

# Trend Micro™ Worry-Free™ Business Security Aces the Test

Real Time Consultants compare security solutions to cut through marketing hype and find the best protection for SMBs.

*“In our latest competitive comparisons, Trend Micro Worry-Free Business Security came out the big winner. It is 100% our go-to solution for SMBs.”*

—John Iaccarino, President, Real Time Consultants, Inc.

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## EXECUTIVE SUMMARY

**Customer Name:** Real Time Consultants, Inc.

**Industry:** IT Services

**Location:** Mahwah, New Jersey

**Web Site:** [www.rtcnj.com](http://www.rtcnj.com)

**Number of Employees:** 25

## CHALLENGE:

- Block threats from the web without slowing down customers' computers
- Provide protection from the latest emerging threats
- Simplify security for small and medium businesses

## SOLUTION:

- Regular competitive comparisons of security solutions
- Promoting the winning solution, Trend Micro Worry-Free Business Security, to all customers

## BUSINESS RESULTS:

- Strong working relationship, with excellence support from sales, technical, and marketing teams at Trend Micro
  - Foundation for smarter, safer, simpler security solutions for business customers
  - Simplicity of security management
  - Ease of integration of security solutions with hybrid IT services delivery model
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## Challenge

The professionals at Real Time Consultants provide technology expertise and IT services to a diverse range of small and medium businesses. “Our clients turn to us for advice—we are a sounding board for the truth about solutions,” said John Iaccarino, president of Real Time Consultants. “Almost eight years ago, we started working with Trend Micro because our previous security solution provider was causing problems for our clients. In our market, we need products to do what they are supposed to do and not interfere with the business. Trend Micro has been able to keep our clients safer, while keeping the security solutions lean in terms of the overhead they impose on the computers they protect.”

Real Time considers security a high-priority solution across its entire business. This spans customers that include a major CPA company, a NYC sports team, manufacturers, banks, school districts, and local police departments. Routine technology evaluations are carried out to make sure that they are recommending the best possible solutions to customers, and to stay up to date with industry trends. This year, a review of security vendors emphasized performance and the ability to block emerging threats including the latest spyware, web threats, and cybercrime attacks.

## Solution

“Any business with an Internet connection or sensitive data on a computer needs a security solution that can protect the perimeter, internal networks, and the desktops—100% of the time,” explained Iaccarino. “Being able to combat threats, without causing systems to take 25 minutes to boot up, has become mission critical. Criminals are out there, looking for ways to steal information from small businesses. We’ve heard of people buying used copiers coming off of leases, because they have three years of a company’s digital data stored on the embedded hard drives. This is an indication of the motivation and behaviors out there, and the reason that we take security so seriously.”

After installing and testing solutions from all of the other leading security solution providers, Real Time confirmed their prior commitment to Trend Micro Worry-Free Business Security solutions. “By 2009, we had almost 7,000 desktops and servers at about 150 companies that were protected with Trend Micro solutions,” said Iaccarino. “In our latest competitive comparisons, Trend Micro Worry-Free Business Security came out the big winner. It is 100% our go-to solution for SMBs. We highly recommend Trend Micro, and do all we can to migrate new customers to it as soon as possible.”

By choosing to stay with Trend Micro, Real Time is able to sell a simpler, smarter security solution to businesses. “We stress to our customers the simple management interface—the same one for notebook, desktop, and server endpoints—and the great relationship we have with Trend Micro that allows us to provide better service,” said Iaccarino. “Worry-Free Business Security also simplifies licensing. Other vendors make it complicated. Trend Micro is smarter about it—you only have to count the number of machines. It keeps it very simple.”

## Results

Today, Real Time continues to grow its working relationship with Trend Micro. “With Trend Micro, we get support when we need it—from the sales, technical, and marketing sides of the company,” said Iaccarino. “We’ve built personal relationships with Trend Micro, unlike other companies where we are more a number than a name, and we champion Trend Micro to other resellers. But the biggest selling point is that the Trend Micro solution doesn’t interfere with the daily use of computers. When we tell customers that Worry-Free Business Security is invisible and does the work for you, they love that. We can give testimonials because we have thousands of seats protected by Trend Micro. ‘Worry-Free’ is a great name, and in the case of Worry-Free Business Security, it is true.”

Whether acting as an outsourced IT department or augmenting an in-house IT staff, Real Time is committed to bringing the best-of-breed solutions to its customers. Worry-Free Business Security is powered by the Trend Micro™ Smart Protection Network™ security infrastructure, which is hosted, maintained and continually updated by Trend Micro’s security experts to block the latest threats before they reach Real Time customers.

“We cut through the marketing hype—we are very good at that, at picking what is right for today’s businesses,” explained Iaccarino. “We offer an innovative service model—hybrid services—that allow companies to combine blocks of time with managed services. Trend Micro Worry-Free Business Security is a great fit with our IT business and contributes to our profitability. It has also helped us be very responsive to our customers, and offer the best possible protection. Trend Micro is always one of the first to block new threats, and the company has been great about communicating with us to let us know what we should be watching.”

## Next Steps

Real Time is growing its server hosting business, and offering cloud-computing services to customers. To protect customers without on-site servers, Real Time is evaluating Trend Micro™ Worry-Free™ Business Security Services. “As we grow our cloud computing environment, the hosted version of Worry-Free Business Security will help us offer our hosted customers cost-effective security solutions that minimize on-site software without comprising security,” said Iaccarino.

The support team at Real Time also plans to test out Trend Micro™ Worry-Free™ Remote Manager. “Worry-Free has been great in terms of reducing management time, and we know that the web-based console can further increase our efficiency with at-a-glance views of our collective Worry-Free customer base,” said Iaccarino. “It will also help us talk to our customers about ways that this platform can give them faster identification of potential security issues.”

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## DEPLOYMENT ENVIRONMENT

- 150 companies (small and medium businesses)
- Average customer: 50 PCs (ranging from 10 to 250)
- Minimum of 1 server (required for managed services)
- Trend Micro Worry-Free Business Security, Standard or Advanced

## Company Profile

Real Time Consultants, Inc. is a full-service information technologies firm with extensive experience designing, installing, repairing, and supporting hardware, software, and systems. Enhanced consultative services, technically sound processes, and client involvement have successfully fulfilled corporate computing needs in the New York Metro area since 1981. With almost 14,000 square feet of technical facilities in its Mahwah location, Real Time Consultants provide a wide range of IT solutions on time and on budget. Real Time’s primary focus has always been in the business-to-business community with a specialization in the small- to medium-sized business (SMB) market.

## Trend Micro Security

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



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