

# IT Service Provider Delivers Higher Level of Service with Hosted Security and Trend Micro™ Worry-Free™ Remote Manager

For more than 30 years, Smith Micro Technologies has built a loyal base of clients with its customer-focused, can-do attitude. The company's cradle-to-grave full-service IT resources provide people, products, and service, including security solutions that protect all of the customer's technology and digital assets.

.....

*“Trend Micro Worry-Free Remote Manager is a valuable solution. It is a one-stop location for supporting all of our customer sites and it is a real advantage compared to the competition.”*

— **Mark Roberts,**  
**Senior IT Specialist**  
Smith Micro  
Technologies, Inc.

.....

## KEY BENEFITS

- **Enables high-margin revenues.** Hosted solution offloads updates, maintenance, and tuning to Trend Micro.
- **Increased account control.** With a single login, the service provider can manage security at all customer sites.
- **Easy reporting.** General and detailed reports keep support teams and the customer informed about security.
- **Support for multiple products.** InterScan™ Messaging Hosted Security can now be managed along with Worry-Free™ Business Security.

## THE TREND MICRO DIFFERENCE

Now in its fourth decade, Smith Micro Technologies has experienced first-hand a broad range of technology solutions and issues. Security issues have continually risen in priority among its base of business customers in the Twin Cities. Its evaluations of industry offerings led Smith Micro Technologies to Trend Micro and today the company routinely recommends Trend Micro Worry-Free solutions for its small and medium business customers.



Smith Micro Technologies is also an enthusiastic user of Trend Micro Worry-Free Remote Manager. The company's Help Desk and IT professionals rely on the central console to support Worry-Free customers. “Trend Micro Worry-Free Remote Manager is a valuable solution,” said Mark Roberts, senior IT specialist at Smith Micro Technologies. “It is a one-stop location for supporting all of our customer sites and it is a real advantage compared to the competition. For example, with Symantec, we can only look at the installed based on a customer-by-customer basis. With Trend Micro Worry-Free Remote Manager, we can use a single login and look at all of our customers. Without this approach, we just wouldn't have the time to monitor all sites—it wouldn't get done. Now, Worry-Free Remote Manager automatically monitors all of the sites and we have a central console that gives us at-a-glance views across all customers. It simplifies training for our Help Desk personnel and enables very consistent and effective procedures for addressing customer issues.”

## THE EASE OF HOSTED SOLUTIONS

As a hosted solution, Worry-Free Remote Manager contributes to high-margin revenues for Smith Micro Technologies' managed services. Trend Micro hosts the console and manages all updates, maintenance, and performance optimizations without imposing any administrative burden on Smith Micro Technologies. “The hosted Worry-Free Remote Manager makes it easy for us as a service provider,” said Roberts. “I don't have to worry about it. I just set it up to

point to my customers' sites, and then I can focus on my own business. I don't have to upgrade hardware or software—I just access the Trend Micro site and use the console whenever I need it. The at-a-glance composite views of all of my customer sites save me time, and we rely extensively on the automatic monitoring and notification to further reduce the amount of time that we have to spend to provide excellent service. All of it adds up to a very cost-effective solution.”

Smith Micro Technologies has also gained a new revenue stream by offering Trend Micro hosted security to its customers. InterScan Messaging Hosted Security, included with Worry-Free Business Security Advanced and also sold separately, provides an easy-to-sell solution for email security. Since it requires no hardware or server software at the customer site, Smith Micro Technologies has lower barriers to entry with the hosted solution and also enjoys lower cost of management with Trend Micro handling all maintenance and updates. “Hosted solutions such as InterScan Messaging Hosted Security provide extra value to our customers and simplify the selling and support processes—with Worry-Free Remote Manager, it is super easy to add a new customer and monitor them,” said Roberts. “Security is becoming more of an issue with our customers and hosted solutions make it very easy for us to respond and meet the needs of our customers.”

## FEATURE-RICH MONITORING AND REPORTING

Smith Micro Technologies recently participated in the beta testing for the newest version of the Worry-Free Remote Manager. “The new Worry-Free Remote Manager hosted service adds icing to the cake,” explained Roberts. “We were happy with it already, and this version is noticeably faster. Besides the performance enhancements, it is an added bonus that we'll now be able to use the console to support our Trend Micro InterScan Messaging Hosted Security customers together with our other Worry-Free Business Security customers.”

The support for InterScan Messaging Hosted Security includes the ability to monitor those customers' security status, generate reports, and take advantage of a single sign-on for InterScan Messaging Hosted Security customer consoles. The user interface has also been enhanced, making it easier and faster to navigate to the desired Worry-Free Remote Manager function. Reporting updates include new General and Detailed report options, and the ability to store reports on the Trend Micro site. “Reporting is very important to my business,” said Roberts. “Trend Micro Worry-Free Remote Manager makes it easier for me to see what is going on, and also makes it easy for my customers to see what they are getting from our security service. Security is becoming more of an issue in general, and they want to know that they are being protected. On a weekly basis, customers can now review the report and see what their Trend Micro security solution is doing for them. It's true that they could look at the console in the past, but unless it hits their inbox, they typically don't look for it. This makes it automatic and easy to inform the customers and also give them the information they need to educate their in-house users about safe web behaviors.”

Overall, Worry-Free Remote Manager enables cost-effective service delivery for Smith Micro Technologies. “It's standard procedure for us to install Trend Micro Worry-Free Business Security and to set up Worry-Free Remote Manager for all of our customers,” said Roberts. “We continue to be very happy with Trend Micro. Solutions from other vendors routinely introduce performance issues and other challenges. With Trend Micro, there are no issues. Worry-Free solutions allow us to get the job done, and the choice of hosted solutions is a great benefit to our bottom line.”

## CORPORATE PROFILE

**Smith Micro Technologies, Inc.**  
St. Paul, Minnesota

Smith Micro Technologies started in 1979 as a family business servicing office equipment in the Twin Cities area. The main focus was providing outstanding service and building lasting partnerships with our customers. In 1979 the company was incorporated, forming Smith Office Equipment, Inc. In 1992 the name changed to Smith Micro Technologies, Inc. to better reflect the range of services offered. Smith Micro Technologies is still a family business and has grown to over 150 employees dedicated to the original concept, providing outstanding service.

- **Industry/Vertical** IT Services
- **Employees** 150
- **Customers** Average: small businesses with 50–100 PCs
- [www.smithmicrotech.com](http://www.smithmicrotech.com)

## TREND MICRO PRODUCTS

- **Trend Micro Worry-Free Remote Manager**  
<http://www.trendmicro.com/wfrm>
- **Trend Micro Worry-Free Business Security**  
<http://us.trendmicro.com/us/products/sb/worry-free-business-security/index.html>
- **Trend Micro InterScan Messaging Hosted Security**  
<http://www.trendmicro.com/emailservices>



©2009 by Trend Micro Incorporated. All rights reserved. Trend Micro, the Trend Micro t-ball logo, InterScan, and Worry-Free are trademarks or registered trademarks of Trend Micro, Incorporated. All other product or company names may be trademarks or registered trademarks of their owners. Trend Micro Incorporated reserves the right to make changes to this document and to the products described herein without notice.  
SS04SMITHSAAS090625US  
[www.trendmicro.com](http://www.trendmicro.com)