

Trend Micro Contributes to Security Integrator's Customer Satisfaction

Communications Finance, Inc. (CFI) offers best-of-breed security, innovations, and protection from emerging threats.

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—Dave Ladley, President, Communications Finance, Inc.

EXECUTIVE SUMMARY

Customer Name: Communications Finance, Inc.

Industry: Technology consulting, sales, and financing

Location: Chicago, Illinois

Web Site: www.communicationsfinance.com

Area Served: 28 states

CHALLENGE:

- Differentiate CFI services from other technology providers
- Choose best-of-breed security for all types of business customers
- Help clients stay ahead of emerging threats

SOLUTION:

- Trend Micro™ Worry-Free™ Business Security for small businesses
- Trend Micro™ Enterprise Security solutions for medium/large businesses

BUSINESS RESULTS:

- Security innovations that align with CFI commitment to technology leadership
- Long track record of successfully protecting customers' businesses
- Ease of sale, and security value that resonates with customers

Challenge

With a customer base in 28 states and steady growth of its business, the success of the Communications Finance, Inc. (CFI) business model stands out during these tough economic times. The service provider puts equal emphasis on its selection of technology partners and its comprehensive set of services to provide customers with one-stop shopping.

“We provide innovative solutions to critical business problems while helping customers manage the costs of their day-to-day operations,” explained Dave Ladley, president of CFI. “CFI offers industry-leading products and services. We install what we sell, and wrap attractive financing or leasing into the package. And while the order is the end of the deal for most providers, it is just the beginning for us. We choose customers that want long-term relationships with their technology provider, and most of our customers have been with us for 12 to 15 years.”

Security solutions are a mission-critical component of CFI's medium/large solutions. It often gives them a foot in the door with new accounts, as a conversation starter about the customer's business challenges. The biggest threats they see come from the web. “Today's users are still not very educated about safe web behaviors and a business can be easily compromised by downloaded viruses, botnets, and other malware that are prevalent in the Web 2.0 world,” said Ladley. “Our challenge is to continually keep up with threats, and know the truth about the security solutions on the market.”

Solution

CFI picks one product in each technology category that they can promote as best of breed. For many years, the company's security experts have ranked Trend Micro as the preferred security solution provider. “Trend Micro is a strong partner,” said Ladley. “We think they offer the best security products out there, and when it comes to emerging technologies, Trend Micro is ahead of Symantec and McAfee.”

The current CFI product and services portfolio incorporates the Trend Micro™ Worry-Free™ Business Security solutions for small businesses, and Trend Micro™ Enterprise Security solutions for its large-business customers. The tightly integrated offering of content security products, services, and solutions are powered by the Trend Micro™ Smart Protection Network™ infrastructure to deliver maximum protection from emerging threats while minimizing the cost and complexity of security management.

“Trend Micro solutions are easy to sell,” said David Martorano, regional account manager at CFI. “They are simple to explain to customers, in terms of the value they offer. It can seem that security solutions are all the same—everyone has the same story. Things that make Trend Micro stand out include Smart Protection Network and the TrendLabsSM team. Customers love this—Trend Micro dedicates more than a thousand engineers that are focused on gathering intelligence about emerging threats. It shows a dedication to R&D, and gives us a very strong story to tell from the endpoints all the way into the cloud.”

Besides protecting customers with Trend Micro-based multilayered solutions, CFI encourages data leak protection. “Because of what is going on, with many businesses reporting data thefts, we are promoting Trend MicroTM Data Loss Prevention,” said Martorano. “We preach proactive measures to our customers and Trend Micro security solutions like Data Loss Prevention serve an important function by blocking threats before they impact the business or damage the company’s reputation.”

CFI also educates customers about web threats, and explains how Trend Micro solutions protect them. Ladley said, “Trend Micro web threat protection allows businesses to use the web without being compromised. Worry-Free Business Security and Trend MicroTM Enterprise Security for Endpoints carry out real-time lookups to make sure that websites are safe, and to blocks ads and risky content. This is just one example of why we like Trend Micro. They offer great products, with great features.”

For customers that want complete support for security solutions, the CFI portfolio gives them the choice of Trend Micro Premium Support or CFI support services. “Trend MicroTM Worry-Free Remote Manager is another example of Trend Micro innovation,” said Ladley. “The web-based console is easy to use, and saves time for supporting all of our Worry-Free customers.”

Results

The breadth of the Trend Micro portfolio and the focus on innovation aligns with CFI’s emphasis on high-value services and long-term customer relationships. “Trend Micro is always coming out with new technologies,” said Ladley. “Today, it’s critical that businesses keep up with emerging threats, such as addressing the vulnerabilities in virtualized environments. Trend Micro gives us extremely relevant solutions in this area. Trend MicroTM Deep Security and Trend MicroTM Core Protection for Virtual Machines, combined with Trend Micro’s cloud strategy, are leading edge. We see IT professionals getting excited about these and other Trend Micro advancements.”

“Another thing that resonates with our customers is Trend Micro’s Smart Scan approach,” said Martorano. “No one else is doing what Trend Micro is doing to minimize the impact of security updates on endpoints. Our customers—especially Symantec users who are unhappy with its big footprint—really appreciate Trend MicroTM Smart Scan.”

The CFI team also appreciates that Trend Micro is working with third parties like NSS Labs to improve the industry testing procedures for security solutions. These advancements ultimately contribute to highly resilient products for today’s infrastructures. The effectiveness of the solutions, combined with licensing that enables reseller-friendly margins, help CFI optimize its operations and control costs.

“People ask, ‘What is the value add from CFI?’” said Ladley. “Some might say ‘price’ or ‘services,’ but technology providers are all pretty similar in those regards. We all sell the same kinds of products, and we all install them the same way. The real CFI values are the trust that we’ve earned and the fact that we make our customers’ lives easier. Those two things have kept us in business for more than 30 years, and they keep us growing every year. We are all about longevity, which is why we choose Trend Micro as our security partner.”

DEPLOYMENT ENVIRONMENTS

Business customers (medium/large)

Average: 750+ PCs

Small Businesses: Trend Micro Worry-Free Business Security

Medium/Large Businesses: Trend Micro Enterprise Security

Company Profile

With a focus on customer service, Communications Finance, Inc. (CFI) is all about understanding and anticipating each customer’s needs. CFI designs solutions to meet those needs and supplies products that perform to customer expectations.

The company’s cost-effective customized solutions enhance productivity, ensure reliability, reduce costs, and secure sensitive assets. CFI uses only “best of breed” product lines for the implementation and installation of network designs and product recommendations.

Customer Example: Schumacher Electric

Schumacher Electric is famous for its superior products for the global automotive aftermarket industry, and its never-ending commitment to exceptional customer service. To help carry the company’s standards of excellence to its in-house infrastructure, Schumacher brought in the technology solution experts at CFI who showed them how to save with a hosted email security solution. “Today, we can operate with a bonded T1 3Mbps connection, thanks to the Trend Micro hosted email solution,” said Chris Hadsall, IT director at Schumacher Electric. “Without it, we would need another leased line, and that would increase our costs by \$1000 per month.”

The complete story about Schumacher Electric can be found at http://us.trendmicro.com/imperia/md/content/us/pdf/hostedsecurity/hostedemailsecurity/ss04schutmhessaas091111us_1222.pdf.

Trend Micro Security

- **Trend Micro Worry-Free Business Security**
<http://us.trendmicro.com/us/products/sb/worry-free-business-security/index.html>
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