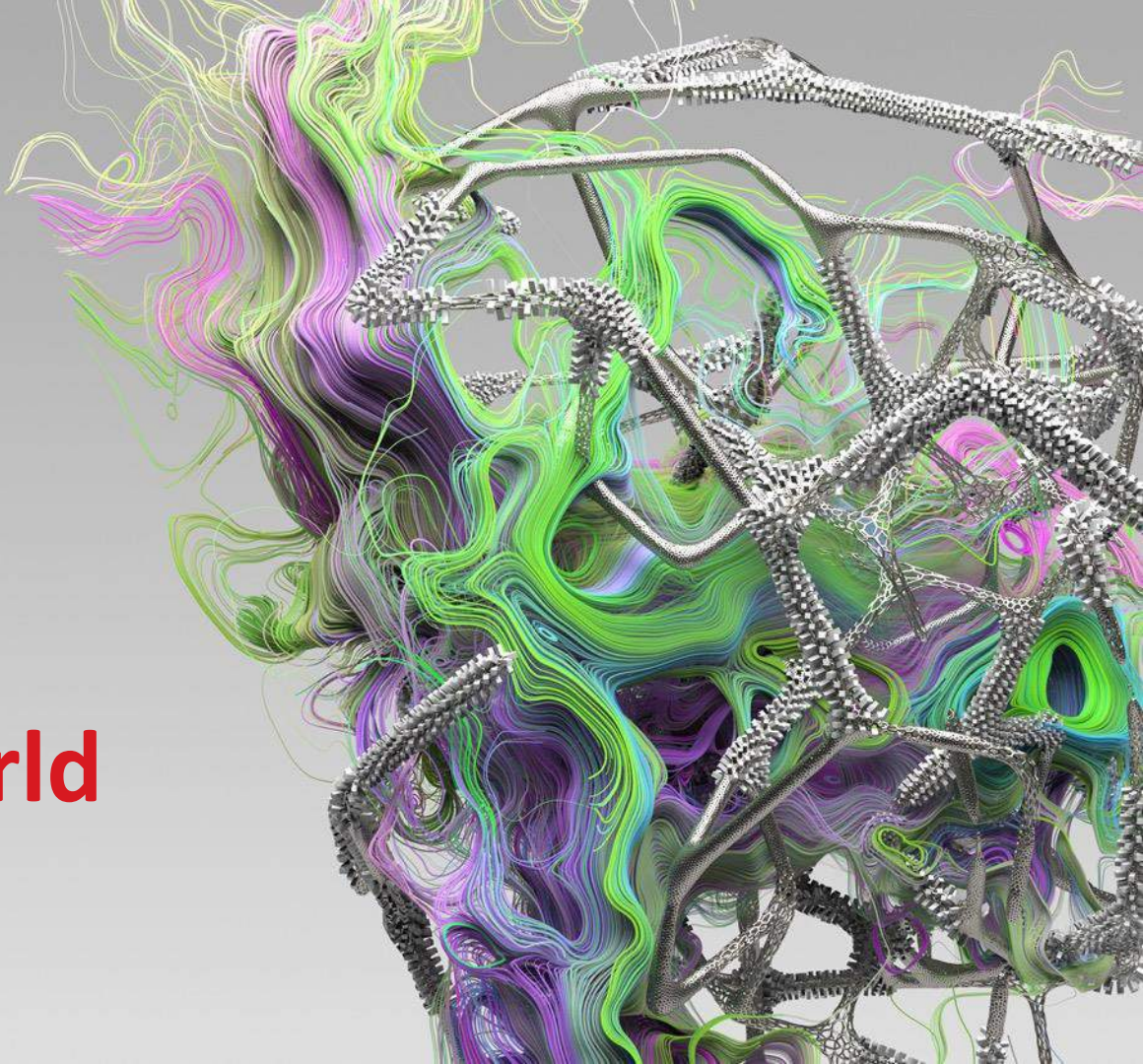




Securing Your Connected World

Alessandro Fontana – Head of Sales Italy
June 2019





2343% on

With connected devices by 2021



**Rapidly changing
network technology**



**Smart
Factories**



**Inventory
Management**



**Medical
Devices**



**Fleet
Management**



HVAC

IT Meets OT



