

Trend Micro Hosted Security Enables Cost-Efficient Managed Services

With almost two decades of success, MicroPrice Technologies shares its technology expertise with a broad range of small business customers. The company provides solutions and managed services that encompass communications, storage, security, and other infrastructure technologies vital to successful businesses.

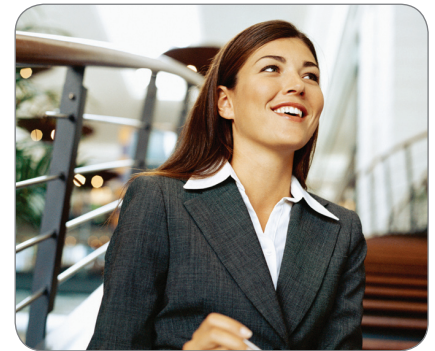
SMARTER PLATFORMS FOR MANAGED SERVICES

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— Richard Stansfield,
President
MicroPrice Technologies

The IT professionals at MicroPrice Technologies understand that technology can be either an expensive burden or a tool to increase productivity and reduce costs. This truth applies to their small business customers, and to their own managed services business. When they choose a technology for their customers, it has to deliver protection advantages to the end user and it must also minimize service requests and simplify day-to-day management.

Last year, its previous security solution vendor discontinued a dealer portal that had become a vital tool for the service provider. “We operate in a managed services environment,” said Richard Stansfield, President of MicroPrice Technologies. “The dealer portal gave us a great way to stay up to date—we could monitor updates and license subscriptions



for our customers. We used to get daily or weekly reports, showing us where we had deployed the vendor’s solutions. Mid-last year, they took the portal away and we had to find a new security solution that was a good fit for our existing managed services contracts. We discovered that Trend Micro could give us a hosted security management solution, as well as cost-effective small business security solutions for our customers. Trend Micro Worry-Free security solutions have become a win-win for us and for our customers.”

KEY BENEFITS

- **Safer.** A hosted security solution gives desktops and laptops the same protection as an on-site security solution.
- **Smarter.** Zero administration and updates handled by Trend Micro result in cost efficiencies.
- **Simpler.** Worry-Free™ Remote Manager simplifies the monitoring of multiple customers, and set up is fast and easy.

SAFER SMALL BUSINESSES

By switching to Trend Micro Worry-Free Business Security, MicroPrice Technologies gained the ability to give all its customers exceptional managed security services. “Worry-Free Business Security allows us to deliver comprehensive security services to customers with servers as well as customers with only PCs,” said Stansfield. “Worry-Free Business Security makes it possible for us to protect ALL of our customers. This was a big reason for our switch to Trend Micro. We use the same product for all of our customers, whether or not they have a server. We only have to train our team on one security solution. We didn’t want two solutions—one for server customers and one for those without servers. This way, we are very familiar with the security that is being extended to both types of customers. We are glad that Trend Micro is committed to hosted solutions.”

Worry-Free Business Security Hosted makes it easy and fast for MicroPrice Technologies to extend protection to small businesses. Set up is simple, and the hosted solution is fully maintained by Trend Micro. MicroPrice Technologies has zero administration overhead for its Worry-Free Business Security Hosted customers. Small business customers gain protection from viruses, spyware, and web threats without having to add on-site software or purchase a server for distributing updates.

THE SIMPLICITY OF A HOSTED MANAGEMENT PLATFORM

MicroPrice Technologies is migrating all of its small-business customers to Trend Micro Worry-Free Business Security, and has introduced Trend Micro Worry-Free Remote Manager for easy and efficient managing of its customers’ onsite security solutions. “Worry-Free Remote Manager meets a real need for service providers like us,” said Stansfield. “It gives us a central console for managing multiple customers. We need a way to check on all of our customers and this tool shows us if security is up to date and also summarizes the threat activity. We get our job done effectively, which means our customers are satisfied and we are profitable.”

The secure, hosted Worry-Free Remote Manager console helps MicroPrice Technologies maintain full customer touch, with complete configuration control of customer installations and the ability to tailor security to the unique needs of each small business they support. The at-a-glance dashboard shows all of MicroPrice Technologies’ Worry-Free Business Security Advanced and Standard customers, is accessible using a web browser, and is fully maintained and optimized by Trend Micro’s data center team. Reports are available to help MicroPrice analyze its customers’ onsite security issues, and show customers the value of effective managed security in terms of blocked threats.

CORPORATE PROFILE

MicroPrice Technologies West Columbia, South Carolina

MicroPrice Technologies, Inc. helps people with home offices and companies with 5 to 100 employees use their computer, telephones, and mobile technology to reduce costs and increase productivity. Founded in 1992, the company is in its 16th year. The staff has experience in all aspects of technology, including hardware, software, support, consulting, and design. MicroPrice Technologies is a Microsoft Gold Certified Partner that sells and supports Microsoft Windows 2008/2003/2000/XP/Vista networks. Support for wide area networks (WAN), virtual private networks (VPN), and TCP/IP routing issues are among the company’s specialties.

- **Industry/Vertical** IT Services
- **Customers** Small businesses
(5 to 100 employees)
- www.microprice.com

TREND MICRO PRODUCTS

- **Trend Micro Worry-Free Business Security Standard, Advanced, and Hosted**
<http://us.trendmicro.com/us/products/sb/worry-free-business-security/index.html>
- **Trend Micro Worry-Free Remote Manager**
<http://www.trendmicro.com/wfrm>



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