TREND MICRO™ Securing Your Web World

Volume of Threat:
The AV Update Deployment Bottleneck

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vb 2009 GENEVA

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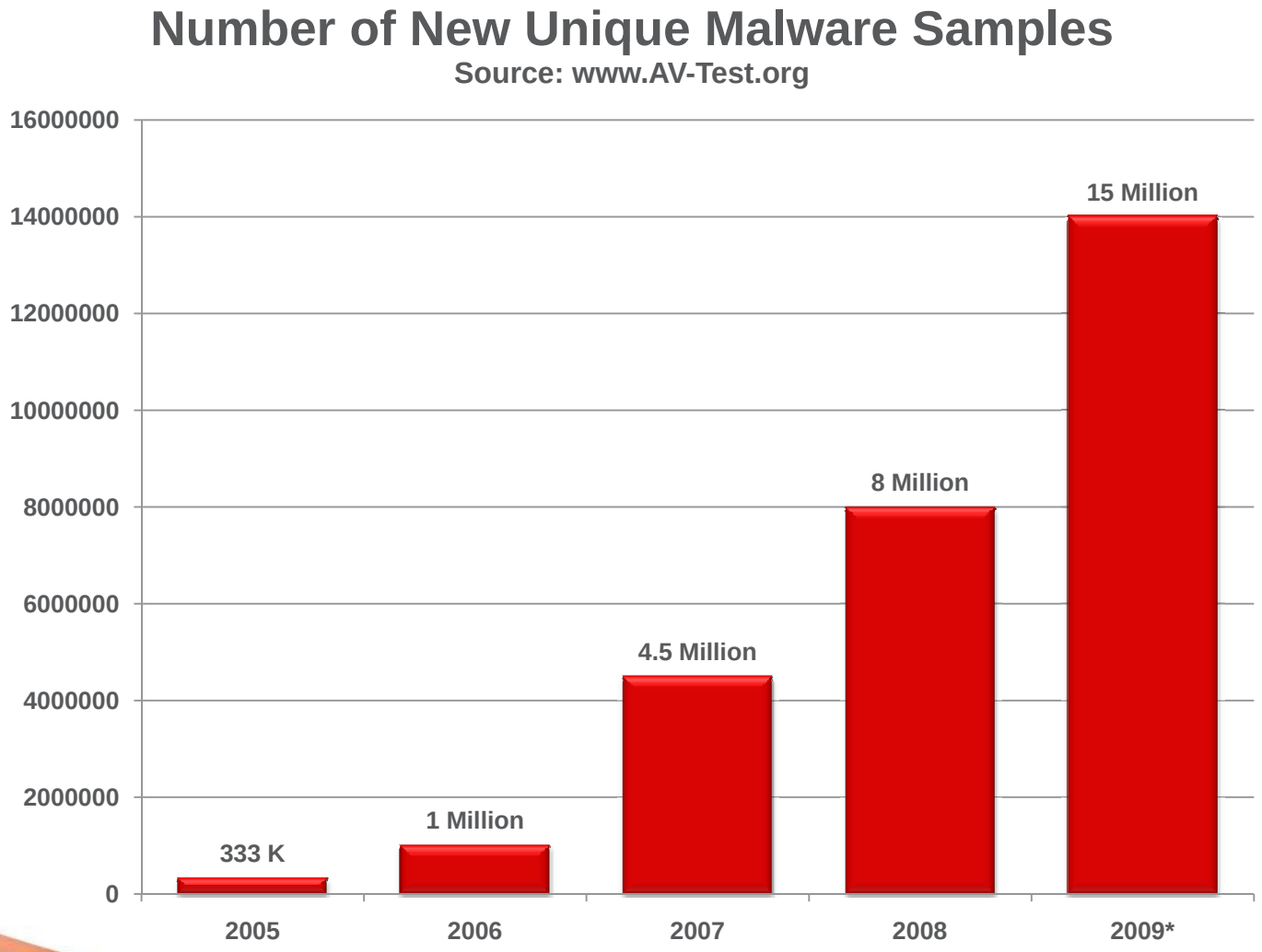
Malware Volume Increase



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More Samples -> More Patterns

