

World's Largest Collectibles Auctioneer Relies on Trend Micro™ Solutions to Keep Bids Coming

With its 275,000+ members, Heritage has built a reputation based on unprecedented knowledge in the field of collectibles paired with professional business practices. To protect its mission-critical Internet trading platform, Heritage chooses Trend Micro enterprise security solutions.

“We deploy Trend Micro security solutions because we know that we are getting the best possible protection throughout our infrastructure,” said Carpenter. “Trend Micro does the best job of keeping up with evolving threats which would otherwise be disastrous for our online business.”

—Brian Carpenter (CISSP)
Sr. Network and Systems Administrator
Heritage Auction Galleries
(www.HA.com), Dallas, Texas

KEY BENEFITS

- **Comprehensive protection from evolving threats, avoiding disruptions to online auctions**
- **Blocking of spyware and other unauthorized installs**
- **Automatic cleanup of viruses, spyware, and other unwanted content**
- **Centralized administration and integration with Cisco Security Agent**

Attacks on the Business

Established in 1976, Heritage Auction Galleries is the world's largest collectibles auctioneer. The company's large base of members is a testament to its professional business practices and recognized expertise. The Heritage mission is to provide the Internet's most indispensable trading platform and source of information for serious collectors, investors, and dealers.

Several years ago, virus attacks had reached serious proportions at Heritage Auction Galleries. System and email threats were becoming too common, and the company could not risk a disruption to an auction server during a critical auction period. If customer bids can't reach Heritage, a seller or a buyer might not see the outcome they should expect for a valuable collectible. Heritage hired Brian Carpenter, a certified security expert (CISSP) with over a decade of experience.

“I became a big fan of Trend Micro solutions during a project when I was responsible for managing a client's email servers,” said Carpenter. “I figured out very quickly that there are two vital ingredients for success—good backup and solid security. When I joined Heritage, it was clear that the blend of existing security products should be replaced with an integrated Trend Micro solution.”

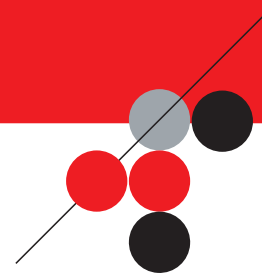
A Secure Foundation for an Online Business

Since then, Heritage has been protected by Trend Micro™ OfficeScan™ Client/Server Edition. This critical component of their security solution protects them from multiple threats including viruses, Trojans, worms, hackers, and mixed-threat attacks. Protection is extended to desktops, laptops, and servers, and a Web-based management console makes it easy to manage policies and automatic update procedures for clients and servers on the network.

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Superior Spyware Protection

The threat of spyware has become an increasing threat that Heritage has taken very seriously. To combat this problem, and protect the privacy of the company and its clients, Heritage deployed Trend Micro Anti-Spyware Enterprise Edition. This component in their security solution provides superior spyware and rootkit detection and protects against unwanted content by actively monitoring file downloads.



"Without degrading our network or server performance, Trend Micro Anti-Spyware has eliminated our spyware problem. From a management point of view, this solution greatly simplifies the fight against spyware, especially when compared to the previously deployed point products scattered throughout the organization. I can centrally monitor and manage the solution using the same Trend Micro Control Manager™ that we already had in place. The economics of our IT deployment are very important, and we have to work smart—Trend Micro lets us do that."

Enterprise-Class Management

Part of Heritage's first round of security initiatives included the deployment of the Cisco® Security Agent, providing an enterprise-wide framework for securing corporate networks. "Trend Micro was the first in its market to work with Cisco Security Agent," explained Carpenter. "This has saved us a lot of time and effort as we've evolved our security policies and carried out day-to-day management of the infrastructure."

A recent deployment of Trend Micro™ Damage Cleanup Services has also saved the IT group a lot of time. Damage Cleanup Services not only remove spyware, worms, virus remnants, and other malware, but it repairs system registries and memory to decrease the administrative labor, recovery time, and costs of outbreaks.

"Damage Cleanup Services pays for itself," explained Carpenter. "We can deploy it with OfficeScan to perform automatic cleanups on a scheduled basis, or set up Control Manager to deploy an agentless version. As systems come and go on our network, this flexibility helps us keep all systems free of malware without having to manually perform removal and cleanup operations."

A Complete Solution

The Trend Micro solutions give Heritage an integrated, easy-to-administer security solution that interoperates with its enterprise network management software. "I appreciate the time-saving, centralized administration of the Trend Micro solutions," concluded Carpenter. "But it's the company's leadership in technology and overall protection that keeps me a loyal Trend Micro customer. In our business, we have to take care of our buyers and sellers. We take that job seriously and Trend Micro helps us earn the trust of our customers. That keeps them safe and that keeps our company safe."

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TREND MICRO PRODUCTS

Trend Micro™ OfficeScan™ Client/Server Edition

<http://www.trendmicro.com/en/products/desktop/osce/evaluate/overview.htm>

Trend Micro™ Anti-Spyware Enterprise Edition

<http://www.trendmicro.com/en/products/desktop/tm-asee/evaluate/overview.htm>

Trend Micro™ Damage Cleanup Services

<http://www.trendmicro.com/en/products/eps/services/overview.htm#dcs>

Trend Micro, Inc.

Trend Micro Incorporated is a pioneer in secure content and threat management. Founded in 1988, Trend Micro provides individuals and organizations of all sizes with award-winning security software, hardware, and services. With headquarters in Tokyo and operations in more than 30 countries, Trend Micro solutions are sold through corporate and value-added resellers and service providers worldwide. For additional information and evaluation copies of Trend Micro products and services, visit our Web site at www.trendmicro.com.

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