

# Leading Managed Services Provider Increases Profitability with Trend Micro™ SMB Solutions

*Intelligent Enterprise teaches other IT consulting firms how to rapidly ramp up a managed services business. Their technical recommendations include an exclusive endorsement of Trend Micro solutions for small–medium businesses (SMBs) to ensure comprehensive protection and ease of administration for vital IT security infrastructures.*

**“Trend Micro understands our business. They provide the best solutions at price points that fit our business model for SMB customers, and they give us a level of support that makes us feel like a VIP company. I strongly recommend Trend Micro to our partners—we won’t use anything else.”**

— Erick Simpson  
Vice President and CIO  
Intelligent Enterprise  
Garden Grove, California

## Consulting for Consultants

Experience managing its own IT consulting business resulted in Intelligent Enterprise evolving a profitable model for delivering managed services. Today, the company’s new book, “The Guide to a Successful Managed Services Practice,” and online Managed Services University are helping other firms generate new revenue flows from managed services in months instead of years.

**Intelligent Enterprise**

“We take our role as a ‘consultant to other consultants’ very seriously,” said Erick Simpson, vice president and CIO at Intelligent Enterprise. “We not only advise companies on business processes, but provide guidelines for effectively deploying and managing infrastructures that enable the efficient and effective delivery of services. Over the years, we’ve learned that Trend Micro gives us the most comprehensive protection for our SMB clients and saves us time with the best remote support features for ongoing monitoring and management. We move all of our clients to Trend Micro, and we exclusively recommend Trend Micro to anyone getting started as a provider of managed services.”

## Meeting the Needs of the SMB Client

Intelligent Enterprise spent years as a provider of services to a broad range of SMBs, before beginning to teach other consultants about managed services. The firm’s clients included attorneys, certified public accountants, financial firms, and non-profit organizations. Clients’ infrastructures ranged from networks of 25 to 300 PCs and up to approximately 15 servers. The top security requirements for these SMBs include:

- Integrated, comprehensive protection against multiple types of threats
- Cost-effective solutions that are priced for small businesses
- Solutions that are transparent to the users and operations

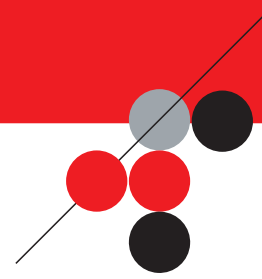
“Years ago, we saw a major virus attack hit our clients. Clients with Trend Micro solutions were totally protected,” explained Simpson. “Those with other solutions were hit hard and we spent up to 12 hours at each site cleaning up the damage and restoring systems. From that time on, we’ve been totally sold on Trend Micro and now we deploy Trend Micro™ Client Server Messaging Security for SMB at all of our customers’ sites. This gives laptop, desktops, and servers protection from viruses and malware, with built-in spam filtering. We’ve also added Trend Micro Anti-Spyware for SMB to make sure that these new threats don’t infiltrate sensitive company information or slow down systems.”

## Minimizing Operating Costs

The key to profitable managed services is efficient operating practices. From that perspective, the consultants at Intelligent Enterprise require security solutions that are easy to deploy, easy to update, and easy to monitor and control from a central location. “We offer

## KEY BENEFITS

- Comprehensive protection from multiple threats
- Rapid response including zero-day protection
- Easy installation and management with centralized monitoring and control
- Transparent operation without degrading user systems and networks



85% of our services remotely,” said Simpson. “Trend Micro™ Worry-Free solutions for SMB not only support our centralized support model, but they are easier to deploy, manage, and troubleshoot than any other security solutions. Time saved means lower operating costs and increased profitability for our business.”

### Ensuring Customer Satisfaction

“While ease of use is very important to our staff, we also have to make sure that our customers have the best protection possible,” said Simpson. “With Trend Micro Client Server Messaging Security for SMB, we know we are meeting that requirement. I’m always amazed at how rapidly Trend Micro responds to new threats—we sometimes get four or five new pattern updates in a day. No other vendor can match this level of responsiveness. We have very satisfied clients because Trend Micro solutions get the job done.”

Intelligent Enterprise also cites the small footprint of the Trend Micro solutions. Whenever they introduce the solutions to a customer, there is no noticeable slowdown of servers, clients, or networks—gaining protection without any visible changes is a big plus for SMB operations.

### Part of a Winning Team

Intelligent Enterprise provides expertise to its clients and to its partners who rely on them to impart best practices and business models for managed services. By teaming up with Trend Micro, the experts at Intelligent Enterprise can focus on their core competencies, knowing that Trend Micro acts as their security experts.

“Trend Micro understands our business,” summarized Simpson. “They provide the best solutions that fit our business model for SMB customers, and they give us a level of support that makes us feel like a VIP company. We receive ongoing streams of valuable information from Trend Micro, keeping us up to date with threat activities, technology, and upcoming product releases. I strongly recommend Trend Micro to our partners—we won’t use anything else.”

### Corporate Profile

**Intelligent Enterprise** • Garden Grove, California • [www.ienterprise.us](http://www.ienterprise.us)

**The Guide to a Successful Managed Services Practice:** [www.ienterprise.us/Guide.htm](http://www.ienterprise.us/Guide.htm)

Intelligent Enterprise, after many years of providing managed services to its own base of clients, has evolved into a consulting firm for other consultants. The company’s book and classes provide detailed advice and guidelines for rapidly introducing managed services. Efficient and effective processes for every phase of the lifecycle are presented to help firms generate new revenue streams from an expanded portfolio of services.

**Industry/Vertical:** IT Consulting • **Number of Employees:** 10–30 employees

## TREND MICRO PRODUCTS

### Trend Micro™ Client Server Messaging Security for SMB

<http://www.trendmicro.com/en/products/smb/csm-smb-suite/evaluate/overview.htm>

### Trend Micro™ Anti-Spyware for SMB

<http://www.trendmicro.com/en/products/smb/as-smb/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 visit our Web site at [www.trendmicro.com](http://www.trendmicro.com).

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