

UK Service Provider Relies on Trend Micro Hosted Security Solutions to Better Protect Small Businesses and Gain Ongoing Revenue Stream

Alfred Ashley Group helps small businesses overcome the daunting prospect of buying, installing, and managing computer and telephone system solutions. Building in best-in-class and cost-effective security is vital for meeting customer expectations and achieving the company's revenue and profit goals.

SECURITY REVENUE STREAMS

“Trend Micro hosted security solutions play perfectly in our business, and provide us with an ongoing revenue stream.”

— Richard Crossland,
Director
Alfred Ashley Group

With decades of experience, Alfred Ashley Group understands that customers want to be certain they are getting the right solution at the right price and with the right level of support. The company backs its managed services with the Alfred Ashley Guarantee and sets itself apart from the competition with its high-quality service. A couple of years ago, the company switched to Trend Micro security solutions as a better compliment to its managed services business.

“We routinely revise our business plan to respond to changing customer requirements,” said Richard Crossland, director of Alfred Ashley Group. “Over time we have seen that server-based software is very high on resource consumption for the customer and also on administration overhead for us. Hosted and managed solutions are very much part of our vision.



Consequently, Trend Micro hosted security solutions play perfectly in our business, and afford us an ongoing revenue stream and service delivery efficiencies that free us to provide our customers with increased levels of service. ‘Hosted’ means that Trend Micro is continually updating the software and the pattern definition files. This reduces our costs enormously and also means maximum protection for our customers.”

Today, Alfred Ashley Group recommends Trend Micro™ Worry-Free™ Business Security Advanced as its preferred security platform. Powered by Trend Micro™ Smart Protection Network™, the solution blocks threats before they impact customers. With the included Trend Micro InterScan™ Messaging Hosted Security, customers also get inbound email scanning and Alfred Ashley gains the cost-efficiencies of a hosted solution. “Email security

KEY BENEFITS

- **Comprehensive protection.** Customers are protected from viruses, spyware, phishing, web threats, spam, and more.
- **Simplicity.** Hosted solutions simplify start-up and offload management and updates to Trend Micro.
- **Increased profitability.** New revenues contribute to the top line while decreased operating costs contribute to the bottom line.
- **Flexibility.** On-site and hosted security alternatives meet all customer needs, and a single management console streamlines support for the entire customer base.

is a top priority for our customers,” said Mr. Crossland. “We believe Trend Micro’s hosted solution is the best competitively—InterScan Messaging Hosted Security gives us a good overall solution and is particularly great for spam. Customers appreciate the low false positives and, by blocking spam before it hits our customers’ networks, it conserves local resources.”

They also offer InterScan Messaging Hosted Security stand-alone to customers who want to add an extra layer of messaging protection or as a starting point for introducing security services without requiring on-premise hardware or software. “InterScan Messaging Hosted Security is a perfect upsell and has become a de facto standard for all of our customers,” said Mr. Crossland.

LESS COMPLEXITY

The team at Alfred Ashley Group points to the importance of simplicity when it comes to technology and solutions for small business customers. “Simplicity impacts our profitability and affects the customers, too,” said Mr. Crossland. “Ease of use is paramount for users. InterScan Messaging Hosted Security keeps things simple for us and for our customers. With just a couple of clicks of the mouse, end users can check spam folders and approve senders. InterScan Messaging Hosted Security is an excellent solution—a very quick and easy way to add that extra level of security.”

“I certainly recommend hosted solutions like InterScan Messaging Hosted Security—customers gain much greater security and we gain a solution that is fully maintained 24x7 by Trend Micro,” said Adrian Simmons, Help Desk manager at Alfred Ashley Group.

A HOSTED MANAGEMENT SOLUTION

Another factor for success is support. Technology must be easily deployed and managed for Alfred Ashley Group to meet its profitability goals. The company relies on Trend Micro Worry-Free Remote Manager to efficiently support all of its Trend Micro Worry-Free Business Security and InterScan Messaging Hosted Security customers. A single web-based Trend Micro-hosted console lets them monitor and manage these solutions for multiple customers.

“Using Trend Micro Worry-Free Remote Manager allows us to deliver a very high level of service—a very responsive service—very, very quickly,” said Mr. Crossland. “It is a great concept—the hosted console is fully managed by Trend Micro. As a manufacturer, Trend Micro offers us a very high level of support, both sales and marketing as well as customer service, and they give us good tools like Worry-Free Remote Manager that really fit our business.”

CORPORATE PROFILE

Alfred Ashley Group
Northwood, Middlesex, UK

Alfred Ashley Group was established in the ‘80s as a privately owned group encompassing two sister companies. Alfred Ashley Software Solutions is widely recognized as one of the leading software development businesses in London and the Northwest. Alfred Ashley Print Services is a highly successful print firm with an excellent client base. Alfred Ashley Group works with leading technology companies to deliver high-quality IT solutions.

- **Industry/Vertical** IT Services
- **Employees** 10
- **Customers** 5–55 PCs (average 25 PC users)
- www.alfred-ashley.co.uk

TREND MICRO PRODUCTS

- **Trend Micro Worry-Free Business Security (Standard and Advanced)**
<http://us.trendmicro.com/us/products/sb/worry-free-business-security/index.html>
- **Trend Micro InterScan Messaging Hosted Security**
<http://www.trendmicro.com/emailservices>
- **Trend Micro Worry-Free Remote Manager**
<http://www.trendmicro.com/wfrm>
- **Trend Micro Smart Protection Network**
<http://www.trendmicro.com/go/SmartProtectionNetwork>



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