

Mobile Service Provider Introduces Hosted Desktop and Server Security to Block Spam and Gain Bandwidth

m8 Telecom is the first “virtual” mobile service provider in Australia—the company is not a carrier, but a retailer that offers customers the Optus mobile network and the convenience of local experts and personal service. The company’s success depends on its ability deliver highly responsive service. To differentiate itself, m8 Telecom must minimize any distractions from its customer-focused mission, including potential security risks.



MAXIMUM SECURITY WITH MINIMUM WORK REQUIRED

“*The ease of use and cost were the key issues for us, and Trend Micro™ InterScan™ Messaging Hosted Security has been perfect. It’s a very good fit for small and medium businesses like ours... In the past, about 40 to 45 percent of our email was spam. Now, the service is catching 99 percent of the spam before it hits our network and email servers.*”

— **Armin Ghazarian,**
Network and Systems Administrator
m8 Telecom Group

m8 Telecom competes in a very aggressive market by streamlining its operations and offering customers high-quality, personalized service. Its retail outlets are located near customers, and in many cases the shop owner personally waits on patrons. More than 100 stores rely on the company’s network to enable these high-touch operations, and to stay connected to the flow of information from headquarters.

A small but tightly knit IT department must deploy and manage the m8 Telecom systems and network. To protect confidential customer data and avoid outages from attacks, m8 Telecom initially deployed Symantec security solutions.

“The Symantec software was not working too well, and we had a major spam issue,” said Armin Ghazarian, m8 Telecom’s

network and systems administrator. “Luckily we had advice from the experts at Content Security, a local IT services company that helps small and medium businesses (SMBs) select the best-possible security solutions. They pointed us to Trend Micro™ Client Server Messaging Security for SMB.”



The mobile service provider deployed the Trend Micro Worry-Free™ solution on its broad range of existing PCs and on the company’s servers. A central console simplified deployments to multiple sites, and the Trend Micro software automatically removed the Symantec software as part of a fast and easy installation process. Client Server Messaging Security for SMB now gives the company protection from multiple threats including viruses, spam, spyware, phishing, and inappropriate content on the Web and in email.

KEY BENEFITS

- **Multilayered protection.** PC, server, and hosted security service combine to maximize security.
- **Recovered bandwidth.** Eliminating spam before it enters the network reduces traffic volume.
- **Streamlined management.** Trend Micro handles tuning and updates; Web-based console simplifies administration.
- **Satisfied users.** Quarantined message access by users offloads administrator and gives users more visibility.

GETTING SPAM UNDER CONTROL

Email communications are vital to the m8 Telecom business, but email servers were bogged down with the high volume of spam coming into the company's network. While spam was filtered out by Client Server Messaging Security for SMB before it hit desktop PCs, the unwanted traffic was still slowing network and server performance. Ghazarian wanted to add another layer of protection to tackle spam before it hit the network, but needed to keep costs low and avoid any solution that would increase the time required to manage the overall security solution.

"I tried a gateway solution, but it introduced another product that I had to manage," said Ghazarian. "Once again, my resources at Content Security showed me an ideal solution." Having just learned about the recently announced Trend Micro InterScan Messaging Hosted Security service, Content Security was able to sign m8 up for a two-week trial period.

"When I first tried out the Trend Micro hosted service, I thought, 'wow—this is great,'" explained Ghazarian. "On a day-to-day basis, I don't have to worry about it. The ease of use and cost were the key issues for us, and Trend Micro InterScan Messaging Hosted Security has been perfect. It's a very good fit for small and medium businesses like ours. It almost installs itself in terms of the initial set up, and then it is off and running. It has been almost invisible since—no one notices it. In the past, about 40 to 45 percent of our email was spam. Now, the service is catching 99 percent of the spam before it hits our network and email servers. And there are no day-to-day management requirements for us."

SIMPLE INTERFACE AND REPORTING FUNCTIONS

Trend Micro InterScan Messaging Hosted Security lets administrators like Ghazarian make any required configuration changes and monitor status using an intuitive Web-based console. "The interface is very basic—it has everything you want without anything unnecessary to get in the way," said Ghazarian. "It's very easy to use."

Customers can easily see the effectiveness of the hosted email filtering using the Web-based reporting function. They can tune the service so spam is being adequately filtered, without unacceptable levels of false positives (non-spam messages being filtered out as spam). At m8 Telecom, the results underscore the success of the service, and the company has now recovered the network and system bandwidth that was previously consumed by the unwanted content.

CORPORATE PROFILE

m8 Telecom Group Sydney, Australia

m8 Telecom is a new provider of mobile products and services through a national network of over 100 outlets. Located in convenient suburban and city locations, m8 Telecom's retail business is based upon convenience and personal service. m8 Telecom resells the Optus network, with a retail focus that gives customers flexible service options and expert in-store support.

- **Industry/Vertical** Mobile Service Provider
- **Infrastructure** 10 servers (Windows Server 2003); 50 desktops (Windows XP)
- www.m8.com.au

TREND MICRO PRODUCTS

- **Trend Micro™ Client Server Messaging Security for SMB**
<http://us.trendmicro.com/us/products/sb/client-server-messaging-for-smb/index.html>
- **Trend Micro InterScan™ Messaging Hosted Security**
<http://us.trendmicro.com/us/products/enterprise/interscan-messaging-hosted-security/index.html>



©2008 by Trend Micro Incorporated. 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. SS05M8IMHS080111AU

www.trendmicro.com