Increase in Malware Samples

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Increase in Malware Samples

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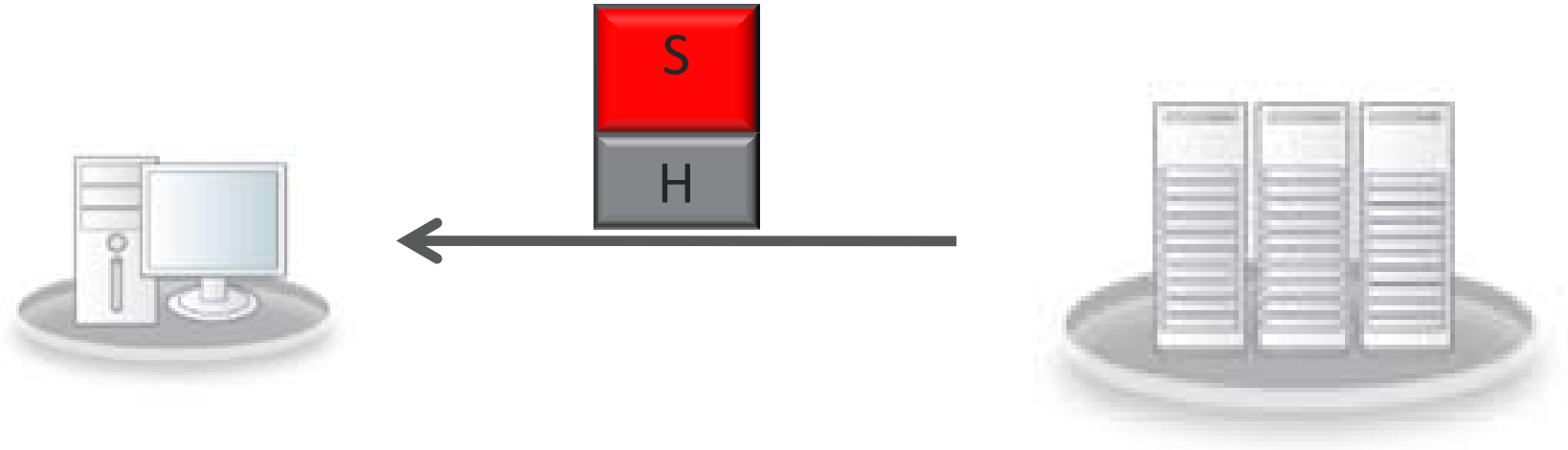
AV Updates (Now)



Static Signatures

Heuristics

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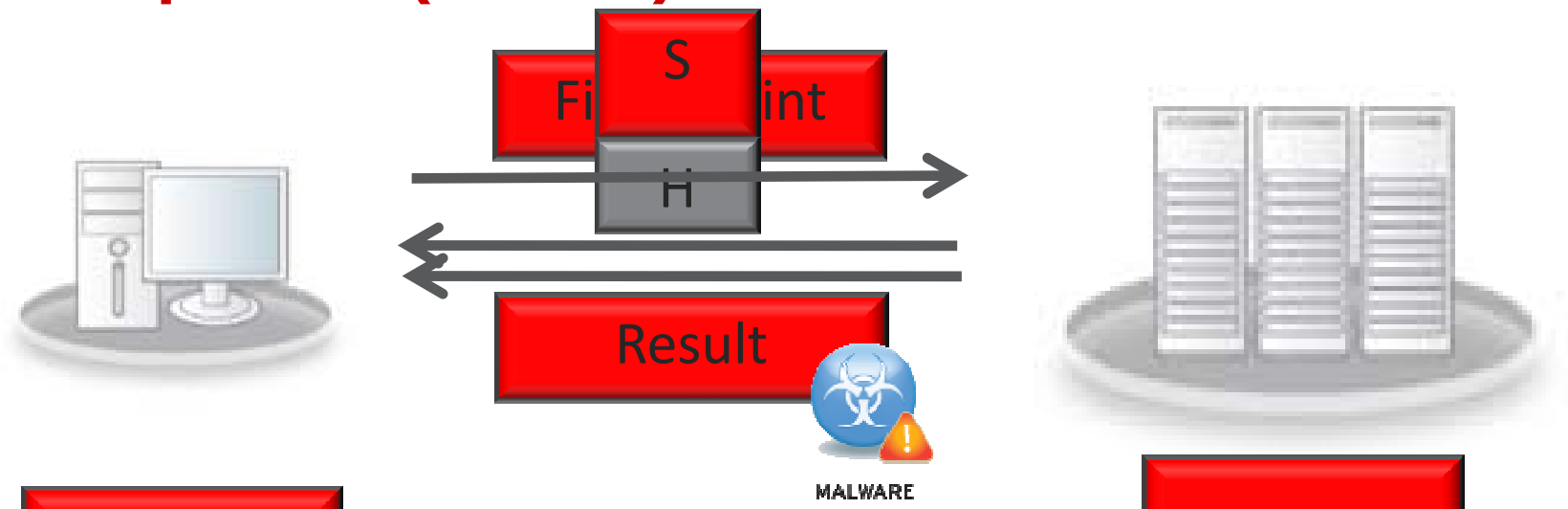
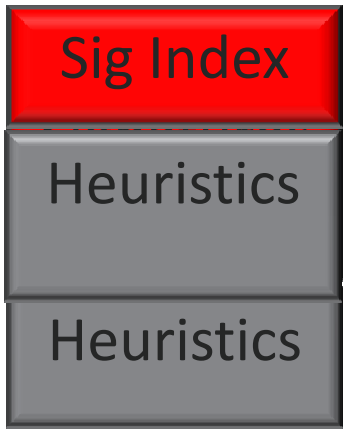
AV Updates (Future)





