

TREND MICRO NAMED A LEADER AGAIN IN GARTNER MAGIC QUADRANT FOR ENDPOINT PROTECTION PLATFORMS



The endpoint security market is dynamic, with new entrants and ongoing innovation for improving threat detection and response. In the midst of all this market energy we are pleased to be named a Leader in Gartner's 2018 Magic Quadrant for Endpoint Protection Platforms (EPP)¹. Trend Micro has been recognized as a leader since this Magic Quadrant started back in 2002 (first called Enterprise Antivirus).

Figure 1. Magic Quadrant for Endpoint Protection Platforms



Source: Gartner (January 2018)

Since the early days of the Gartner Magic Quadrant for this category, there have been successive waves of innovation. Back in 2002, integrated firewalls captured the market's (and Gartner's) attention. Over the years, we've seen technologies, such as full disk encryption, data loss prevention (DLP), behavioral detection, application control, and more recently, machine learning, as effective new ways to protect endpoints, detect threats and give security teams peace of mind. Trend Micro has consistently been part of these innovation waves.

It's clear that the market is excited about Endpoint Detection & Response (EDR). There are two drivers for this, and we are committed to delivering effective solutions in both areas:

BETTER DETECTION AND AUTOMATED RESPONSE:

EDR's investigative capabilities are useful, but the only way it's manageable is if automated threat detection is effective and accurate, followed by rapid automated neutralization (quarantine, isolation, rollback of damaged files, etc.). Trend Micro has a powerful capability set that is built into our core **EPP** agent, including behavioral detection methods and two powerful machine learning engines (one at pre-execution time, and one working at runtime to help spot stealthier ransomware and file-less threats). Today, very few vendors are using machine learning for runtime detection. In the last two years, Trend Micro has detected and intercepted 1.7 billion ransomware threats,² using its cross-generational blend of techniques, a reason why we consistently perform well in independent third-party testing.

INVESTIGATION

After successful detection and response, after a missed detection, or for hunting purposes, EDR's investigative capabilities bring a lot of value. Trend Micro **Endpoint Sensor** delivers strong investigative capabilities to complement the detection and response functionality of our core endpoint solution. (And, we'll be packaging the investigative features into the endpoint agent during 2018 to simplify deployment).

The downside of EDR's investigative capability is that it typically requires an analyst with specialized skills to operate it from day to day. Many organizations don't have the resources to staff these positions, so we expect a strong future for Managed Detection and Response (MDR) where the investigation and hunting skills can be delivered via SaaS offering.

We're committed to continuing to work hard for our global customer base, delivering effective threat detection and response, and investigation capability that fits our customers' requirements. And we know that to earn our position in the Leaders' Quadrant, we need to continue executing well on our product quality and service delivery.

There is always noise in the market, and the last couple of years have been especially deafening, with new VC investments in the industry, and ransomware being driven by a viable business model. Enterprises face a challenge when trying to assess solutions, with marketing from vendors all sounding the same. Gartner's framework and analysis helps cut through the noise. What else can customers use to help frame their decisions? Two words: independent testing. While it's great for vendors to talk about cutting-edge techniques, enterprises want to know if the techniques actually work. Trend Micro supports steady improvements to the transparency and methodology of independent third-party testing. We urge the vendor community and customers to continue investing in testing approaches that address the #1 customer pain: threat detection.

For additional information on Gartner's Magic Quadrant for Endpoint Protection Platforms, please visit:

<https://resources.trendmicro.com/Gartner-Magic-Quadrant-Endpoints.html>

¹ Gartner, "Magic Quadrant for Endpoint Protection Platforms," Ian McShane, Avivah Litan, Eric Ouellet, Prateek Bhajanka; 24 January 2018.

² Source: TrendLabs, Jan 2017

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