**Enterprise Network
is Everywhere**



Cloud becomes the norm,
even for laggards

Augmentation
through AI

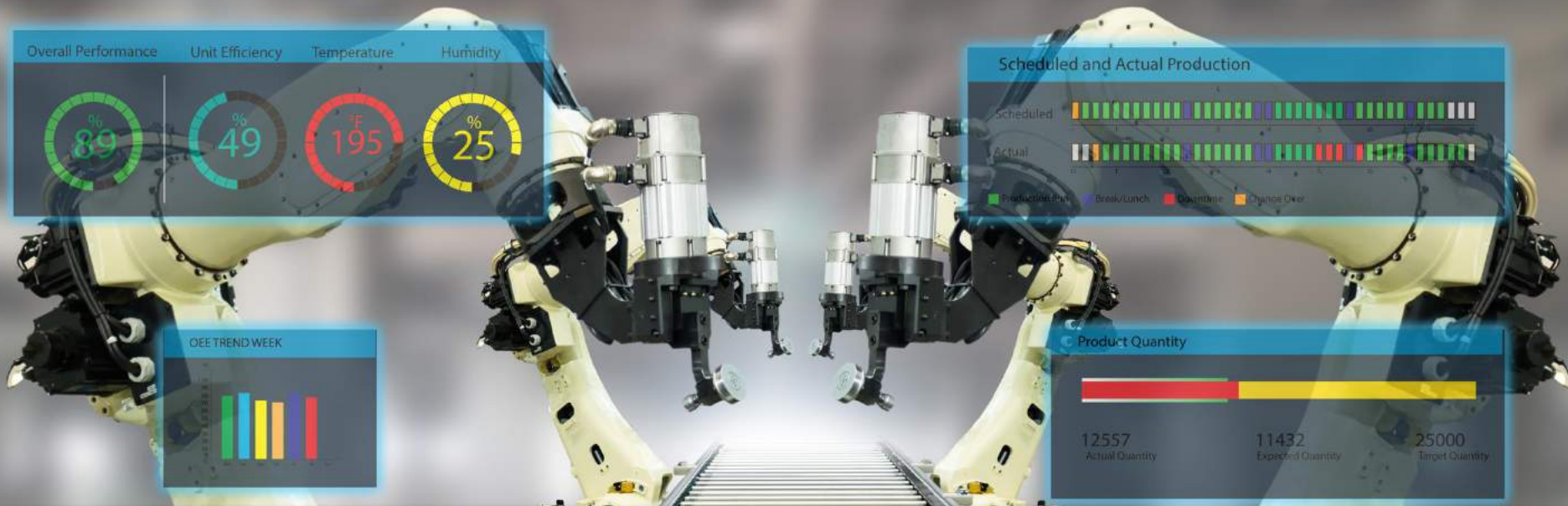
Edge computing

High speed, reliable
connectivity

Digital transformation
becomes table stakes

New and emerging technologies help organizations
compete for customers, partners *and* talent

