

Trend Micro Helps Service Provider Increase Profit Margins

Speros switches clients to Trend Micro hosted security, and uses MSP portals to automate licensing and management.

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– Van Heath, IT Technician
Speros, Savannah, Georgia

EXECUTIVE SUMMARY

Customer Name: Speros

Industry: IT Services

Location: Savannah, Georgia

Customer Base: 34 customer sites; over 1100 Trend users

CHALLENGE:

- Align security with the overall service delivery model and technology roadmap
- Drive down costs without cutting into profit margins
- Streamline service delivery and day-to-day management
- Keep security invisible to customers, but have reporting capabilities that promote peace of mind

SOLUTION:

- Switch clients to Trend Micro™ Worry-Free™ Business Security Services
- Take advantage of Trend Micro™ Managed Services Provider program (Trend Micro™ Worry-Free™ Remote Manager; License Management Portal)

BUSINESS RESULTS:

- Easy, on-the-fly provisioning
- Pay-as-you-go aggregate pricing, with easy management of licenses and renewals
- Web dashboard for single view of entire installed base of hosted security solutions
- High level of automation, saving time and lowering operating costs
- Boosted profit margins for managed services

Challenge

Speros is a managed services provider that faces fierce competition from other IT companies. They set themselves apart by delivering high-quality services and helping customers keep their technology costs under control with a portfolio of very innovative—and very affordable—managed services.

Keeping its own operating costs under control has also contributed to Speros' success. When its previous security solution was becoming increasingly time-consuming to provision, manage, and administer across all of its customer sites, Speros knew it was time to switch to a vendor better aligned with its managed services business model.

“Our previous antivirus/anti-malware solution was tied to a firewall product,” said Van Heath, the Speros IT technician who manages all of the security solution licensing, provisioning, and renewals. “The [previous] solution was not very good in terms of general reporting about the health of systems, and the ability to fully support the entire customer base centrally.”

Solution

The vast majority of Speros customers take advantage of its Cloud as a Service.

“We are really impressed with hosted solutions, and have been actively switching everyone from traditional client-server compute models to cloud computing,” said Heath.

“Our cloud eliminates many on-going expenses, such as software upgrades, for our customers, and lets them access their company data using any Internet connection. Not many service providers in our region offer this type of service—it has made us much more competitive.”

The company's move into cloud computing put Trend Micro's hosted security service at the top of their list when they were considering a switch. Trend Micro Worry-Free Business Security Services was pilot-tested with a few Speros customers.

“The switch to Trend Micro hosted security was no problem for our customers—the software-as-a-service solution gives security a very small footprint,” said Heath. “They don't have to pay attention to security, especially since our managed service means that we receive notice if any threat activity is detected.”

In-house at Speros, the support team really noticed the switch to Trend Micro. They immediately appreciated the improved visibility and simplified management gained when they joined the Trend Micro Managed Services Provider (MSP) program.

Today, Trend Micro Worry-Free Remote Manager offers a consolidated view of their entire installed base of Trend Micro security solutions, and the Trend Micro License Management Portal streamlines the administration of licenses and provisioning of new customer sites and systems.

“Worry-Free Remote Manager is a powerful tool. We didn’t have this type of management portal with our previous vendor,” said Heath. “We try to do as much as possible remotely, and having the Worry-Free Remote Manager dashboard view has been great.”

The License Management Portal similarly simplifies orders and provisioning. “Now we can go in and change the number of licenses at a customer site on the fly—License Management Portal makes it really quick to license and provision protection. I just point and click.

“Then, I have a template set up in Worry-Free Remote Manager. Security policies are automatically configured for each new customer, and alerts are configured such that an email will be sent to our IT staff if there is any security activity that requires attention.”

Results

As part of its managed services offering, security is now a highly automated solution for Speros. There is very little that requires any attention from the staff.

“Using the Trend Micro portals, I can very quickly double-check our licenses each month before I turn in our MSP summary,” said Heath. “The ease of administering licenses and 24x7 self provisioning—along with the excellent threat protection from Worry-Free Business Security Services—has made security almost pure profit within our managed services model.

“As a result of the ease of managing and administering Trend Micro, we can offer our clients excellent rates for security—we come in lower than the industry average in our region. And the support from Trend Micro has been phenomenal. We have always experienced instant access to helpful experts—and we get answers that really work.

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DEPLOYMENT ENVIROMENTS:

Small and medium businesses

1-63 seats per business (average: 15-30 seats)

Trend Micro Worry-Free Business Security Services

Company Profile:

Consultation and unbiased advice are trademarks of the Speros team of highly experienced professionals. With unparalleled knowledge of the industry, Speros helps each client select and implement the most technologically advanced telephone, data, and computer network, as well as surveillance systems to protect the business. Many Speros employees have more than 20 years of experience in technology-related fields, and first-hand experience carrying out diverse customer installations.

Trend Micro Products

- **Trend Micro Worry-Free Business Security Services**
<http://www.trendmicro.com/us/small-business/product-security/worry-free-services/index.html>
- **Trend Micro Worry-Free Remote Manager**
<http://www.trendmicro.com/us/partners/worry-free-remote-manager/index.html>



Securing Your Journey to the Cloud

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