

Trend Micro Partner Program

SPECIALIZATIONS



Specializations are an integral part of the Trend Micro Partner Program for resellers. They recognize your expertise and knowledge in key market segments and core solution areas. Specializations are earned by meeting a combination of sales training and technical certification requirements.

Specialization benefits depend on your partnership level and include:

- **BONUS:** Specializations allow you to earn a bonus on new sales of qualifying products
- **EXPERTISE:** Specializations give you the sales and technical proficiency needed to qualify, sell, architect, and deploy a wide range of Trend Micro solutions as well as greater insights into the solution area
- **DIFFERENTIATION:** Specializations allow you to demonstrate your expertise to customer, and further align with their needs
- **LEADS:** Specializations enable you to further align with customer needs and give you the expertise to differentiate from competitors

BONUSES PER SPECIALIZATION

Hybrid Cloud Security

3%

Network Defense

3%

User Protection

5%

Bonuses are paid to the partner organization after the close of each calendar quarter.

Bronze, Silver, and Gold resellers are encouraged to earn as many specializations as their business practice and resources support.

PERSONNEL REQUIREMENTS FOR SPECIALIZATION

In order to maintain Specialization status, Trend Micro partners must have the following number of personnel with the required training or certification. These do not need to be unique individuals. For example, for Network Defense, partners must have a minimum of two staff that could each have the required sales and technical sales training, and one of them could also be a Certified Professional.

Specialization	Sales Training	Technical Sales Training	Certified Professional	Certified Expert
Small Business Security	2	2	0	Not Available
User Protection	2	2	1	Not Available
Hybrid Cloud Security	2	2	1	Not Available
Network Defense	2	2	1	Not Available

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SPECIALIZATIONS

SPECIALIZATION TYPES



More small businesses around the world rely on Trend Micro's security solutions to protect them than any other content security provider. Because our solutions are proactive, easy to use, and custom-built for small businesses, you can focus on running your business with market-leading IT security solutions.



Consumerization is driving a big change in security focus—from devices to users. As users leverage cloud and mobility solutions to collaborate, organizations need greater visibility and control of their activities. Trend Micro's complete user protection solutions secure all users' activity - any application, any device, anywhere.



In an effort to reduce expenses, increase business agility, and better respond to changing business needs, most organizations are using or looking to use virtualization and the cloud. Trend Micro is the global market leader in server security. We provide dynamic, adaptive protection for data center and cloud environments.



Targeted attacks, custom malware, and advanced persistent threats (APTs) have proven their ability to evade conventional security defenses, remain undetected for extended periods, and exfiltrate corporate data and intellectual property. Security analysts and experts are increasingly recommending that enterprises redefine their security due diligence to embrace specialized threat detection technology, as well as a proactive process of real-time threat management.

SPECIALIZATION PROCESS

1. Reseller personnel complete the specialization curriculum, which is available online through the Trend Micro Education portal.
2. Reseller completes and submits the online application for specialization, which is available in the Partner Portal.
3. Trend Micro reviews and approves the application, and, at its sole discretion, reserves the right to consider equivalent training in the evaluation of a reseller for specialization certification.
4. Subject to availability of Specializations, reseller gains access to the new benefits at the beginning of the subsequent month.

LEARN MORE OR GET HELP

Partner Program

www.trendmicro.com/partners

Partner Portal / Login

www.trendmicro.com/partnerportal

Partner Hotline

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