TREND MICRO™ Securing Your Web World

One of the Top Three Banks in China Enjoys a Decade of Success With Trend Micro™ Enterprise Security

To reliably deliver comprehensive banking services to millions of businesses and more than 170 million individual customers, one of the largest banks in China deploys a multilayered enterprise-class security solution. The bank's mission-critical network extends to over a dozen countries and ensures the productivity of more than 380,000 employees.

> *"Trend Micro Enterprise Security gives the bank an integrated security solution that can be tailored to the unique requirements of the dynamic infrastructure and easily evolve to keep up with the latest threats."*

KEY BENEFITS

- **Enterprise-class architecture.** The bank has the ability to choose and deploy solutions within a very large network, while managing all of the solutions from a central console.
- **Multilayered protection.** Endpoint, messaging, and web solutions combine for maximum results.
- **Access to security experts.** Trend Micro Premium Support provides 24x7 issue resolution and enables proactive management of the security solutions.
- **Forward-looking solutions.** Trend Micro™ Smart Protection Network™ adds in-the-cloud protection and access to real-time global threat intelligence.

MORE THAN A DECADE OF SUCCESS

China's large, dynamic Internet industry poses unique security challenges for businesses. One of the largest banks in China has been aggressively dealing with Internet-borne security threats for more than a decade. In 1998, virus attacks reached a serious level with one attack crashing many of the bank's business systems. The company surveyed the security technology providers and chose a Trend Micro endpoint solution based on its superior rating by industry analysts.



Since then, the bank has relied on Trend Micro Enterprise Security to shorten the time to protection and reduce the complexity of managing multiple products. A history of successfully protecting the bank remains a key reason for the bank's loyalty. Since deploying Trend Micro Enterprise Security, the company has been very satisfied with the level of protection even as threats have evolved, escalated in number, and become increasingly sophisticated. The bank credits the success of this solution to the combination of Trend Micro features, performance, and innovative cloud-client security infrastructure. Trend Micro provides immediate protection at every point of attack while reducing the complexity of managing conventional pattern-based security solutions.

Trend Micro has also provided solutions that fit the large scale of the bank's operation. Trend Micro Enterprise Security gives the bank an integrated security solution that can be tailored to the unique requirements of the dynamic infrastructure and easily evolved to

keep up with the latest threats. All of the individual security products can be managed as an integrated suite, and Trend Micro Premium Support augments the bank's in-house staff with best-in-class security expertise. Over the years, the Trend Micro solutions and support have met the bank's security objectives while suiting the way that the business works.

MULTILAYERED, INTEGRATED SECURITY SOLUTION

Today, the bank's Trend Micro Enterprise Security solution includes:

- PC and File Server Protection
  - Trend Micro™ OfficeScan™ Client/Server Edition
  - Trend Micro ServerProtect™
- Mail Server Protection
  - Trend Micro ScanMail™ for Lotus™ Domino™
  - Trend Micro InterScan™ Messaging Security Suite
  - Trend Micro Spam Prevention Solution
- Web Security, Gateway Protection Trend Micro InterScan WebProtect™ for ISA
- Security Management
  - Trend Micro Control Manager™

Originally, in 1998, the bank's main security concern was preventing the spread of viruses. They started with a Trend Micro PC security solution on every desktop system and saw an immediate improvement in overall levels of protection. Since then, Trend Micro has made it easy for the bank to introduce additional protection as needed, while preserving their investments in existing solutions.

In 2002, the bank introduced a broad-scale, multilayered enterprise-class solution that included Trend Micro OfficeScan and ServerProtect to protect PCs and file servers, as well as ScanMail for mail servers. The bank also used Trend Micro Control Manager to efficiently manage and administer the integrated solutions as the business continued to grow.

Over the last few years, other layers have been added. Trend Micro Spam Prevention Solution has given the bank three distinct tiers of protection from spam and phishing attempts. Powered by Trend Micro Smart Protection Network™, the solution includes in-the-cloud Email Reputation to identify email from suspicious senders. Spam Prevention Solution also applies IP Profiler for customer-specific reputation services and a firewall against DHA and bounced mail attacks. These first two tiers keep the majority of email threats completely off of the bank's network. The anti-spam composite engine acts as the third tier, keeping all remaining spam and phishing emails out of employee inboxes with innovative techniques such as patent-pending image spam detection. This combined approach applies powerful cross-analysis to ensure a highly effective anti-spam and anti-phishing solution.

The bank also added InterScan WebProtect to address the increase in web-borne threats. WebProtect blocks viruses and malicious code at the Internet gateway, scanning all HTTP traffic to prevent unwanted downloads of web pages and web-based email containing hidden threats. Spyware, adware, dialers, joke programs, remote access tools, and password cracking applications are spotted and blocked.

The bank's Trend Micro Enterprise Security solution is achieving excellent results. For example, the combination of messaging solutions currently blocks close to 90% of inappropriate email coming to the bank by identifying spam and malware-infected emails before they reach employees. Regular monthly reports summarize these results for the management teams at the bank, and contribute to the high levels of satisfaction with Trend Micro solutions.

ACCESS TO PREMIUM SUPPORT EXPERTS

The bank puts a high priority on excellent technical support. Recognizing that security threats continually evolve, the in-house IT team counts on Trend Micro's team of more than 1000 global security experts to keep up with malware trends and provide immediate and comprehensive responses to real-time events. With Premium Support, the bank has 24x7 access to dedicated technical account managers that are well versed in the bank's operations, requirements, and specific solution configurations. Issues are addressed promptly and open communications help the bank maintain a proactive stance in the fight against security threats. Premium Support makes sure that the bank gets the best possible return on their investment in Trend Micro solutions.

TREND MICRO PRODUCTS

- **Trend Micro Enterprise Security**
  http://www.trendmicro/go/enterprise
- **Trend Micro Smart Protection Network**
  http://www.trendmicro.com/go/SmartProtectionNetwork
- **Trend Micro OfficeScan Client/Server Edition**
  http://us.trendmicro.com/us/products/enterprise/officescan-client-server-edition/index.html
- **Trend Micro ServerProtect**
  http://us.trendmicro.com/us/products/enterprise/serverprotect-for-microsoft-windows/index.html
- **Trend Micro ScanMail for Lotus Domino**
  http://us.trendmicro.com/us/products/enterprise/scanmail-for-lotus-domino/index.html
- **Trend Micro Spam Prevention Solution**
  http://us.trendmicro.com/us/products/enterprise/spam-prevention-solution/index.html
- **Trend Micro InterScan WebProtect for ISA**
  http://us.trendmicro.com/us/products/enterprise/interscan-webprotect-for-isa/
- **Trend Micro InterScan Messaging Security Suite**
  http://us.trendmicro.com/us/products/enterprise/interscan-messaging-security-suite/index.html
- **Trend Micro Control Manager**
  http://us.trendmicro.com/us/products/enterprise/control-manager/
- **Trend Micro Premium Support**
  http://us.trendmicro.com/us/products/enterprise/premium-support/index.html

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