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Cloud Architecture

Private Cloud	Public Cloud
• Complete Control • Clear control of QoS • Control Security Settings	• Limited API Access • Limited QoS based on SLA • Unclear Security Standards • Excellent Load Balancing & Location Awareness
• Time Critical Systems **• Continuous Communications**	**• Non-Time Critical Systems** **• Unpredictable Communications**

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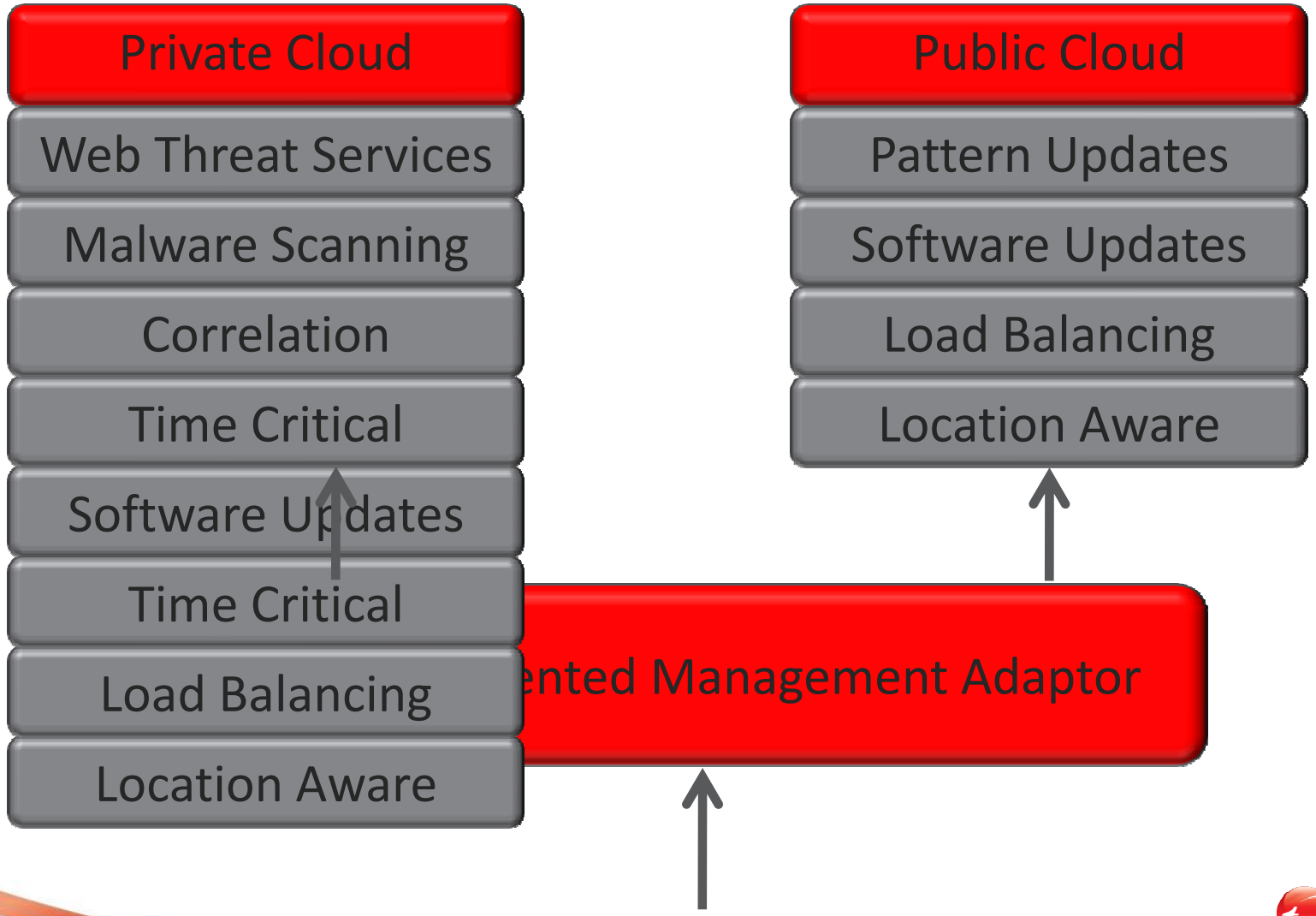
Putting it all together



