



Open-source software is used within mission-critical IT workloads by over 95% of the IT organizations worldwide, whether they are aware of it or not.

” Gartner.

### About Trend Micro:

The global leader in cloud security

- Tokyo Stock Exchange (TYO: 4704; TSE: 4704)
- 6,600 employees
- \$1.68B 2019 revenue
- 31 years old & major presence in Americas, Europe and Asia presence

### About Snyk:

Leader in dev-first security

- Founded in 2015
- Raised \$350M (Accel, GV)
- 600+K users
- 7x growth YoY
- +300 employees

### What Problem Does the Trend Micro & Snyk Partnership Solve?

Almost all applications built in the last 25 years have been built using open source. **Developers are introducing more source code with new licenses from outside the organization to develop fast** and rapidly deliver new value and services into production. **Open source software can introduce vulnerability risk to the organization as well as licensing concerns.**

Furthermore, traditionally there’s a gap between developers and security teams, which creates an environment where **developers are building applications that do not adequately incorporate security into coding.** When this happens, this puts the burden of remediation of vulnerabilities on the security team.

### How Do Customers Benefit from the Trend Micro & Snyk Partnership?

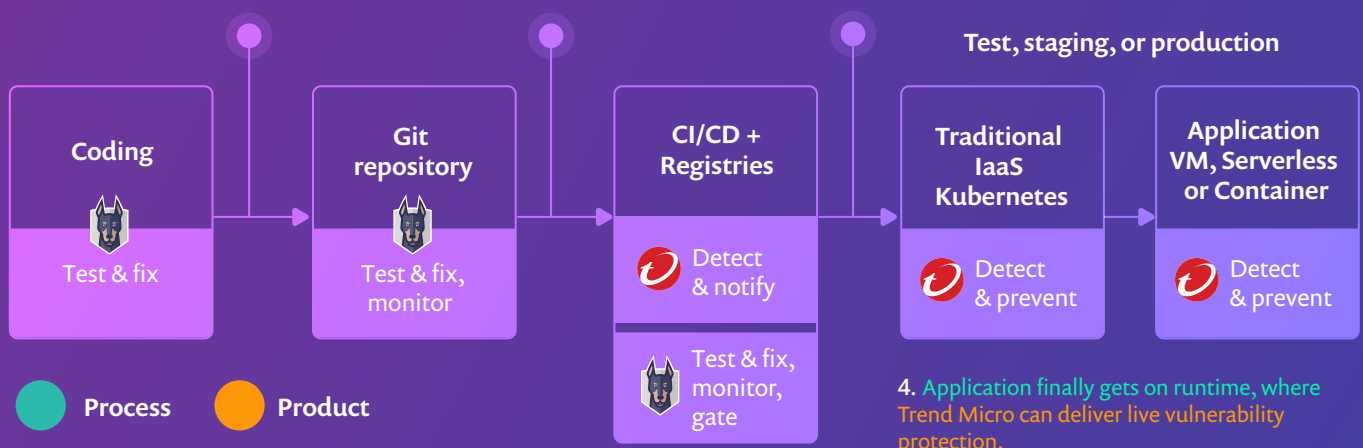
**A new approach to application security is needed.** Snyk and Trend Micro enable end-to-end application security throughout the DevOps cycle by fixing vulnerabilities at the source and protecting applications in runtime. This unifies development and operations and supports the security team's goals.

### How Trend Micro Smart Check and Snyk Work Together

1. **Developers refer to open source libraries in their code.** Snyk checks for vulnerabilities in these dependencies. Trend Micro can be inserted as a security library.

2. **Code changes are stored in a repository.** Snyk scans the repo and suggests fixes that are applied in a repo—in a native way.

3. **Code materializes as a built application through steps automated through a CI/CD pipeline.** Trend Micro & Snyk can check the materialized version of the application for vulnerabilities.



## Our Joint Go-to-Market Approach

- **Trend Micro Goals**  
Access to DevOps and developer influencers & new accounts
- **Snyk Goals**  
Drive new leads, pipeline and customer wins
- **Target Audiences**
  - Security Buyers** Both
  - Operations** Trend Micro
  - Developers** Snyk
  - Application Security** Snyk

## Rules of engagement

- **Trend led deal/event**  
Sell ONLY Snyk for Open Source  
NO discussion or selling of Snyk Container
- **Snyk led deal/event**  
Trend to sell ONLY Cloud One platform (runtime protection product)  
NO discussion or selling of Smart Check/-Cloud One-Container Security

## Snyk: When to introduce Trend Micro

- Has the customer expressed a strong interest in or need for runtime protection monitoring and protection for containers?
- Is the customer pitting Snyk against Aqua or Twistlock and leaning heavily toward Aqua because of runtime protection?
- Does the customer need a RASP solution?
- Does the customer only want/need to protect applications in production with heavy involvement from the operations team?

## Trend Micro: When to introduce Snyk

- Has your customer expressed interest in managing open source risk and dependencies?
- Is the customer interested in getting developers more engaged in security?
- Is the customer finding many open source vulnerabilities using Smart Check and needs to fix them faster and earlier in the development process?

## Joint Proof Points - The Process is Working

- Sales training and account mapping underway
- Started with thought leadership co-marketing >> transitioning to customer-facing events
- Influenced pipeline on the rise

## Next Steps

Schedule a joint meeting or demo, contact:  
**andre\_alves@trendmicro.com and jamie.omeara@snyk.io**

Co-sell or co-marketing questions/ideas, contact:  
**jill.wilkins@snyk.io and sarah.conway@snyk.io**

