



## Georgia-Pacific Relies on Trend Micro™ Premium Support to Stay Ahead of Emerging Threats

*Georgia-Pacific, with revenues directly correlating to manufacturing output, relies on its IT infrastructure and security to ensure continuous production. A key component for success is Trend Micro Premium Support, including access to a designated Technical Account Manager (TAM)—a trusted security advisor—for personalized, proactive technical support and in-depth security expertise.*

**“Trend Micro Premium Support has kept us ahead of evolving security threats. It’s not unusual for us to get advance notification about potential attacks—even before official fixes are available.”**

— Gary Hill, Senior Director,  
Enterprise Information Security,  
Georgia-Pacific

### KEY BENEFITS

- Improved overall network security
- Faster resolution of support issues with 24x7 access to in-depth technical expertise
- Highly responsive, personalized service
- Ability to prevent problems before they occur with proactive threat notifications

### Protecting a Large-Scale, Global Network

With more than 55,000 employees spread across more than 300 sites worldwide, Georgia-Pacific depends on a dedicated team of in-house IT administrators to keep networks and systems operational 24x7. To meet the challenges of securing technology for desktops, servers, and networks, Georgia-Pacific also relies on Trend Micro Premium Support.

“Premium Support from Trend Micro is part of our extremely effective and cost-efficient security solution,” explained Gary Hill, senior director of Enterprise Information Security at Georgia-Pacific. “We are able to manage all of our Trend Micro security products with limited resources worldwide because we are partnered with a team who knows our business, our environments, and our requirements. Combined with in-depth knowledge of Trend Micro technology, our TAM is able to address our concerns and needs very quickly.”

### High-Level Project Goals

- Minimize in-house resources required to maintain and administer security solutions
- Ensure rapid response to any deployment issues
- Respond to user needs throughout the organization
- Keep security solution deployment up to date and optimally tailored to the business

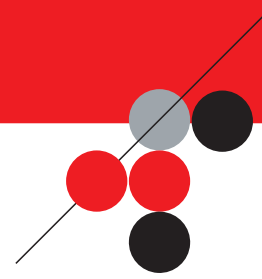
### Why Trend Micro?

Georgia-Pacific’s eight-year relationship with Trend Micro has resulted in a strong security technology foundation for the company. Trend Micro Premium Support has helped IT evolve security to stay ahead of emerging threats and maintain strong defenses for mission-critical resources.

Having a single point of contact at Trend Micro has produced excellent results for Georgia-Pacific. Its TAM works with the in-house IT administrators and pulls in other Trend Micro resources whenever necessary. The TAM supports the integration of all of the Trend Micro solutions, providing Georgia-Pacific one point of contact.. The continuity in support across its entire organization has been very important.

### Technology and Market Focus

Trend Micro Premium Support provides Georgia-Pacific with a single point of contact for any product support issues. “As a very large enterprise, we have many requirements that differ from smaller companies or businesses in other industries,” said Hill. “Trend Micro has shown that they are committed to tailoring solutions for the customer’s needs. They take a similar approach to support by segmenting TAMs to focus on accounts with similar requirements. We appreciate that our TAM makes the effort to learn and keep up with our industry, business goals, and special security needs.”



### Proactive Support

Monthly status meetings let the Trend Micro support and sales team keep ahead of issues at Georgia-Pacific, and exchange information about current events in the security industry, in-progress projects, and other topics of interest. This level of communication facilitates a very proactive stance for security management within Georgia-Pacific.

Georgia-Pacific's TAM also invites the company to participate in any relevant up-coming pre-release evaluations of emerging Trend Micro technology. Beta tests and other pilot deployments provide opportunities to learn and enhance security.

"Trend Micro Premium Support has kept us ahead of evolving security threats," said Hill. "It's not unusual for us to get advance notification about potential attacks—even before official fixes are available. This helps us put appropriate defenses into place and ensures that we can avoid widespread infections. We have an excellent working relationship with Trend Micro, and Premium Support gives us a great deal of confidence for the future."

### A Team Effort

Support at Georgia-Pacific is a team effort. The Trend Micro TAM and sales team jointly identify ways to improve the company's overall security. For example, they set up an ordering plan for Georgia-Pacific employees, enabling them to purchase Trend Micro home security solutions quickly and easily. By encouraging and helping employees to protect their home computers, the team eliminated another potential source of viruses and other malware that could attack email systems and spread throughout the network. Success at Georgia-Pacific has resulted from this type of big-picture perspective about the challenges facing the company.

### Corporate Profile

**Georgia-Pacific** • Atlanta, Georgia • [www.gp.com](http://www.gp.com)

Founded in 1927, Georgia-Pacific started as a wholesaler of hardwood lumber. Today the company has grown through expansion and acquisitions to become one of the world's leading manufacturers and marketers of tissue, pulp, paper, packaging, building products and related chemicals. The company was listed on the New York Stock Exchange from 1949 through 2005, when it was acquired as a wholly owned subsidiary of Koch Industries, Inc., a privately owned company based in Wichita, Kansas.

**Industry/Vertical:** Manufacturing • **Employees:** 55,000

### TREND MICRO PRODUCTS

#### Trend Micro Premium Support

<http://www.trendmicro.com/en/support/psp/usp/psp-support.htm>

#### Trend Micro, Inc.

Trend Micro Incorporated is a pioneer in secure content and threat management. Founded in 1988, Trend Micro provides individuals and organizations of all sizes with award-winning security software, hardware, and services. With headquarters in Tokyo and operations in more than 30 countries, Trend Micro solutions are sold through corporate and value-added resellers and service providers worldwide. For additional information and evaluation copies of Trend Micro products, visit our Web site at [www.trendmicro.com](http://www.trendmicro.com).

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