

Build-A-Bear Workshop® Combines Trend Micro™ NeatSuite™ Advanced with Hosted Email Security for End-to-End Network Protection in Every Store

Build-A-Bear Workshop® has pioneered a global retail business model based on delivering interactive make-your-own stuffed animal entertainment experiences. To maintain a playful and productive environment for guests, employees, and partners, IT must deploy industry-leading security solutions.

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— **Dave East,**
Director – IT Network Services
 Build-A-Bear Workshop

USER-FRIENDLY AND IT-EFFICIENT GLOBAL SECURITY

Build-A-Bear Workshop is all about delivering fun experiences to its guests, but behind the scenes the company has worked hard to build and maintain a robust, secure infrastructure. The corporate network connects the headquarters (St. Louis, Missouri) with the distribution center (Columbus, Ohio) and the European headquarters (Windsor, England). Every store has 10 to 12 computers, 2 to 6 storybook computer stations, point of sale systems, and at least one server. More than 325 company-owned stores tie back into the corporate network.



“We take security very seriously, but our infrastructure also has to be usable,” said Dave East. “At Build-A-Bear Workshop our security solution has to be low impact for both IT and users. That’s why we selected Trend Micro as our security solution provider.”

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KEY BENEFITS

- **Fully integrated suite.** Gateway-to-endpoint solutions and hosted defenses maximize protection for company, employees and Guests.
- **Enterprise-class solution.** Scales for large multi-site networks.
- **IT-efficient deployment.** Centralized management, enterprise-wide reporting, and automated updates minimize IT support time.
- **Bandwidth savings.** Hosted security filters out unwanted content and blocks threats before they consume network bandwidth or server resources.

BUILDING IN MULTILAYERED DEFENSE FROM MULTIPLE THREATS

The IT team at Build-A-Bear Workshop uses Trend Micro™ NeatSuite™ Advanced for a fully integrated centrally managed multilayered solution. As part of their NeatSuite Advanced license, the team protects client and servers with endpoint solutions including Trend Micro OfficeScan™ Client/Server Edition and ServerProtect™. To protect the company’s email servers, Build-A-Bear Workshop uses Trend Micro ScanMail™ Suite for Microsoft™ Exchange.

“The benefit of using Trend Micro is simple—it keeps our systems secure,” said East. “The Trend Micro suite of products is cost effective, easy to use, gives us control of our entire network, and most importantly, provides the security we need against viruses, spam, and malware.”

Trend Micro NeatSuite Advanced provides gateway-to-endpoint protection and is well-suited to large, multi-site networks such as Build-A-Bear Workshop, providing enterprise-class scalability, configurability, and web-based management. The multilayered protection includes automated malware and spyware cleanup of clients, and allows IT to set up policies and automated enforcement tailored to their business and their network.

ADDITIONAL LAYERS OF PROTECTION AT THE GATEWAY

NeatSuite Advanced also provides IT security solutions to increase protection from both email and web threats. “We use both Trend Micro InterScan™ Messaging Security Suite and InterScan™ Web Security Suite, which are included in our NeatSuite Advanced license,” said East.

Installed at the company’s St. Louis gateway, these Trend Micro solutions block a broad range of threats before they can reach end users. InterScan Messaging Security Suite integrates antivirus scanning with zero-day protection, anti-spyware, anti-phishing, and content filtering to block inappropriate material.

InterScan Web Security Suite also strengthens Build-A-Bear Workshop against Web threats with a combination of in-the-cloud protection and gateway defenses. “With Web Reputation, it blocks access to malicious web sites. Trend Micro’s web threat protection gives us a full gamut of defenses—it identifies and blocks access to malicious web sites, and heuristic scanning and filters block incoming threats at the gateway and the endpoint. Each piece of the solution fills a gap and we haven’t had a major web infection since adding this layer,” added East.

By combining both messaging and web security from Trend Micro, Build-A-Bear Workshop benefits from an integrated feedback loop between Trend Micro email and web reputation databases. These reputation services are based on in-the-cloud technologies and not on static on-site updates, providing immediate automated threat intelligence. By blocking threats at their source with reputation services, Build-A-Bear Workshop stops web malware, and prevents lost productivity. Trend Micro’s unique, integrated reputation databases let the Build-A-Bear Workshop IT team gain knowledge about millions of dynamically rated web sites and make decisions to protect the company.