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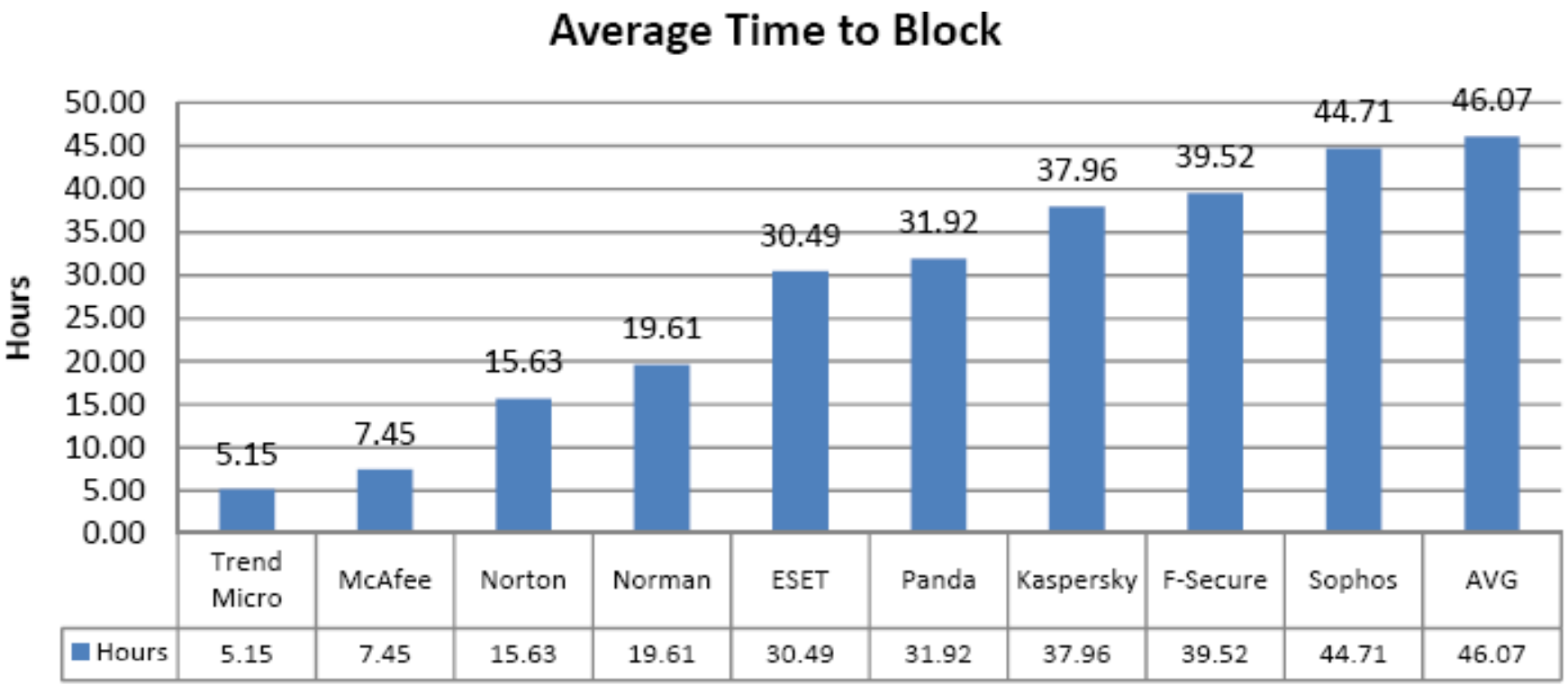
Does all this work?



