

## Americas Channel Partners

Wednesday, June 16<sup>th</sup>, 2021

### Keynote Sessions

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11:00 AM - 1:35 PM ET

#### **Our Vision for a Cybersecurity Platform**

Join Eva Chen, Trend Micro co-founder and CEO, in this session to hear about Trend Micro's vision and strategy, including the latest on our approach to delivering better security solutions for helping organizations with digital transformation.

#### **Reality Check: The Future Is Closer Than You Think!**

We all know that with the ever-changing world that cybersecurity can be a challenge to manage. In this session, we will highlight 3 key issues facing cybersecurity leaders and set the stage to dig deeper with experts from across the industry.

#### **Challenge #1: The Cloud Delivers Unavoidable Acceleration of Everything**

The pandemic was an accelerant to the already rapid pace of digital transformation across organizations of every size and industry. Cloud, big data, AI, and automation are key enablers of this transformation, and security is a fundamental determinant of success. Security teams can take advantage of this transformation to more meaningfully engage with the business and deliver better business outcomes.

#### **Challenge #2: Cybercrime: Today and the Future**

Take a tour of cybercrime in 2021 and beyond. You will hear about the latest criminal techniques in use today, and where we predict new opportunities will arise for businesses and threat actors in 2030 based on changes to business, technology and society.

#### **Challenge #3: No Silver Bullets: Managing Risk and Compliance in a Global Economy**

Get real-world insights in the latest in risk and compliance challenges from around the world and hear examples of how they are being solved against the backdrop of nation state threats. You'll also hear the top 3 issues we think you'll be facing as security leaders in 2022.

#### **Challenge Accepted: A Cybersecurity Platform for the Modern Enterprise**

Managing complex environments is a delicate balancing act for every CISO. Discover how Trend Micro can help you to lower risk and increase security with our cybersecurity platform optimized for your diverse digital environment. Learn how we protect across the enterprise and cloud, breaking down data silos and delivering holistic visibility combined with extended detection and response (XDR) to help you see more and respond faster.

#### **The Voice of a CISO: Empathy, the Most Overlooked Tool in the Box**

You face it every day but you're not alone. In this session you'll get to hear how a cybersecurity leader like you is successfully dealing some with the many challenges facing organizations today.

#### **A Gartner Perspective: Strategies for Secure Digital Transformation**

Join Neil MacDonald from Gartner to hear his sage advice for security leaders on finding and using the right tools to secure digital transformation.

#### **Speakers**

Hernan Armbruster, Senior Vice President Sales, Americas  
Leah MacMillan, Chief Marketing Officer  
Eva Chen, Co-Founder & Chief Executive Officer  
Yael Teryohin, Director of Cloud Growth  
Chris Grusz, Director, AWS Marketplace and Control Services  
Erin Sindelar, Threat Researcher  
Cristin Flynn Goodwin, Assistant General Counsel, Microsoft

Diane Brown, CISO, Ulta Beauty  
Greg Young, Vice President Cybersecurity  
Wendy Moore, Vice President, Product Marketing  
Frank Kuo, Vice President, Product Management  
Adam Boyle, Vice President, Cloud One  
Neil MacDonald, VP, Distinguished Analyst & Gartner Fellow Emeritus  
Rik Ferguson, Vice President Security Research

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### *CISOs & Security Leaders Sessions*

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#### **1:45 PM - 2:20 PM ET - The Economics of XDR**

Every security leader wants to know how extended detection and response (XDR) can deliver holistic business value and potential for return. We will cover specific examples of operational efficiencies and security effectiveness that can be achieved, through the findings of the 2021 ESG validation report, “Economic Benefits of Trend Micro Vision One.” Hear about the benefits achieved from Trend Micro customer, Frank Bunton, CISO at MedImpact

#### **Demo: The More the Merrier - Trend Micro Vision One Demo**

Tour of the Trend Micro Vision One console with the value of each detection and response layer demonstrated. As you add more security vectors, find out what else can be delivered from a visibility, detection, and investigation perspective.

**Speakers:** Dave Gruber, Senior Analyst, ESG & Frank Bunton, CISO, MedImpact

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#### **2:25 PM - 3:00 PM ET - Zero-trust: from Marketing Hype to Reality**

Post-pandemic organizations will involve remote and onsite workers connecting to in-house, cloud, or SaaS delivered company resources. The Zero Trust philosophy seeks to do this safely, but marketing hype has created confusion. Understand if devices, users, and apps are healthy and how to securely connect them.

**Speakers:** Eric Skinner, Vice President Market Strategy & Rachel Jin, Director Product, Management

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#### **3:05 PM - 3:40 PM ET - Leveraging the MITRE Framework to Optimize Incident Response**

Introduction to the ATT&CK Framework and how it can be used to help optimize incident response across your organization. We'll discuss how the threat landscape continues to evolve and how the ATT&CK framework provides a common language to help identify and build a complete story of an attack. The discussion will also cover how our research teams have helped the community in shaping ATT&CK for Containers with our research and insights. The session will conclude with advice on how can use MITRE ATT&CK Framework in your organization today.