RECLAIMING BANDWIDTH WITH HOSTED EMAIL SCANNING

Earlier this year Build-A-Bear Workshop deployed Trend Micro’s hosted email security in addition to its NeatSuite Advanced protection to expand its arsenal of defenses. “Our measurements show that Trend Micro InterScan Messaging Hosted Security blocks 95% of unwanted content—including spam, viruses, and other email threats—before they can enter our network,” explained East. “The Trend Micro solution increases our protection

CORPORATE PROFILE

Build-A-Bear Workshop, Inc. St. Louis, Missouri

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. The company currently operates more than 375 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia and Africa. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball® mascot in-stadium locations, Build-A-Dino® stores and friends 2B made® doll locations. In December 2007, Build-A-Bear Workshop extended its in-store interactive experience online with the launch of its virtual world at www.buildabearville.com. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$474 million in fiscal 2007. For more information, call 888.560.BEAR (2327) or visit the company’s award-winning web sites at www.buildabear.com and www.friends2Bmade.com.

- **Industry/Vertical** Retail
- **Revenues** \$474 million, FY2007 (NYSE: BBW)
- **Infrastructure** PCs and servers in corporate sites and 325 company-owned stores worldwide
- www.buildabear.com and www.friends2Bmade.com

and has simultaneously reduced our server and network bandwidth for email traffic. We get a lot of email—our company heavily relies on these communications. All of our email comes in through a single corporate gateway, and email used to consume about 15% to 20% of that connection. Today, with InterScan Messaging Hosted Security in place, that has dropped to less than 5%—which is a significant reclaiming of bandwidth. Spam in particular has dropped dramatically, and users can now manage their own spam folders without our help. The solution saves everyone time.”

Trend Micro InterScan Messaging Hosted Security was easily deployed, without requiring any hardware or software to be added to the Build-A-Bear Workshop network. In addition to blocking spam, the hosted service protects the company from viruses, phishing, and other email threats. The Build-a-Bear Workshop IT team is off loaded from the day-to-day management of the solution, and Trend Micro’s team of experts also takes care of all hot fixes, patches, updates, and application tuning so that performance is continuously optimized and protection improved as new advances are introduced.

“We keep users aware of security, and educate them about the threats that we see, but threats evolve quickly,” added East. “The vast majority of new threats such as phishing are now blocked by Trend Micro InterScan Messaging Hosted Security. Users can make decisions about the small amount of spam that might make it into their spam folder, but other threats such as phishing are too hard to evaluate and users can’t always tell if the source of an email is legitimate or malicious. The automated and hosted filtering for these types of threats has helped immensely.”

COMPLIANCE WITH GOVERNMENT REGULATIONS AND COMPANY POLICIES

Build-A-Bear Workshop complies with all regulations and industry best practices for security. Sarbanes-Oxley and Payment Card Industry (PCI) data security requirements mean that the company must demonstrate compliance in annual audits. “Trend Micro provides all the compliance reporting I need for anti-viral and malware documentation,” said East.

Overall, the IT organization at Build-A-Bear Workshop values the relationship that has been developed with Trend Micro. “We are happy with Trend Micro as a company,” concluded East. “We value partnerships and we routinely evaluate our working relationships. Trend Micro and Build-A-Bear Workshop have worked together very well. It makes business sense for us to keep evolving our Trend Micro solution with a single centralized console and management solution. All of our security solutions are managed using Control Manager and this makes it easy for a small team to ensure a very effective solution for every site and every store. We are excited about the upcoming enhancements and the Trend Micro product plans—Trend Micro keeps us informed about the future and helps us do all that we can to protect our business.”

TREND MICRO SOLUTIONS

- **Trend Micro NeatSuite Advanced**
<http://us.trendmicro.com/us/products/enterprise/neatsuite/index.html>
- **Trend Micro InterScan Messaging Hosted Security**
<http://us.trendmicro.com/us/products/enterprise/inter-scan-messaging-hosted-security/index.html>
- **Trend Micro Control Manager**
<http://us.trendmicro.com/us/products/enterprise/control-manager/>



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