

IT Consultants Choose Trend Micro™ Worry-Free™ Solutions to Cost-Effectively Protect and Manage Small Businesses

The law offices, accountants, and medical practices supported by NCTG are extremely reliant on the availability and smooth operation of technology resources. The two-person team chooses solutions that are stable and appropriate for small businesses, and those that can be cost-effectively deployed and managed.

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— **Karen Christian,**
**North County Technology
Group, Inc.**
Carlsbad, California

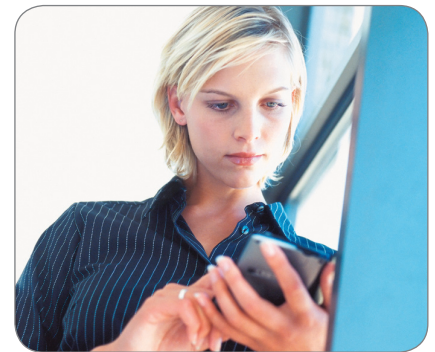
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KEY BENEFITS

- **All-in-one, automated protection.** Customers are defended in real time against viruses, spyware, spam, and unwanted content.
- **User transparency.** No user intervention is required to keep systems running securely.
- **Zero administration.** Easily deployed solutions are cost-effective for managed services.
- **Access to security expertise.** Online and phone-in resources for resellers help keep NCTG up to date on products and security issues.

ZERO TOLERANCE FOR INTERRUPTIONS TO BUSINESS

“Small businesses can’t afford mistakes and they can’t afford outages,” said Karen Christian, an IT consultant at NCTG. “They hire us to help them make the best decisions about technology, to help them grow their businesses to the next level. We establish a working relationship and make recommendations that avoid pitfalls and save them money. When it comes to securing small business networks and critical resources, we exclusively choose Trend Micro Worry-Free solutions.”



NCTG deploys Trend Micro™ Client Server Messaging Security for SMB to give its customers all-in-one protection from viruses, spam, unwanted content, and Web threats like spyware and others. “We’ve seen the product evolve and it is still a great value,” said Christian. “It fits our business model as an affordable solution that provides high-quality protection.”

SUPERIOR SOLUTIONS FOR SMALL BUSINESSES

NCTG’s preference for Trend Micro SMB solutions goes back more than a decade. Initially, Trend Micro was the only company that demonstrated an understanding of the SMB market and customer needs. “Symantec isn’t user friendly enough for our clients, and McAfee is too complex—it’s hard to install and update. There are more options from other vendors today, but the other products are too top-heavy and more suited to enterprises. Our customers don’t have in-house experts, and we are a two-person IT company—Trend Micro Worry-Free solutions are easy for us, with the integrated functionality we need in a single solution, and they are tested and proven in small business environments.”

The other features that make Trend Micro Client Server Messaging Security for SMB an ideal fit for NCTG include:

- Ease of deployment, with a simple, easy-to-use interface
- Ability to monitor from a central location
- Worry-Free protection from multiple Web threats
- Automatic steady stream of enhancements and updates from Trend Micro, to stay ahead of constantly evolving Web threats

“We spend a lot of time educating our customers on the risks with the Internet, but people are creatures of habit and slow to change,” explained Christian. “With Client Server Messaging Security in place, we have the bases covered even if our customers don’t follow our guidelines for safe practices.”

ACHIEVING CUSTOMER SATISFACTION

“Everyone expects computers to just run—like their car—they want a trouble-free experience,” said Christian. “Trend Micro helps us meet that expectation and we have confidence that we’ve done all we can when we deploy Client Server Messaging Security.”

For the users, Trend Micro Worry-Free solutions do not get in the way of doing their jobs. “Client Server Messaging Security doesn’t pop up in their faces,” explained Christian. “The Trend Micro product is so clean that people actually notice that they don’t notice it running. It’s invisible. Everyone likes that.”

PARTNERING WITH TREND MICRO

Through the years, NCTG has participated in beta tests of new Trend Micro releases. “Constant improvement is being made,” said Christian. “It’s important that Trend Micro products continue to evolve—they are great now and they continue to get better. Trend Micro is very open to feedback from experienced users. They actually listen and take direction from companies like ours. Trend Micro was the first to target SMBs and they tend to always be first in responding to SMB issues.”

As a Trend Micro reseller, NCTG has enjoyed access to the Trend Micro knowledge base, a single point of contact for resolving security issues, and participation by the Trend Micro team in local events that help them stay informed about Trend Micro solutions and industry trends. “Trend Micro puts a lot of information out there for resellers,” said Christian. “And we get good, fast response when we call in to the company. Their high quality, reliable Worry-Free solutions are great for our customers, and Trend Micro as a company has been a great partner for us.”

CORPORATE PROFILE

North County Technology Group, Inc.
Carlsbad, California

North County Technology Group provides responsive and reliable turn-key computer management service for small and mid-sized companies in North San Diego County. NCTG experts design, install, maintain, and service computer networks and information systems, and help clients establish company policies for security, Internet access, and computer use by employees. With NCTG assistance, clients can achieve the stability and productivity essential for success with assurance that NCTG is available whenever reliable and fast support is needed.

- **Industry/Vertical** IT Services for small businesses
- **Infrastructure** Client size ranges from 5 to 50 desktops, with an average of 15, and a Small Business Server
- www.nctg.com

TREND MICRO PRODUCTS

- **Trend Micro Client Server Messaging Security for SMB**
<http://us.trendmicro.com/us/products/sb/client-server-messaging-for-smb/index.html>



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