IT Meets OT



Smart, connected devices driving **operational efficiency**

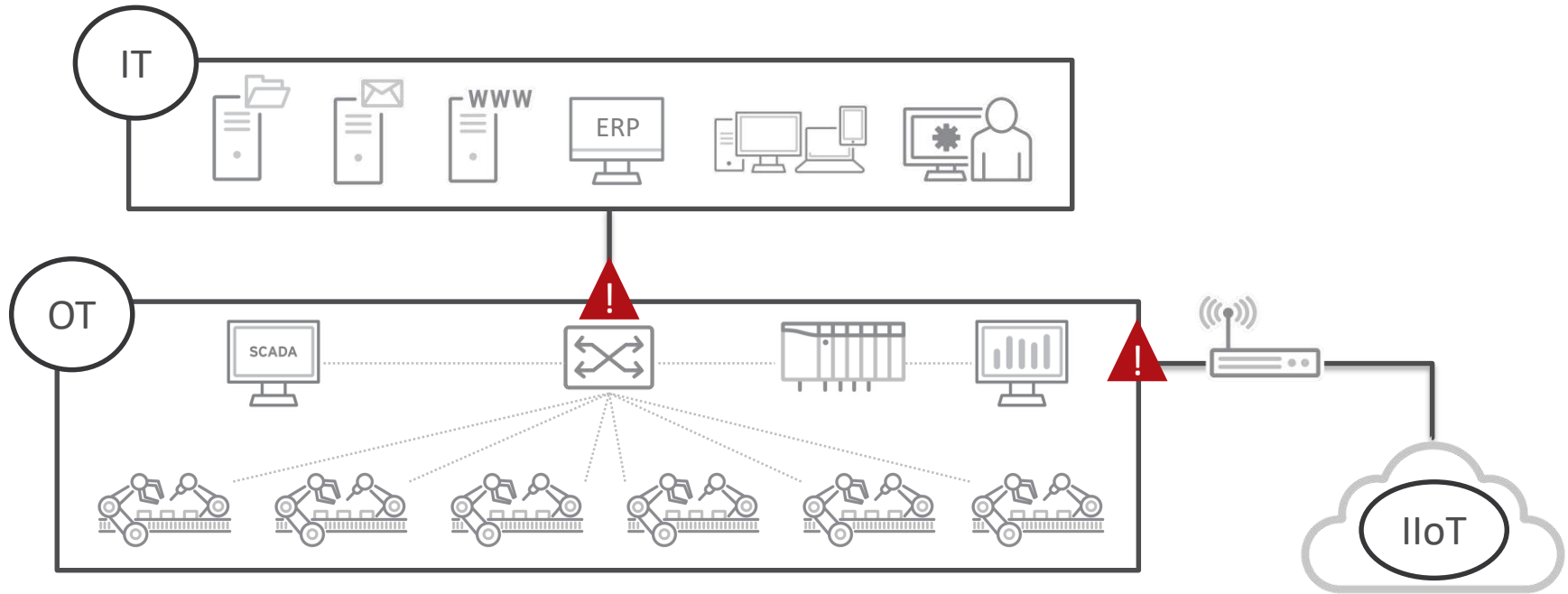
RISK: OT is New Entry Point for Threats





The Art of Cybersecurity for Operational Technology

Infrastructure Change and Legacy Liability



A graphic for IT Security Priorities. It features a white rectangular box with rounded corners overlaid on a blurred background of an office. In the background, a person is seen from behind, sitting at a desk with a computer monitor and keyboard. The box contains the title 'IT Security Priorities' in red, followed by three colored buttons: green for 'Confidentiality', blue for 'Integrity', and orange for 'Availability'.

IT Security Priorities

Confidentiality

Integrity

Availability

A graphic for OT Security Priorities. It features a white rectangular box with rounded corners overlaid on a blurred background of a factory or industrial setting. The background shows various pieces of machinery, conveyor belts, and structural elements of a large industrial building. The box contains the title 'OT Security Priorities' in red, followed by three colored buttons: red for 'Safety', blue for 'Integrity', and orange for 'Availability'.

OT Security Priorities

Safety

Integrity

Availability

A wide-angle photograph of a large industrial manufacturing facility. The floor is polished and reflective, with yellow safety lines. In the center, two workers wearing orange safety vests and hard hats are walking. The background is filled with various industrial machines, including large white units on the left and complex machinery on the right. Overhead, there are yellow bridge cranes and a network of pipes and structural beams. The lighting is bright and even.