Source: NSS Labs – based on 231,351 tests on 3,243 unique malicious URLS - http://nsslabs.com/

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Conclusions

- Increase in Malware -> AV Update Bottleneck

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Conclusions

Increase in Malware -> AV Update Bottleneck

Current Pattern Deployment on it's last legs

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Conclusions

Increase in Malware -> AV Update Bottleneck

Current Pattern Deployment on it's last legs

Cloud system is a powerful new layer of defense

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Backup Slides

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NSS Labs Report

Product	Caught Initially on Download	Caught Subsequently on Execution	Total
Trend Micro	91.0%	5.5%	96.4%
Kaspersky	78.5%	9.3%	87.8%
Norton	50.5%	31.3%	81.8%
McAfee	79.8%	1.9%	81.6%
Norman	66.3%	14.9%	81.2%
F-Secure	63.7%	16.4%	80.0%
AVG	65.0%	8.3%	73.3%
Panda	64.4%	7.6%	72.0%
ESET	65.4%	2.5%	67.9%

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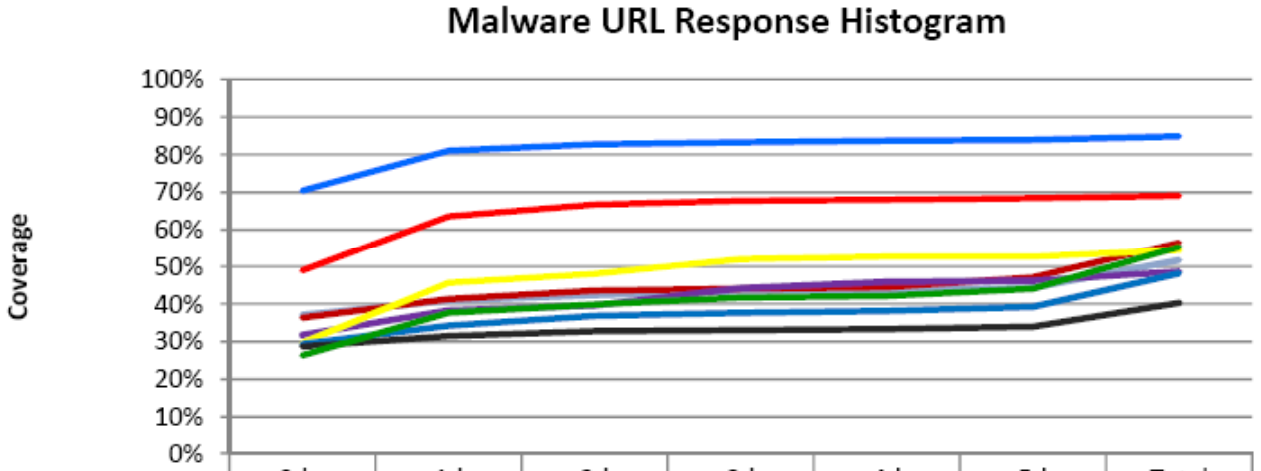
NSS Labs Report



	0-hr	1d	2d	3d	4d	5d	Total
Trend Micro	70%	81%	83%	83%	84%	84%	85%
McAfee	49%	64%	67%	68%	68%	68%	69%
ESET	37%	41%	42%	43%	44%	44%	52%
Kaspersky	36%	41%	44%	44%	44%	47%	56%
Norman	32%	38%	40%	44%	46%	46%	49%
Norton	30%	46%	48%	52%	53%	53%	54%
F-Secure	29%	34%	37%	38%	38%	39%	48%
Panda	29%	31%	33%	33%	33%	34%	40%
AVG	26%	38%	40%	42%	42%	44%	55%

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