

Service Provider Gains Business and Builds Customer Loyalty

kriehn.net uses Trend Micro™ Worry-Free™ Remote Manager to demonstrate the value of security and services.

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EXECUTIVE SUMMARY

Customer Name: kriehn.net GmbH

Industry: IT Services

Location: Ruhr, Germany

Web site: www.kriehn.net

Number of Employees: 10

CHALLENGE:

- Cost-effectively monitor and manage security at remote, rural customer sites
- Encourage customers to invest in security services

SOLUTION:

- Trend Micro Worry-Free Remote Manager, with reports and automatic alerts

BUSINESS RESULTS:

- Reduced time required to manage security
- Cross-selling opportunities
- Increased customer loyalty

Challenge

IT security is a core business for kriehn.net. Three years ago, the company's technology experts decided to focus on Trend Micro as the company's primary security solution. Since then, kriehn.net has educated its customers about Trend Micro solutions and migrated the majority to Trend Micro™ Worry-Free™ Business Security.

The majority of kriehn.net customers are on maintenance contracts that provide full support for a fixed monthly fee. “To remain cost efficient, most support issues are handled from our main office,” explained Oliver Pifferi, project management at kriehn.net. “We need to be able to handle situations remotely. And we need visibility into the customer sites so that we can check that systems are updated and see when licenses need to be renewed.”

With about 90 customer installations being managed by kriehn.net, it is not practical for the service provider to monitor these sites without the right tools. Security is a high priority, and the company needed the ability to fully monitor on-premise solutions at customer sites.

Solution

In a meeting with the local Trend Micro team in Germany, kriehn.net security experts first heard about Trend Micro Worry-Free Remote Manager. When they learned that the Trend Micro-hosted management console would allow them to efficiently manage Worry-Free security, administer hosted email solutions, and oversee licenses, they were very interested. They were quick to register for the free trial, and check out its capabilities.

“It was easy to sign up and evaluate Worry-Free Remote Manager,” said Mr. Pifferi. “We really liked it and decided to roll it out for all of our Worry-Free™ Business Security installations. It has given us a clear view of security across all of our customer sites.”

Automated Monitoring

Today, kriehn.net relies on Worry-Free Remote Manager to automate the monitoring and support of security. Once a week, they review logs and also take advantage of the detailed and general reports. Customers are given the option of receiving the reports, and kriehn.net routinely refers to the reports to address customer questions about security.

Alerts also keep kriehn.net informed of security incidents or situations that require their attention. “Any time there is an outbreak or a license that needs to be renewed, we receive email from the Worry-Free Remote Manager service,” said Mr. Pifferi. “We don't always have time to look at Worry-Free Remote Manager—we are a small company and can't dedicate people to security—so the email alerts are very important. We are very happy with the notifications features.”

Intuitive At-a-Glance Interface

If they want to check on the status of security solutions, Worry-Free Remote Manager gives kriehn.net the ability to check the entire customer base in a single view. “Trend Micro has developed a nice interface for Worry-Free Remote Manager,” said Mr. Pifferi. “The dashboard and menu items make it easy to see what I need to see.”

Results

Having used Worry-Free Remote Manager for about a year, kriehn.net appreciates that Trend Micro fully maintains, optimizes, and enhances the hosted solution, making it administration free for the service provider.

Besides saving them time and helping them to more proactively manage security, Worry-Free Remote Manager is helping kriehn.net improve relationships with its customers. The service provider uses Worry-Free Remote Manager to cross-sell other services. “The dashboard and reports allow us to see how much space is available on customers’ servers, review licenses, point to security leaks, and identify which systems need patching,” said Mr. Pifferi. “This information gives us the opportunity to visit our customers and demonstrate the value of our services. Maybe we haven’t talked to them in weeks. Worry-Free Remote Manager lets us show the customer what they need. It gives us a reason to get onsite and make contact and this means we can gain more business, improve customer relationships, and build loyalty.”

Ultimately, Worry-Free Remote Manager helps kriehn.net educate users about the importance of security. “With Worry-Free Remote Manager, we can show customers the value in our services and in security solutions,” said Mr. Pifferi. “Security is not just an empty phrase for us—we start with a good security suite and full monitoring. We really like the solutions that Trend Micro gives us—Worry-Free Remote Manager really helps us sell the value of security overall.”

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DEPLOYMENT ENVIRONMENT

- Approximately 80 customer sites
- Smallest customers: 5 PCs and 1 server
- Largest customer: 150 PCs and 11 servers
- Trend Micro Worry-Free Remote Manager

Company Profile

As a professional solution provider, kriehn.net offers comprehensive services and customized hardware and software solutions ranging from communications solutions to virtualizing server farms to automating home offices. With the support of a broad range of partners and its focus on the latest technologies and standards, the professionals at kriehn.net always are able to give customers the benefits of the latest achievements in the IT world.

<http://www.kriehn.net>

Trend Micro Service Provider Solution

- **Worry-Free Remote Manager**
<http://www.trendmicro.com/wfrm>
- **Worry-Free Business Security (Standard and Advanced)**
<http://us.trendmicro.com/us/products/sb/worry-free-business-security/index.html>
- **InterScan Messaging Hosted Security**
<http://us.trendmicro.com/us/products/enterprise/intercan-messaging-hosted-security/index.html>
- **Client/Server Security for SMB**
<http://us.trendmicro.com/us/products/sb/client-server-for-smb/index.html>
- **Client Server Messaging Security for SMB**
<http://us.trendmicro.com/us/products/sb/client-server-messaging-for-smb/index.html>



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