

# Health Insurance Provider Cites Technology and Worldwide Presence for Enabling Trend Micro™ 20 Years of Success

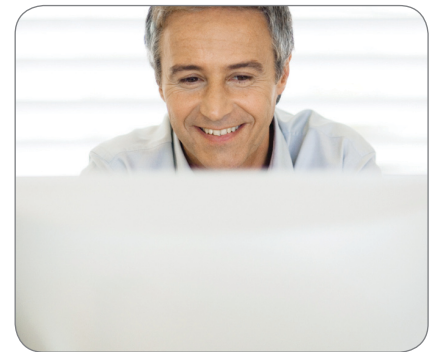
For more than 70 years, the health care needs of millions of Australians have been supported by BUPA Australia. To maintain a secure infrastructure for the company, IT regularly evaluates and compares the technology on the market, and deploys security solutions that meet its technical requirements and fit its budget.

## TECHNOLOGY LEADERSHIP

*“I’ve seen many companies change their focus over the years, but Trend Micro has continued to do what they do best, which includes building strong technical teams that can deliver personalized service to enterprise customers around the world.”*

— Sukumar Rakkhit,  
Senior Platform Engineer  
BUPA Australia

The technology teams at BUPA Australia were among the early adopters of enterprise security solutions, but they were not happy with some of the earliest solutions they deployed. Since switching to Trend Micro enterprise security solutions, IT has overcome their previous technical issues, and has been able to deliver better value to the company.



“Compared to our previous solutions, Trend Micro has never caused any problems within our environment,” said Sukumar Rakkhit, Senior Platform Engineer at BUPA Australia. “Trend Micro enterprise solutions have performed very well over the last five years, without slowing down systems or business applications. We rate Trend Micro very high for their technology, and we attribute their long-term success in part to the fact that they are keeping ahead of other security vendors. For example, Trend Micro is going down the path of centralized data bases—by correlating the threat data in the cloud, they provide solutions that deliver very fast operation without the local overhead on our systems. Trend Micro technology is also very easy to use. The intuitive installation and management help us get our jobs done efficiently.”

## EXCELLENT 24X7 SUPPORT

To maximize the value that BUPA Australia gets from its Trend Micro products, the company takes advantage of the enhanced technical support provided through Trend Micro™ Premium Support. A designated Technical Account Manager (TAM) gives them

## KEY BENEFITS

- **Superior products.** Enterprise solutions do not interfere with systems or business applications.
- **Intuitive designs.** Solutions are easy to use and manage.
- **Expert assistance.** Premium Support includes 24x7 access to experts, and a designated Technical Account Manager who knows the customer’s environment.
- **Local presence.** The worldwide support organization provides enterprises with local expertise and personalized support.

highly responsive, personalized service combining detailed knowledge of Trend Micro products and the BUPA Australia environment. Trend Micro Premium Support includes 24x7 access to support, including technical experts and in-depth online information, and a level of service that helps prevent problems before they occur.

“The whole Trend Micro technical service team in Melbourne is excellent,” said Rakkhit. “Before we worked with Trend Micro, we couldn’t always get the help we needed. Since switching to Trend Micro, and signing up for Trend Micro Premium Support, the support we get has been really good. Anytime we have a security issue, our TAM is there to help us. Having this resource is critical for us. I find that a lot of vendors are cutting costs these days. In particular, many are reducing their support organizations and focusing their investments only in the area of selling. Trend Micro has continued to invest in both selling and support, and this combination is essential. We really rely on the support organization and Trend Micro is doing great in this area.”

## WORLDWIDE PRESENCE

The team at BUPA Australia also cited Trend Micro’s worldwide presence as a key reason for the company’s 20 years of success. “The Trend Micro team in Melbourne continues to grow,” said Rakkhit. “Trend Micro is clearly committed to building strong local teams around the world. I’ve seen many companies change their focus over the years, but Trend Micro has continued to do what they do best, which includes building strong technical teams that can deliver personalized service to enterprise customers around the world. Sometimes we have very urgent needs for information and help with our technology, and Trend Micro’s business model includes local experts that understand enterprise environments. We hope they keep doing what they have been doing for another 20 years.”

## CORPORATE PROFILE

### BUPA Australia Health Pty Ltd Victoria, Australia

BUPA Australia is one of Australia’s leading health and care organizations, supporting around three million Australians through trusted health insurance brands HBA, MBF and Mutual Community. BUPA Australia is part of the BUPA Group, one of the largest private providers of health care services in the world, with over 10 million customers in almost 200 countries. The BUPA Group has no shareholders so all profits are reinvested to improve services and facilities for customers. In addition to health insurance, BUPA Australia offers a range of travel, home, car and life insurance policies through its health insurance brands, as well as financial and retirement solutions through ClearView Retirement Solutions.

- **Industry/Vertical** Insurance
- **Employees** 2700
- [www.bupa.com.au](http://www.bupa.com.au)

## TREND MICRO PRODUCTS

- **Trend Micro Enterprise Security Solutions**  
<http://us.trendmicro.com/us/home/enterprise/>



Copyright © 2007. Trend Micro Incorporated. All rights reserved. Trend Micro and the Trend Micro t-ball logo are trademarks or registered trademarks of Trend Micro, Incorporated. All other product or company names may be trademarks or registered trademarks of their owners. Trend Micro Incorporated reserves the right to make changes to this document and to the products described herein without notice.  
SS04BUPA20YR081009AU  
[www.trendmicro.com](http://www.trendmicro.com)