#### **Demo: Vision One**

This demo will explore the benefits of the Trend Micro Vision One platform, with an overview of how the ATT&CK framework is an integral part of creating a clear story of an attack. Ian will cover the effective ways to detect and respond to attackers, demonstrating how quickly you can build a picture of your environment. Come find out!

**Speakers:** Ian Heritage, Technical Product Marketing Manager, Pawan Kinger, Director, Threat Research, Alfredo de Oliveira, Lead Threat Researcher

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#### **3:45 PM - 4:20 PM ET - Head-to-Head: Security Platform vs. Point Products**

XDR and its promise of 'better together' is the most exciting thing to happen in the last two decades – why? This session will explore XDR and point product approaches; the good, the bad and the ugly. Our speakers will discuss the advantages of leveraging a native security stack and integration with the broader security ecosystem.

#### **Demo: Expanding the Family - Trend Micro Vision One**

Eric Shulze, Director, Product Management will highlight Trend Micro products feeding the Vision One platform, as well the different SIEM/SOAR integrations available and how to search and obtain data from complimentary third-party tools.

**Speakers:** Lori Smith, Senior Manager, Product Marketing & Greg Young, Vice President of Cybersecurity

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## Americas Channel Partners

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### *Cloud Leaders Sessions*

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#### **1:45 PM - 2:20 PM ET - Forrester Research: The Economics of a Platform Approach for Cloud Security**

Migrating and building applications in the cloud is one of the best ways to drive innovation and revenue growth by improving speed, scale and customer experience. However, calculating the ROI of implementing the security to protect that cloud infrastructure, especially across hybrid environments or multiple clouds, can be challenging. This Forrester Research Total Economic Impact Report looks at the results of a customer study on the business value of choosing a cloud security platform.

##### **Demo: Benefits of Cloud One Platform**

Learn about the business benefits of a platform-based approach with a demonstration of how Cloud One helps simplify operations through automation, simplified billing/procurement, cost allocation tagging and more.

**Speakers:** Nick Mayberry, Consultant, Forrester Research & Jason Cradit, Principal Cloud Architect, 1898 & Co.

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#### **2:25 PM - 3:00 PM ET - Striving for Operational Excellence with the AWS Well-Architected Framework**

Join Allen Brown and Michael Watts as they discuss how cloud teams are leveraging the design principles of the AWS Well-Architected framework to not only avoid breaches, but to ensure teams are building successful cloud operations and governance practices for high-performing and efficient cloud infrastructure.

##### **Demo: Cloud Operational Excellence – From Aspiration to Reality**

Erin Howell and Meihua Chen, Cloud One Product Managers, will demonstrate how some of the most critical security controls that you can have in your cloud environment are actually the quickest and easiest to set up.

**Speakers:** Allen Brown, Solution Architect, AWS Well-Architected & Michael Watts, Vice President, Cloud One – Conformity

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#### **3:05 PM - 3:40 PM ET - Building a Bridge Between DevOps & SecOps**

Software is STILL eating the world. With DevOps and the cloud, developers are updating applications and infrastructure constantly. Mike Milner will share how Trend Micro Cloud One is evolving to empower developers with rich security information - to guide them to deploy their code and infrastructure securely in the cloud; letting them move fast, within guardrails set by security teams.

##### **Demo: Security Across the Pipeline & Across Perspectives**

See Trend Micro Cloud One in action for the modern application, providing security and visibility across the pipeline. Get the perspectives of the developer, the cloud architect, and the security team, and see our security services, including Container Security, Application Security, Open Source Security by Snyk and more.

**Speakers:** Mike Milner, Head of Cloud Native Security, Fabio Arciniegas, Senior Cyber Security Architect, Chloe Lee, Senior Staff Engineer & Laura Roantree, Product Marketing Manager

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## Americas Channel Partners

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### *Track 2: Cloud Leaders (Continued)*

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#### **3:45 PM - 4:20 PM ET - Cloud Migration: Moving Day - Ensure Security Makes It On the Truck!**

Migrating applications to the cloud allows you to take advantage of the economic, scale and operational benefits of the cloud, without a heavy investment in modifying existing applications. This migration affords organizations the opportunity to make new security choices that align to their goals and which are optimized for a cloud application environment. Hear how Cloud One customers can leverage the platform to deliver security controls in a flexible way.

##### **Demo: Cloud Migrations with Cloud One**

See how Cloud One services such as Workload Security and Network Security can help you streamline the migration of applications to the cloud, this demo will take you through a few common cloud migration scenarios and how to operationalize quickly and give you choice and flexibility.

