

Communications Firm Relies on Trend Micro™ to Protect Email-Centric Operations

The specialists at BPCubed provide public relations and Latino outreach expertise to clients that require concise communication services in the areas of healthcare, state government, and higher education. Their email-centric business comes to a halt if systems or the network are compromised.

“Trend Micro™ Client Server Messaging Security for SMB really hits the nail on the head for small businesses like ours. The all-in-one solution protects us from viruses and keeps spam and spyware off of our systems.”

— Phil Perry, Managing Partner
BPCubed, Inc.

Protecting the Business' Lifeline

The principals and professional staff at BPCubed help clients get their messages out. The communications business has enjoyed success that comes from the team's decades of experience in government, politics, and private industry. But continued success depends on the day-to-day interactions with clients. To maintain these vital connections, the communications experts at BPCubed rely extensively on their in-house communications technology. “Email is our lifeline to our clients and outside partners,” explained Phil Perry, managing partner at BPCubed, Inc. “Phones are important too, but when our email server goes down, our business freezes. We can't get our work done if we don't have the ability to communicate in real time with large groups of clients and industry contacts. And if our inboxes fill up with spam, we waste time that could be spent generating revenue. Our profits depend on security solutions that help us avoid disruptions to this vital communications channel.”

High-Level Project Goals

- Protect email servers from outages due to virus attacks, spyware, and other malware
- Optimize productivity by controlling spam and unwanted content in the email system
- Automate operation and updates to keep security invisible to the staff (minimize user interventions)
- Minimize the time required to monitor and manage security

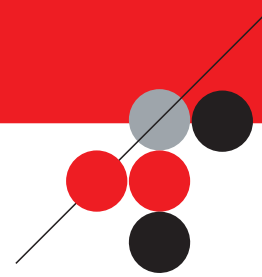
Why Trend Micro?

Before moving to Trend Micro security solutions, BPCubed had Symantec antivirus software and a firewall appliance protecting the firm's infrastructure. “When spam became a problem for us, we looked for a security solution that could handle this productivity drain,” said Perry. “We also wanted a security solution that was a better fit with our environment. Our previous software did not work well with our backup utilities and we looked for a solution that was less obtrusive in our network.”

BPCubed chose one of the Trend Micro Worry-Free Security solutions designed for small and medium businesses, Trend Micro Client Server Messaging Security for SMB. This all-in-one solution optimally met their security requirements, which included virus protection and elimination of spam. “Corporate espionage is an issue in our field—our email connections open us up to spammers and hackers. We have to protect our communication systems,” said Perry. “Trend Micro gives us a solid defense at both desktop and server levels. We can pull up the dashboard and see what's going on. I can even check from home, or set up automatic email notifications. These features have saved me many trips to the office while giving me peace of mind. In terms of virus protection, we haven't had any trouble with malware attacks since moving to Trend Micro, and this gives me confidence that our infrastructure is well protected.”

KEY BENEFITS

- Protection at multiple points in the network
- Effective defense from malware such as viruses, spam, and spyware
- Fast and easy install
- Simplified support with centralized view of status and email notifications of attempted attacks



Keeping Ahead of Threats

BPcubed recently upgraded to release 3.5 of Trend Micro Client Server Messaging Security for SMB. “Trend Micro knows what they are doing—the newest release installed so smoothly that it could be easily handled by a non-expert user,” said Perry. “It was totally automatic—fast and easy—and we had no problems with the upgrade. I usually come in on weekends to deal with installs so I was really happy that it went so quickly. I was out of here in less than an hour. I really appreciate the fact that Trend Micro doesn’t make you do a bunch of reboots on the server for an install. A single reboot can take 20 minutes, and so I have to compliment Trend Micro on their efficient use of my time when it comes to their software design.”

Controlling Spam and Spyware

The integrated spam and spyware protection saves additional time for BPcubed. “Trend Micro Client Server Messaging Security for SMB really hits the nail on the head for small businesses like ours,” said Perry. “The all-in-one solution protects us from viruses and keeps spam and spyware off of our systems. The spam protection has evolved to the point where I don’t hear any complaints from our staff. They have their own spam folders and can conveniently check and manage spam on their own. And we now enjoy the built-in spyware protection added in this release. It works great and we don’t see any spyware getting through. We run Spybot™, and now it isn’t finding anything that Trend Micro misses, but Trend Micro is picking up things that Spybot had not caught. By integrating protection from all of these attacks, Trend Micro has made it much easier for me to support our security solution.”

Corporate Profile

BPcubed, Inc. • Sacramento, California • www.bpcubed.com

BPcubed works closely with their clients to provide them with the best in public affairs, public relations, marketing and media communication strategic planning, development, and implementation. Clients benefit from the firm’s in-depth experience, specialized expertise in Hispanic and healthcare communications, and long-standing relationships with local, regional, and national industry leaders, government policymakers, and media professionals. Services provided by BPcubed include:

- Media Relation Strategy Development and Implementation
- Strategic Communications and Outreach
- Latino Outreach
- Government Affairs Support and Coalition Building

Industry/Vertical: Public Affairs and Media Consulting • **Employees:** 5 • **Infrastructure:** 5 desktop systems, 2 servers (Microsoft™ Exchange™ and Microsoft server software)

TREND MICRO PRODUCTS

Trend Micro™ Client Server Messaging Security for SMB 3.5

<http://www.trendmicro.com/en/products/smb/csm-smb-suite/evaluate/overview.htm>

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.

Trend Micro Inc.

10101 N. De Anza Blvd.
Cupertino, CA 95014, USA
toll free: 1+800-228-5651
phone: 1+408-257-1500
fax: 1+408-257-2003
www.trendmicro.com

