

# Creative Teams Enjoy “Set-It-and-Forget-It” Security

Switching customers to Trend Micro™ Worry-Free Business Security boosts IT service provider's and clients' productivity.

*“Even with the sheer volume of threats out there, I consider us well protected with Smart Protection Network and Worry-Free solutions. My two main concerns are protection and productivity, and Trend Micro solutions allow me to check off both from my list.”*

— Luke Whitehead, Group Account Director, Enigma Marketing Services

## EXECUTIVE SUMMARY

**Customer Name:** Enigma Marketing Services

**Industry:** Marketing Services

**Location:** Berkshire, UK

**Web Site:** [www.enigma-marketing.co.uk](http://www.enigma-marketing.co.uk)

**Number of Employees:** 30

## CHALLENGE:

- Avoid any disruptions to the creative process
- Maximize productivity and therefore contribute to the financial success of the business
- Keep security invisible to end users
- Choose a security solution that is efficiently supported by the outsourced IT team

## SOLUTION:

- Introduce Trend Micro Worry-Free Business Security Advanced to protect on-site computers, servers, and email

## BUSINESS RESULTS:

- Safer business environment, for highly productive operations
- Smarter protection, with in-the-cloud defense against the latest threats
- Simpler installation and management, with IT saving time by using the Trend Micro™ Worry-Free Remote Manager

## Challenge

The professionals at Enigma Marketing Services take full advantage of technology tools, using them to effectively deliver innovative and high-impact marketing solutions to their clients. That makes security a top priority, both to avoid disrupting the creative process as well as to maximize productivity and therefore ensure the company's financial success.

“IT issues—including security—can be a costly distraction,” explained Luke Whitehead, the group account director at Enigma Marketing Services. “We don't want to lose productivity, and if a machine is slowed down by a virus or malware, it means lost time. Enigma is not a large company—we can't afford to deal with infected computers. If someone brings an infected laptop into our office, we have to make sure that it doesn't spread to our computers. We want a security solution that blocks all of the latest threats, and we want to be able to set it and forget it.”

## Solution

As the company grew, the professionals at Enigma enlisted the IT services of CST, a local technology reseller, to help them introduce the best possible security solution for their environment. CST routinely recommends Trend Micro Worry-Free Business Security for small and medium businesses like Enigma. “Migrating our customers to Trend Micro solutions is standard procedure for us,” said Matt Steele, senior support engineer at CST. “We've worked with many of the leading security solutions, but we feel that the support we receive from Trend Micro is a lot better than the other vendors. We've relied on it for a few years now, and our success is a good testament to the Worry-Free products.”

Worry-Free Business Security is powered by the Trend Micro™ Smart Protection Network™ security infrastructure, which delivers advanced protection from the cloud. Threats are blocked in real time, before they reach the business. Smart Protection Network's unique cloud-client architecture includes a global network of threat intelligence sensors, collecting and correlating email, Web, and file reputation information to dramatically reduce infections.

At Enigma, the end users are particularly concerned about performance, and don't want to see security slowing down their work. "I've talked to people at other companies—security updates can slow everything down," said Mr. Whitehead. "With Trend Micro Worry-Free Business Security, we don't see that—the software has no discernable impact on performance. It's met our objectives in terms of protecting our productivity, and it remains quite invisible."

CST uses Trend Micro Worry-Free Remote Manager to monitor Enigma and its other Worry-Free clients from a single console. "The Trend Micro web-based monitoring solution automates the oversight of security," said Mr. Steele. "It also gives us great reporting—we get all the information we need to manage our clients, and reports can also be sent directly to any customer that wants to stay informed about security activity."

## Results

"Trend Micro Smart Protection Network is a huge selling point, in our opinion," said Mr. Whitehead. "We understand that Trend Micro was a pioneer in building in this extra layer of protection. Even with the sheer volume of threats out there, I consider us well protected with Smart Protection Network and Worry-Free solutions. My two main concerns are protection and productivity, and Trend Micro solutions allow me to check off both from my list."

With Trend Micro Worry-Free Business Security and Worry-Free Remote Manager, CST has similar confidence that its other clients are also protected. "Trend Micro Worry-Free Business Security is a very good product for our customers," said Mr. Steele. "When we switch companies to Trend Micro, we see their security problems go away. And we don't have to spend days cleaning up infections. It's one of the best solutions we've used. It has been our experience that Trend Micro security solutions improve our bottom line—by saving us time—and that switching to Trend Micro always improves customer satisfaction since we can very quickly install it and it just works. The ease of introducing Worry-Free Business Security to new clients is a real positive for our business."

On a day-to-day basis, Worry-Free Remote Manager helps CST make sure that all Enigma systems are up to date and protected. "Using Worry-Free Remote Manager, we can very quickly see if any software or licenses need to be updated," said Mr. Steele. "If there are any security issues, we can see them at a glance. Most of the time, we don't see anything that requires us to take action—detections have been handled automatically. With our clients using Worry-Free Business Security, we can establish a very cost-effective routine that benefits our business and our clients."

***"With our clients using Worry-Free Business Security, we can establish a very cost-effective routine that benefits our business and our clients."***

— Matt Steele, Senior Support Engineer, CST

## DEPLOYMENT ENVIRONMENT

1 site  
32 PCs and Macs  
1 server  
Trend Micro Worry-Free Business Security Advanced

## Company Profile

**Enigma Marketing Services** is an eclectic mix of enthusiastic professionals, with experience and expertise across all communication disciplines. The company's collaborative and open-minded approach genuinely delivers better results for clients because every member of the Enigma team brings specific expertise and understanding. Recruited from major international to specialist agencies, clients, and media owners, the employees at Enigma are drawn to the company's environment that encourages creative thinking and involvement.

## Central Support Technologies (CST)

Limited is an IT support company providing technical consulting, installation, and maintenance services throughout West London and the Thames Valley. Established in 1995, CST has grown substantially over the past few years and today the provider delivers quality integrated solutions to both the private and business sectors. CST solutions are designed to increase user productivity, reduce costs, and provide a solid and reliable platform from which to run a business. The company's clients currently number over 350. For more information, please visit [www.cstltd.com](http://www.cstltd.com).

## Trend Micro Security

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

## Trend Micro Enabling Technology

- **Trend Micro Smart Protection Network**  
<http://uk.trendmicro.com/uk/technology/smart-protection-network/>



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