

Channel Partner Increases Customer Satisfaction while Lowering Costs with Hosted Security from Trend Micro

Jensen Consulting has built a base of loyal customers by consistently delivering and recommending solutions that are ideally suited to each customer's business. In-depth experience and technology knowledge allow these IT professionals to evolve highly available infrastructures that help small businesses achieve their goals.

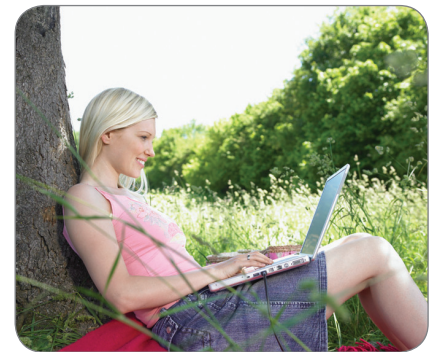
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— Jan Jensen, President
Jensen Consulting

A SUCCESSFUL PHILOSOPHY FOR SERVICE

Jensen Consulting was founded on the principle of delivering high quality services that promote repeat business. Their goal is to partner with customers over time. Unlike providers that sell a solution, deliver it, and then disappear, Jensen Consulting dedicates ongoing attention to each client. Over the years, they have focused on small business customers and today deliver total services that cover a broad range of technology from file servers and email to security and backup.



“Trend Micro has been our preferred security vendor for many years,” said Jan Jensen, president and founder of Jensen Consulting. “We recommend Trend Micro solutions because they are not too ‘heavy’ for small business systems. Our customers are not distracted by the security solutions. And Trend Micro provides the tools we need to manage security from a central location.”

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KEY BENEFITS

- **Increased revenues.** Hosted solutions renew at 100% of initial purchase price and have significantly higher renewal rates compared to similar on-premise products (up to 50% more revenue over a three-year period).
- **Higher customer satisfaction.** Low maintenance; no hardware requirements; lower ongoing costs; and better security (Trend Micro security experts perform all maintenance, 24x7).
- **Lower cost of sales.** Up to a 40% conversion rate for trial customers; shorter sales cycles due to low upfront costs.

MAKING MORE MONEY WITH HOSTED SECURITY

When Trend Micro began to offer hosted security solutions, Jensen Consulting was an early adopter. “Hosted solutions are very good for our market,” said Mr. Jensen. “We feel that Trend Micro™ InterScan™ Messaging Hosted Security is better than an on-site solution for our customers. Hosted security doesn't impose any burden on a small business's systems and since Trend Micro handles all of the maintenance, the solution is extremely economical. While it might seem that we would be able to make more money selling an on-site solution, especially one with a hardware component, we believe that by keeping our customers happy they keep coming to us with other service opportunities. They trust us to give them the best—and most affordable solution—and they keep coming back to us. We end up with increased earnings over time.”

High renewal rates for hosted solutions are also an attractive inducement for resellers like Jensen Consulting. Customers benefit from hosted security solutions with up to 50% lower acquisition costs compared to similar on-premise products, and significantly lower ongoing

operational requirements. With customers receiving such a high return on investment, resellers are able to renew hosted solutions up to 90% of the time. While on-premise solutions renew at 30–40% of the initial purchase price, hosted security from Trend Micro renews at 100% of the initial price, generating significantly more recurring revenue for resellers over time.

Resellers can generate up to 50% more revenue over a three-year period by selling hosted security as opposed to similar on-premise products, and generate this revenue with significantly lower selling costs. Mr. Jensen said, “In general, we feel that hosted solutions are a good trend. We want to be in this market, and we are committed to helping our customers by integrating hosted security solutions with their on-site technology and systems.”

A SUPERIOR ANTISPAM SOLUTION

Service providers face the double challenge of needing to stop spam and preserve employee productivity for small business customers while also minimizing the time spent maintaining the antispam solution, which otherwise detracts from activities more directly related to driving the business. When Jensen Consulting saw that spam and email-based viruses were impacting many of its customers, Jensen Consulting first used a Trend Micro appliance to filter email at the gateway.

While the appliance was easy to drop into an existing network and it did take care of some spam, viruses, and other threats, the local network was still being impacted by spam and other malicious traffic. Powered by Trend Micro Smart Protection Network™, InterScan Messaging Hosted Security takes advantage of in-the-cloud correlated threat intelligence to stop threats before they reach customers. “InterScan Messaging Hosted Security provides excellent protection from email-based threats, and by blocking spam before it hits local networks, we avoid gateway traffic jams that would otherwise slow down business for our clients,” explained Mr. Jensen. “Our customers are very satisfied with InterScan Messaging Hosted Security because we can show them the viruses that are being blocked, they are no longer flooded with spam, and the accuracy of the filtering results in very few false positives.”

IMPROVED CUSTOMER SERVICE AT A LOWER COST

To make sure that all of its customers have up-to-date security and to monitor real-time threat activity, Jensen Consulting takes advantage of Trend Micro Worry-Free™ Remote Manager. The web-based, centralized management solution provides them anytime, anywhere access for viewing and managing Trend Micro security solutions. These include legacy client-server security and client-server messaging products, the on-premise Worry-Free solutions, and InterScan Messaging Hosted Security.

“I like the overview we get with Worry-Free Remote Manager,” said Mr. Jensen. “We can see all of the clients that have a security agent installed. It’s instantly visible if any system has not been updated, and the green, yellow, and red icons clearly indicate any sites that require attention. Without having to login to each site, we can drill down to each customer and each location to investigate security situations. Worry-Free Remote Manager is a great real tool for our services business, and we are happy that Trend Micro is enhancing the management solution to support InterScan Messaging Hosted Security. This will be a great time saver for us since we’ll be able to manage everything from the web-hosted console. Trend Micro has given us the right tools to manage security and this means we can keep customers safer from today’s security threats.”

CORPORATE PROFILE

Jensen Consulting Stordamveien, Norway

The technology specialists at Jensen Consulting help small business customers in Oslo and surrounding areas optimize IT systems and derive the best possible value from technology investments. With many software, hardware, and security solutions continually being introduced to the market, Jensen Consulting uses its experience to find the right solution for each client. Established in 1997, the company has enjoyed long-term success with its focus on availability and communication.

- **Industry/Vertical** IT Services
- **Employees** 4
- **Customers** Small businesses
(5–100 employees)
- www.jensenconsulting.no

TREND MICRO PRODUCTS

- **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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