**Speakers:** Thomas Grane, CIO/CHRO, Matas & Blake Sutherland, VP & GM, TippingPoint

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### *Americas Channel Sessions*

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#### **1:45 PM - 2:15 PM ET - The Power of Partnership**

##### **Part 1: Welcome Trend Micro Partners**

Partners are an integral part of the Trend Micro organization, and to the success of our joint customers. Hear the welcome message from our Vice President of US Channel and our Vice President of Canada Sales - two leaders who are friends in life and in business. They will give you an overview of what we are sharing with you in the afternoon.

##### **Part 2: A View from the Top: The Power of Partnership**

In response to the Covid-19 pandemic, organizations had to rethink their security and cloud strategy and operational processes. Trend Micro's COO will give you his perspective on the business and why you're critical to the success of our customers.

**Speakers:** Louise McEvoy, Vice President, U.S. Channels, Marcia Sequeira, Vice President, Canada Sales & Kevin Simzer, COO

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#### **2:20 PM - 2:50 PM ET - Cloud Security Strategy & Opportunities for Channel Partners**

##### **Part 1: Unlocking Channel Opportunity in the Cloud with Trend Micro**

We see common success factors for those channel partners that are adapting and thriving in the cloud. Our VP of Product Marketing will share some of these factors and how Trend Micro can support you to drive customer success in the cloud.

##### **Part 2: How to Leverage Trend Micro Services to Add Value to Your Customers**

We provide resources and white-label assessment services to help you integrate and build security services in your cloud service offerings. Fernando Cardoso, Trend Micro Solution Architect for AWS Alliance and Tricia Treacy, Trend Micro Cloud Strategy Manager will give you a deeper dive into how the services work and how you can opt in to add value to your customers and expand your reach to grow in the AWS Marketplace.

**Speakers:** Wendy Moore, VP, Product Marketing, Fernando Cardoso, Solution Architect for AWS Alliance & Tricia Treacy, Cloud Strategy Manager

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## Americas Channel Partners

Wednesday, June 16<sup>th</sup>, 2021

### *Americas Channel Sessions (Continued)*

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#### **2:55 PM - 3:30 PM ET - Platform Approach for Cloud Security & Customer Success in the Cloud**

##### **Part 1: Forrester Research: The Economics of a Platform Approach for Cloud Security**

Migrating and building applications in the cloud is one of the best ways to drive innovation and revenue growth by improving speed, scale and customer experience. However, calculating the ROI of implementing the security to protect that cloud infrastructure, especially across hybrid environments or multiple clouds, can be challenging. This session looks at the business value of choosing a cloud security platform.

**Speakers:** Nick Mayberry, Consultant, Forrester Research & Jason Cradit, Principal Cloud Architect, 1898 & Co.

##### **Part 2: Why Should You Invest in the Cloud?**

Trend Micro is securing the cloud. Join us and hear from our partner guest, Kevin Mead from Kinect Consulting and Trend Micro leaders. Our panelists will help you understand where your customers are heading and the opportunities for partners.

**Speakers:** Nathan Witkowski, Senior Cloud Ecosystem Channel Manager, Kevin Mead, Vice President of Business Development, Kinect Consulting, Steven Pomerenk, Vice President Sales, South East, US & Aaron Ansari, Vice President, Cloud Security

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#### **3:35 PM – 3:55 PM ET - Head-to-Head: Security Platform vs. Point Products**

XDR and its promise of 'better together' is the most exciting thing to happen in the last two decades – why? This session will explore XDR and point product approaches; the good, the bad and the ugly. They will discuss the advantages of leveraging a native security stack and integration with the broader security ecosystem.

**Speakers:** Greg Young, Vice President of Cybersecurity & Lori Smith, Senior Manager, Product Marketing

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#### **4:00 PM - 4:20PM ET - Growing Your Cloud Business with Trend Micro**

##### **Part 1: Going Big with Presidio! Do You Want to Go Big? Let's Do It!**

Join our special guest, Dave Trader from Presidio to learn best practices in our partnership to accelerate our joint cloud business. We're ready to bet on you. Are you?

##### **Part 2: Channel Wrap-up**

You will walk away with the resources and tools you need to immediately build relationships and add value for your customers.

##### **Speakers:**

Dave Trader, Field CISO, Presidio, Dan Olivares, Director, Strategic Partnerships, Louise McEvoy & Vice President, U.S. Channels  
Maranda McClure, Senior Inside Channel Account Manager, US & Frank Sinisi, Channel Account Manager, Canada

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### *Reflections on the Day*

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#### **4:20 PM - 4:45 PM ET**

You've heard from industry leaders, from security experts, customers, partners and analysts on the cybersecurity challenges and opportunities facing us today. Join us for this 15-minute wrap up of the day's sessions where we'll look back at the varying perspectives and reflections on the day.