**KEEP THE
OPERATION
RUNNING**

PERIMETER SECURITY



TippingPoint

+



Deep Discovery

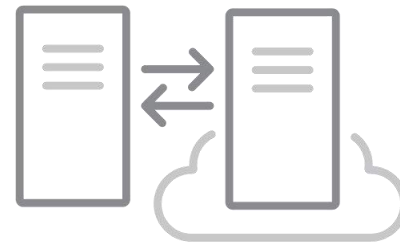
Secure IT Network and OT Perimeter



Stop threats from
entering OT
environment



High performance, low
latency

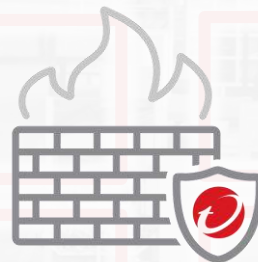


Automation &
visibility



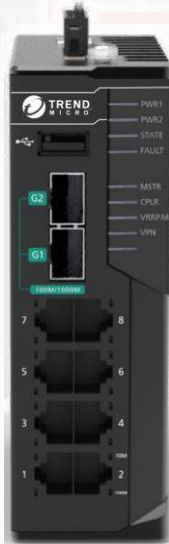
Segmentation

Q4



Industrial NGFW

- IPS
- Whitelisting



Secure Mission Critical Assets



Q4



Industrial Next-gen IPS

- IPS
- Whitelisting

Endpoint Lockdown

- Application
- USB

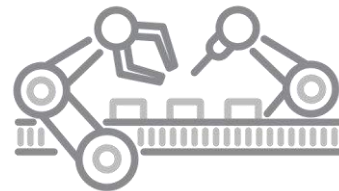
Segment Network & Secure Endpoints



Contain malware with
world-leading threat
intelligence



Enforce OT
whitelisting control
by inspecting OT
protocols and
commands



Purpose built
hardware for OT
environment





Complete, Layered OT Security

Last Piece of Corporate Cyber Visibility

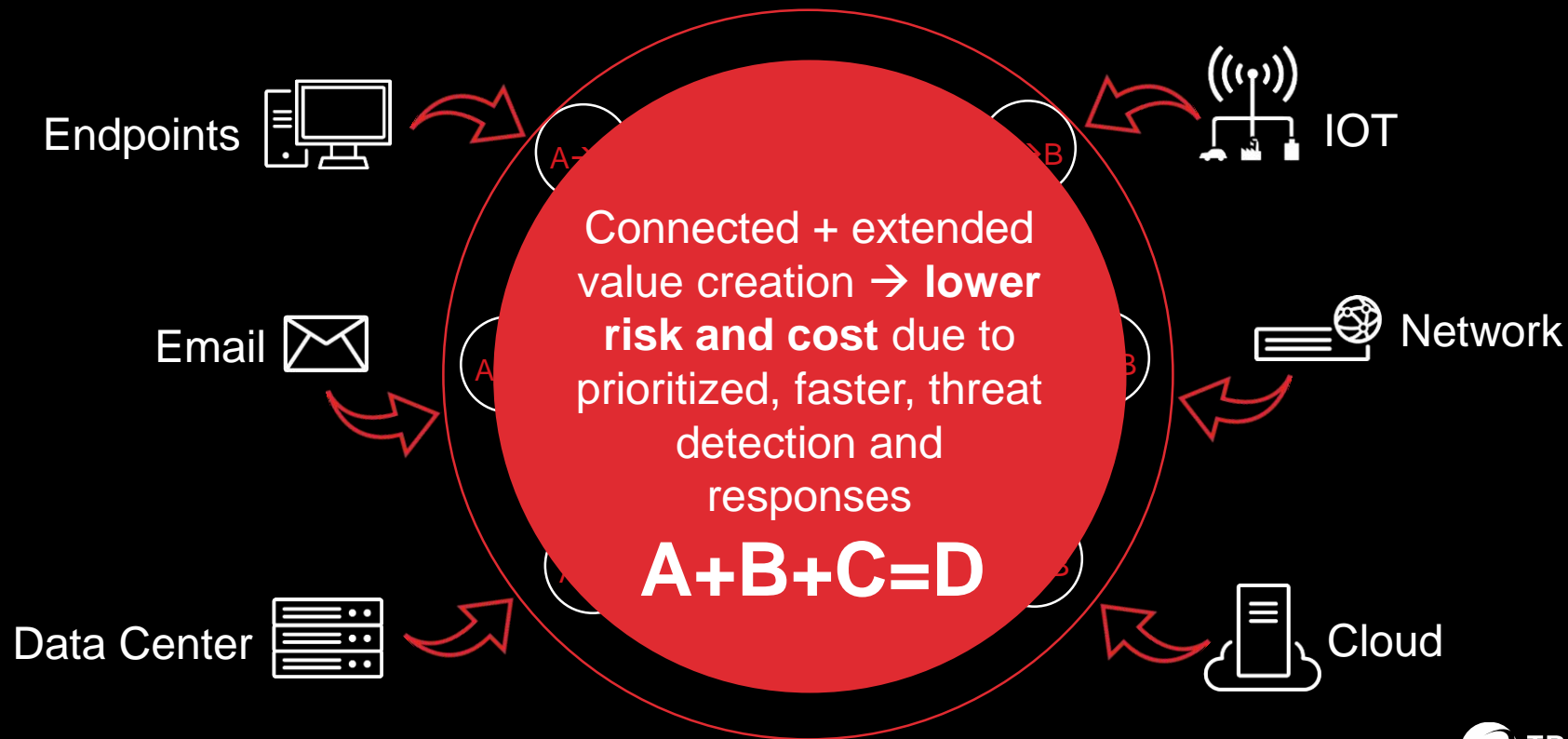
Today

