

# Safeguarding Media Broadcasting Operations and Content

FunX relies on Trend Micro™ Worry-Free™ Business Security to protect content for radio, cable, and online audiences.

*“We stay with Trend Micro Worry-Free Business Security because it works. It keeps security simple and effective.”*

— Rob Scholtes, Technology Coordinator, FunX

## EXECUTIVE SUMMARY

**Customer Name:** FunX  
**Industry:** Broadcast Media  
**Location:** Rotterdam, Netherlands  
**Web Site:** [www.funx.nl](http://www.funx.nl)  
**Number of Employees:** 55

### CHALLENGE:

- Protect the company's main assets: digital content
- Keep up with the latest threats, without requiring a dedicated security team
- Maximize productivity of employees (avoid disruptions or system slow downs)

### SOLUTION:

- Protect all PCs and servers with Trend Micro Worry-Free Business Security

### BUSINESS RESULTS:

- Safer operations, even as the business has expanded into web and other delivery channels
- Smarter security that combines in-the-cloud protection with on-premise security
- Simpler management, with automated updates and alerts
- Steady stream of enhancements to address the latest threats

## Challenge

FunX has expanded from a radio broadcasting company into a multimedia company. The company's main business is still focused on radio over the airwaves, but listeners now also have a choice of streaming broadcasts to their PCs and mobile phones or downloading podcasts of broadcasts from the FunX web sites.

Protecting its content from viruses and other threats has been a challenge for the small two-person technology team. “We get our digital content from all over the world by the Internet” said Rob Scholtes, technology coordinator for FunX. “Our main security goal is to protect our PCs, laptops, and servers as we are collecting digital content.

“Since we use the Internet extensively, the content we collect can have viruses and other infections. Spambots are a major threat. We have hundreds of gigabytes of content on our servers, and our library is constantly increasing in size. Our security has to detect threats before they can corrupt content or infect our servers. The main goal is protecting our content.”

## Solution

With only two employees supporting all of the broadcasting and networking technology, FunX has from its first days in business aimed at keeping things simple. “We are a special breed of company—quite different from a typical nine-to-five operation,” explained Mr. Scholtes. “We broadcast 24-by-7 with four FM transmitters, one satellite channel, and eight Internet streams.”

From the beginning, FunX has protected its home-grown production environment with Trend Micro small business security solutions. “Originally, our system integrator chose Trend Micro. Over the years, we have seen threats and attacks escalate. We stay with Trend Micro Worry-Free Business Security because it works. It keeps security simple and effective.”

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.

“The combination of in-the-cloud technology and agents on our systems makes Worry-Free Business Security a good fit in our environment,” said Mr. Scholtes. “With Smart Protection Network, security does not introduce any performance issues for us or for our target audience.”

## Results

For FunX, expanding its business onto the web has been accomplished without suffering any major security incidents. “Worry-Free Business Security has worked well for us, and helped our business take some major steps forward,” said Mr. Scholtes.

“The new features and enhancements have helped us introduce firewalls and also protect our mobile employees that now take laptops and work outside of our network. Worry-Free Business Security has kept up with the changes in the technology world, and made it easy for us to keep current. With the Trend Micro solution in place, we have had no security problems, and we are confident that our content is protected.”

While maximizing the protection of the company’s systems and content, Worry-Free Business Security has also minimized the work and time required to manage security. “Automatic alerts and emails from Worry-Free Business Security tell us what we need to know,” said Mr. Scholtes. “For years, Trend Micro has protected our business. Worry-Free Business Security has been easy to adjust to our evolving environment—we can maximize both security and performance. As a technology provider, Trend Micro really understands companies like ours and offers solutions that are designed for our situation.”

**“Worry-Free Business Security has been easy to adjust to our evolving environment—we can maximize both security and performance.”**

— Rob Scholtes, Technology Coordinator, FunX

## DEPLOYMENT ENVIRONMENT

4 sites

75 PCs and servers

Trend Micro Worry-Free Business Security

## Company Profile

In August 2002, FunX went on the air in the Rotterdam area, and soon expanded to The Hague, Amsterdam and Utrecht. In 2005, the station expanded its brand with the national cable edition FunX NL. Besides 5 radio channels and 8 Internet streams, the broadcast media company today operates ten FunX websites. The web portfolio has grown to serve music specialists, and FunX is also known as a site for lovers of Dance, Hip Hop, Latin and Caribbean, Turkish, and Arabic music. FunX radio streams are distributed on the Internet, over the airwaves, and delivered to some digital cable services. And from everywhere, the FunX radio streams are accessible via mobile phone and can be downloaded as podcasts.

## Trend Micro Security

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

## Trend Micro Enabling Technology

- **Trend Micro Smart Protection Network**  
<http://us.trendmicro.com/us/trendwatch/core-technologies/smart-protection-network/>



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