



Trend Micro Simplifies the Job of Delivering Security to Small Business Clients

Kent Consulting provides complete IT support to a base of small businesses in Anchorage, Alaska. The diverse group of clients requires networks, systems, and security solutions that enable them to remain focused on the business at hand and achieve their full potential.

“A lot of security vendors say they provide all-in-one protection. None of them achieves the level of integration or offers a product as good as Trend Micro™ Client Server Messaging Security for SMB. Trend Micro’s automated threat protection makes it the best choice and value for small business clients.”

— Wayne Kent, Owner
Kent Consulting

KEY BENEFITS

- **Ease of upgrade/installation with remote Web-based console**
- **Minimized time needed for intervention with automated threat protection**
- **Protection at multiple points in Small Business Sever environments**
- **All-in-one protection for simplified support and monitoring (single, centralized console)**

Increasing Security Without Increasing Administration

Wayne Kent is the one-man IT department to his large group of small-business clients in Anchorage, Alaska. The diverse group of businesses—from individual tradesmen to health-care providers—has one thing in common. Each company’s one to fifteen employees need to stay focused on the business and require an infrastructure that makes that as easy as possible. “My clients trust me to keep their systems up and running,” said Kent. “The network, the desktop systems, and in most cases, a Microsoft™ Small Business Server are essential to their operations, and I routinely deploy Trend Micro Client Server Messaging for SMB to make sure that they have the best protection possible.”

Another priority for Kent’s consulting business is to optimally use his time. “I can’t continually monitor software to see if it’s working,” explained Kent. “I have to rely on solutions that get the job done without taking up a lot of my time. For many years I’ve found that Trend Micro gives me a Worry-Free Security solution—I can set it and forget it.”

High-Level Project Goals

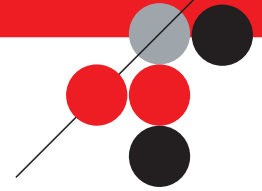
- Protect systems and networks from damage caused by viruses, worms, Trojans, and other malware
- Maximize client productivity and protect information by eliminating spyware and controlling spam
- Reduce time required to deploy, monitor, and update the security solutions
- Provide transparent, comprehensive protection that fits the budgets and infrastructures of small businesses

Why Trend Micro?

His many years of experience have included evaluations of many security solutions. Kent ranks Trend Micro as his number-one choice for several reasons. “Ever since I deployed the first generation of Trend Micro SMB solutions, I was very impressed with how well the product worked without intervention,” said Kent. “Since then, Trend Micro has done a great job of listening and responding to the changing needs of the small business. Today, centralized management and all-in-one protection for Microsoft Small Business Server environments set Trend Micro apart from the competition.”

Simplified Installation and Management

Kent joined the beta program to check out the new Trend Micro Client Server Messaging Security for SMB 3.5. “The upgrade to release 3.5 has been seamless—the sites are running really well. At the client site, I installed a new server at the same time. I took advantage of the ‘move’ feature to move clients from the old server to the new, and I was able to accomplish the upgrade easily while avoiding any downtime for the users. Trend Micro lets me do everything remotely. After deployment, the solution gives me automated reports of status and requires no intervention to remove and clean up after malware, spyware, or spam.”



Comprehensive All-in-One Protection

The built-in abilities to manage spam and block spyware also benefit Kent's business. Users are happy with the ability to view and control spam filtering, and the enhanced spyware protection keeps invasive programs away from the users. "It's hard to control the human factor in the security equation," explained Kent. "Invariably someone will click on an attachment that they shouldn't open and end up with spyware invading all of the systems on the network. With Trend Micro Client Server Messaging Security for SMB, I now have the ability to build in protection against the emerging rootkit and bot attacks and make sure that security is not dependent on individuals making the right decisions every minute of the day."

The Right Solution at the Right Time

"A lot of security vendors say they provide all-in-one protection," said Kent. "None of them achieves the level of integration or offers a product as good as Trend Micro Client Server Messaging Security for SMB. Trend Micro's automated threat protection makes it the best choice and value for small business clients. When people ask, I always tell them that Trend Micro is the one to buy. This extends to home users—I've converted all my friends and family to Trend Micro."

Corporate Profile

Kent Consulting • Anchorage, Alaska • www.netsandbytes.com

Kent Consulting provides complete IT support to a base of small businesses in Anchorage, Alaska. This includes network, desktop system, and server deployments or upgrades and ongoing management for the complete infrastructure. Wayne Kent, the owner of the sole proprietorship, helps his clients succeed by keeping their technology resources operating and tuned to meet their unique requirements. Being freed to focus on their business and not on the infrastructure that enables it, clients can be confident that they are getting the best solutions and the expertise required to stay ahead and perform to the best of their abilities.

Industry/Vertical: IT Consulting • **Average Client:** 1–15 employees; 1 Microsoft Small Business Server

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.

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