Data Often Collected & Analyzed in Silos

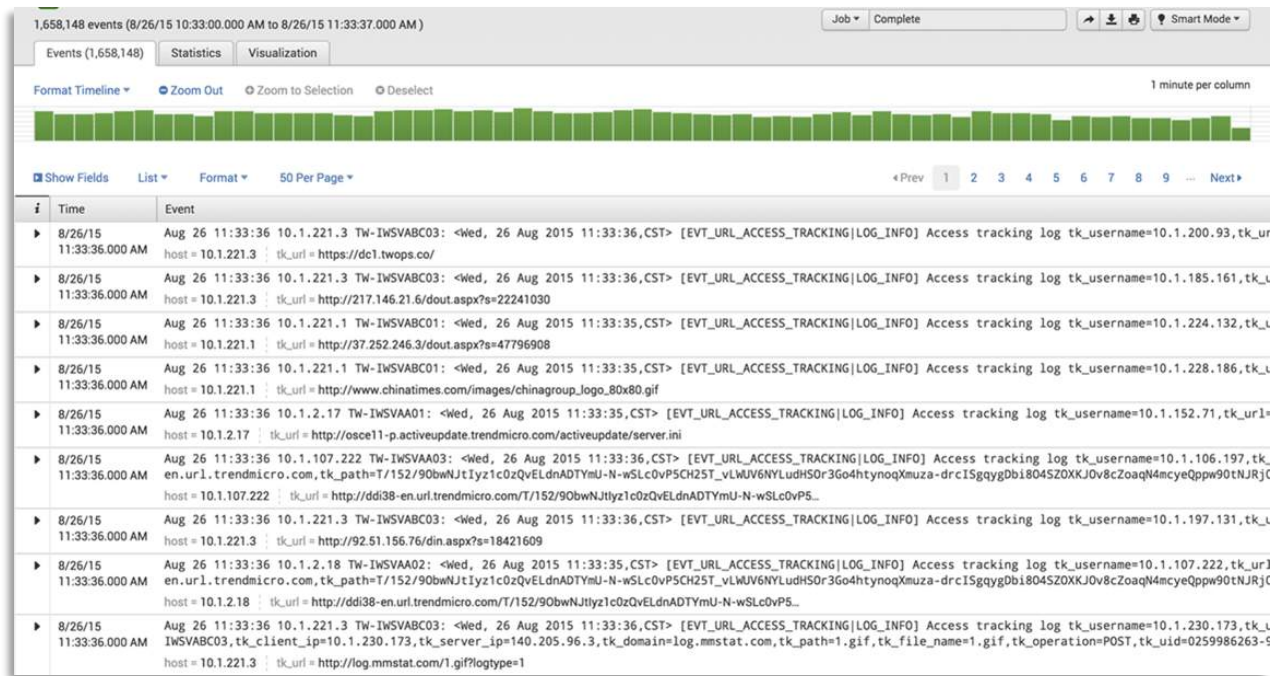


Needed

Connecting Data to create bigger value



Let's face it, threats can be ugly!

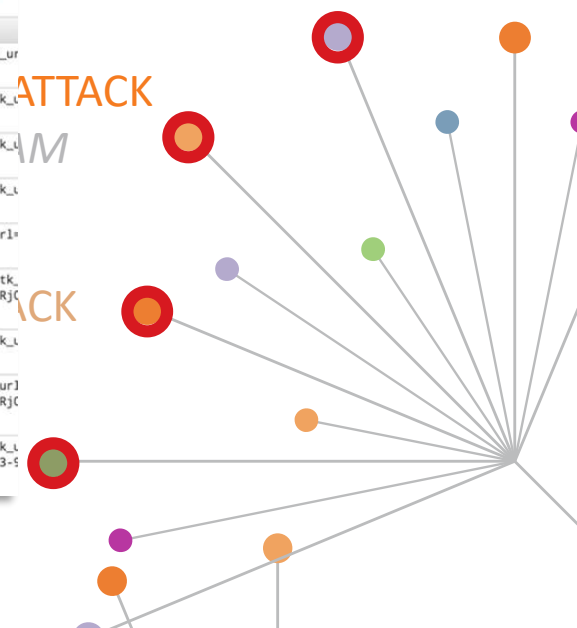


PHISHING ATTACK
2019.5.7-5:14PM

ATTACK

ACK

2019.5.5-8:01AM



Coming Soon...



For three decades, we've successfully bet on upcoming technology trends— proactively securing new environments so customers can take full advantage of them



1988

Peace of mind
computing

1998

Your Internet
Virus Wall

2008

Securing Your
Journey to the Cloud

2018

Securing Your
Connected World



Understanding Existing and Potential Risk





ZERO DAY INITIATIVE

**+ 42% YoY: busiest year
ever!**

Over 1400 advisories in 2018.



Fueling the Passion

Giving back to
make the world a
better place



TREND
MICRO™





THE ART OF CYBERSECURITY

Unknown threats detected and stopped over time by Trend Micro. Created with real data by artist **Brendan Dawes**.