

# IT Service Provider Switches Customers from the Competition to Trend Micro™ Worry-Free™ Business Security Hosted

Advos Information Technologies provides technical expertise and experience to help companies effectively use technology to improve business operations. Striving to be a partner and advocate, Advos focuses on quality customer service and communications. Customers gain suggestions for straightforward implementations, including security solutions that can be easily managed and monitored.

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*“Before, we couldn’t get our job done to our satisfaction. Now, we can and our customers benefit from proactive managed security solutions. Overall, Trend Micro™ hosted solutions are working really well for our business.”*

— Jody Ellis, President  
Advos Information  
Technologies

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## KEY BENEFITS

- **Safer.** Trend Micro handles all updates, optimizations, and enhancements to provide the best web threat and virus protection at all times.
- **Smarter.** Web security does not slow down customers’ computers, helping to maximize productivity.
- **Simpler.** Fast, easy start up, with no added servers or server software required at the customers’ sites or for the service provider. One console provides at-a-glance status for all protected PCs.

## MAKING THE SWITCH TO TREND MICRO

The IT experts at Advos understand that effective use of technology contributes directly to the profitability of any business. To ensure that every solution becomes a valuable tool—and not just another management burden—Advos carefully evaluates and recommends only the most appropriate solutions for each customer. Advos has been moving more of its customers to managed services. The shift not only provides customers with more predictable technology costs, it also improves protection by providing more proactive services.



“Advos serves a broad variety of businesses, in many different vertical markets,” explained Jody Ellis, president of Advos Information Technologies. “Security is an important requirement for all of them. I had been reselling solutions from one of the top three security vendors since I first started this company. Several years ago, we were getting fed up with our preferred vendor and their solution and were looking for an alternative. Trend Micro made it easy for us to check out small business solutions. Now, they offer a free trial version of Trend Micro™ Worry-Free™ Business Security Hosted. I love the solution. It has become a huge benefit to us.”

## REDUCING OVERHEAD WITH HOSTED SECURITY

With Trend Micro™ Worry-Free™ Business Security Hosted for small offices both end-user customers and Advos are relieved of the burden of adding a server, installing additional server software, configuring settings, and maintaining updates. Trend Micro security experts host, maintain, and constantly update the service transparently. For example,

the latest version adds Windows Vista support and 64-bit support. “Our customers are moving to Vista and a lot of them run 64-bit servers,” said Ellis. “With Worry-Free Business Security Hosted, we don’t have to do anything to keep up with the changes. Trend Micro introduces the new features without any disruption to our business or to our customers.”

Worry-Free Business Security Hosted provides safer, smarter, simpler protection from today’s escalating viruses and stops web threats without causing customers’ computers to slow down. It protects multiple PCs and notebooks whether in or out of the office, using a single console to monitor security on all of them. Powered by Trend Micro™ Smart Protection Network™, Worry-Free Business Security stops threats before they reach customer computers, inflict damage, or steal business data.

“Hosted security makes perfect sense for many of the small offices and mobile users that we support,” said Ellis. “It addresses all of the security issues for our customers and for us, too. Trend Micro Worry-Free Business Security Hosted has contributed to the profitability of our managed services since it is easier to install and support compared to traditional onsite solutions.”

## MAINTAINING ACCOUNT CONTROL

To gain more visibility and control over remote sites, Advos uses Trend Micro™ Worry-Free™ Remote Manager. The secure, hosted web console reduces the costs of servicing customers even as Advos adds Worry-Free customers. Anytime, from anywhere, Advos can view at-a-glance summaries of status for all of its managed PCs.

“Trend Micro Worry-Free Remote Manager is another big benefit that we gained by the switch to Trend Micro,” said Ellis. “We can collectively monitor all of our Worry-Free customers with a single console and a single login. With our previous vendor’s solutions, we had to log in to each customer to check out status and make sure that systems were all up to date. Before, we couldn’t get our job done to our satisfaction. Now, we can and our customers benefit from proactive managed security solutions. Overall, Trend Micro hosted solutions are working really well for our business.”

The Trend Micro data center eliminates up front and ongoing infrastructure investments for Advos, and proactively delivers critical information including real-time notifications, as well as General and Detailed reports. Advos can pass along the information to customers, helping to demonstrate the ongoing value of managed security solutions during these tough economic times when expenditures must be continually justified.

## CORPORATE PROFILE

**Advos Information Technologies, Inc.**  
Mars, Pennsylvania

ADVOS Information Technologies, Inc. has grown from a sole proprietorship started by Jody Ellis in 1997. The idea then, as it is now, was to provide the proven best practices in IT management to customers ranging from small and mid-sized businesses to large corporate environments. Since its early days, the company’s goal has been to partner with clients, earning and maintaining their trust. The Advos management team believes that, long term, win/win relationships are the key to success. Many of the businesses that started with Jody in 1997 are still Advos clients today.

- **Industry/Vertical** IT Services
- **Employees** 6
- **Customers** Almost 60 companies; typically 5-20 PCs, and up to 100 PCs per customer
- [www.advos-IT.com](http://www.advos-IT.com)

## TREND MICRO PRODUCTS

- **Trend Micro Worry-Free Business Security Hosted**  
<http://us.trendmicro.com/us/products/sb/worry-free-business-security-hosted/index.html>
- **Trend Micro Worry-Free Remote Manager**  
<http://www.trendmicro.com/wfrm>
- **Trend Micro Smart Protection Network™**  
<http://www.trendmicro.com/go/SmartProtectionNetwork>



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