with the way Trend Micro treats its partners. With F-Secure, customers and partners can rely on their antivirus vendor to try harder and to be faster and friendlier than the competitors.