



# Trend Micro Partner Evening

Melbourne & Sydney March 2016

## Fundamental Societal Shift

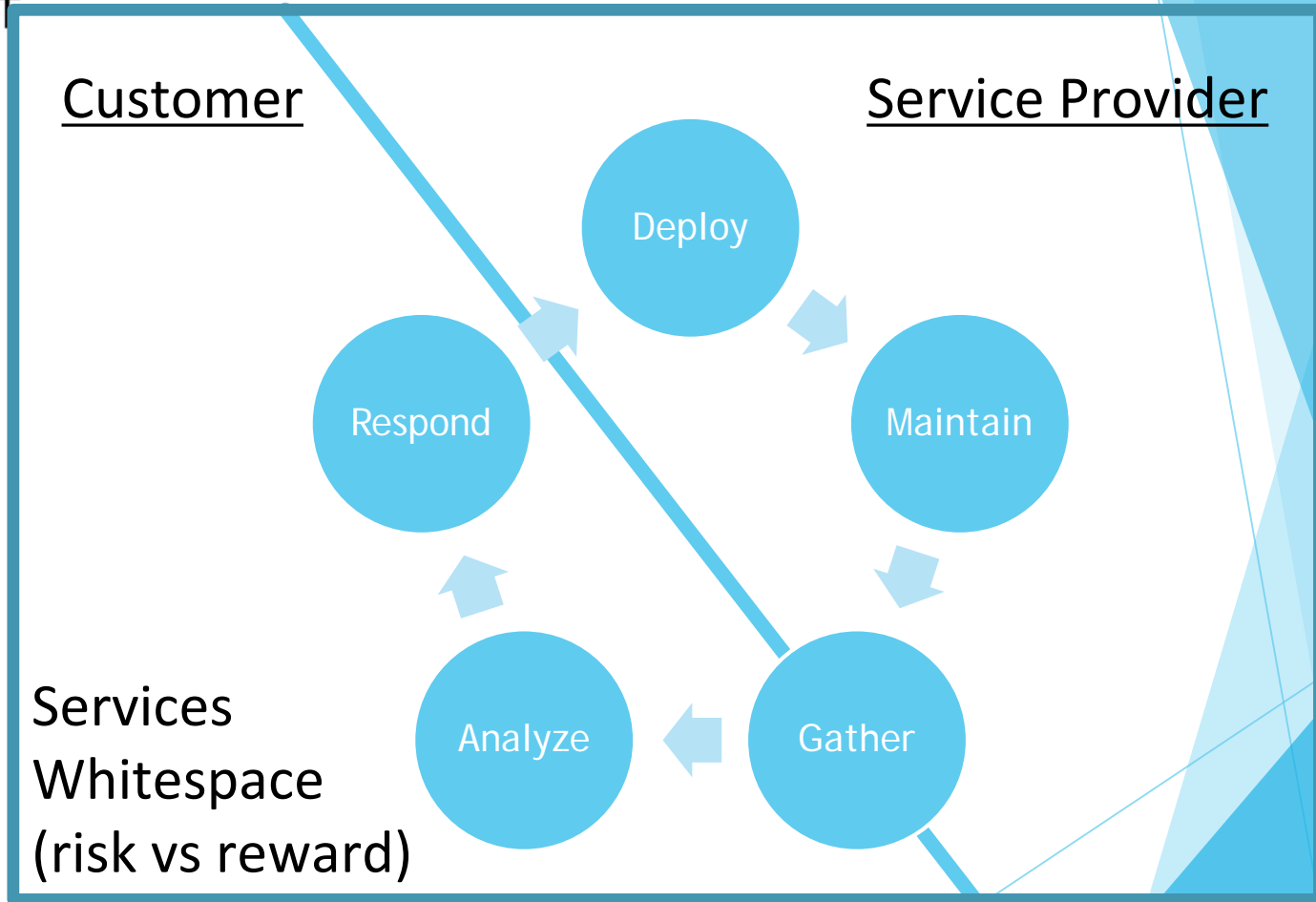
- Where are the boundaries, what are we protecting, who are the attackers?
  - 2020 – 2 Bn mobile first users in APAC
  - Human factor still at play
  - Internal, Noisy (Script kiddies), quiet (criminals), silent (state) (John at FBI in Trend webinar)
- 2019 1.3Bn IoTs
- 2019 Insurance industry influencing 75% of security buying decisions
- Legislation is catching up
  - 20% of security spend driven by EU legislation
  - EU-US Privacy Shield replaces Safe Harbour
  - USA vs MS (Ireland)
  - USA vs Apple (St Bernadino)
  - Twitter shuts 125,000 'terror' accounts
- 2017 1/3 corporate boards will have a seat for Risk mitigation
- False sense of security (O365)
- SKILLS availability

Driverless  
Cars

Healthcare

## From Products to Outcomes

- Expectation of outcomes from customers (think FEDEX)
- Boards “definition” of security different from traditional tech
- Predictive Analytics and Recommendations
- It will break – How do we identify, minimise impact and costs?
- Not about stopping, but about spotting
- Expectation of greater ownership on service provider



## Trust is Everything

- Blockchain
- 2020 50+% of AP transactions authorised by biometrics
- Brad Smith, from General Council in back office to WPC keynote
- "There are 2 types of companies. Those that have been hacked by China and companies that don't know they have been hacked by China." James Comey, Director FBI

## Opportunity

- SKILLS shortage
- Amazing tools and services aligned to Managed Service
  - Analytic networks
  - Machine Learning
  - Proactive alerting
- Higher level of revenue if you are addressing problems the board understands
  - Revenue Up, Costs Down, Risk Managed
- Will need to take responsibility and demonstrate industry/business skills
- Working with a partner who can support you when you make the new security promise to your customer



Thank You

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