

# Switching to Trend Micro Helps Grow ICT Services Business

**Trend Micro™ Worry-Free™ solutions decrease security incidents, increase support engineer efficiencies, and reduce costs.**

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— Patrick Van Helden, Director, SAM Office Ltd

## EXECUTIVE SUMMARY

**Customer Name:** SAM Office Ltd

**Industry:** ICT Services

**Location:** Broekhuizenvorst, Netherlands

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

**Number of Employees:** 4

## CHALLENGE:

- Increase protection of small- and medium-size business customers against growing numbers of malware, web threats, and other emerging threats
- Consolidate security solutions to simplify managed services
- Spend less time addressing security issues, to allow lower pricing of services and stronger competitive position
- Control costs while expanding revenues

## SOLUTION:

- Switch customers to Trend Micro Worry-Free Business Security
- Introduce Trend Micro™ Hosted Email Security if spam volumes consume too much network or email server bandwidth
- Use Trend Micro™ Worry-Free Remote Manager to reduce the time required to support managed services customers

## BUSINESS RESULTS:

- More proactive identification of security issues resulting in fewer incidents that impact customers
- Less time spent on security
- Ability to support 80 to 100 customers with only 4 technical engineers (lower operating costs), and price services more competitively
- Efficient support model, facilitating growth of the services business

## Challenge

In the first few years in business, the founder of SAM Office had to balance the expansion of the company’s staff of ICT professionals with the growth of its customer base. Services had to be priced competitively, which required that the staff select technology solutions that could meet customer needs while enabling the introduction of efficient processes for managing networks and systems.

“When I joined SAM Office in 2008, we had dozens of small- and medium-business customers using all different kinds of antivirus and antispam solutions,” said Patrick Van Helden, director and part owner of SAM Office. “To monitor status, and deal with security issues, we had to log in to each customer’s systems individually. It took too much time and it was hard to keep up with multiple vendors’ solutions. We were trying to build up our service contract business—and for this it helps us to keep prices low. We needed a cost-effective all-in-one security solution that could simplify service delivery.”

## Solution

The staff at SAM Office evaluated all of the leading security vendors. “We wanted one complete security product that solves any and all issues—and we found that with Trend Micro Worry-Free Business Security” said Mr. Van Helden.

Switching to Worry-Free Business Security has helped SAM Office keep customers safer. “The biggest threats in our region are malware and web threats,” said Mr. Van Helden. “Customers are worried about key loggers and cybercrime—we see an increase in fake bills and other scams. Before we switched to Trend Micro, we tested several products. Our selection was not just about price; we wanted the best protection for our customers. None of the other leading vendors that we considered had anything that compared to Trend Micro’s small-business solutions. To match what we get with Worry-Free Business Security, we had to combine multiple products from other vendors. In some cases, we had customers with three different solutions—for spam, spyware, and antivirus. Trend Micro gives us all of that in one product, which obviously results in much better performance for our customers’ computers.”

Powered by the Trend Micro™ Smart Protection Network™ infrastructure, the Worry-Free solutions combine on-premise software with sophisticated hosted security technology that correlates threat data from multiple feedback loops to stop threats before they reach the business and deliver real-time protection from emerging threats.

Today, SAM Office deploys Worry-Free Business Security at all customer sites. If the volume of spam becomes an issue, Trend Micro Hosted Email Security keeps spam completely off the customer's network and systems without adding any additional on-site software. All Worry-Free Business Security and Hosted Email Security customers are collectively monitored and managed using Trend Micro Worry-Free Remote Manager. The single web-based console gives SAM Office professionals an at-a-glance view of the installed base, and helps the staff proactively address security issues while avoiding travel to customer sites.

## Results

The switch to Worry-Free Business Security has given SAM Office a safer, smarter, and simpler security solution. "Worry-Free solutions are easy to deploy and easy to use—we have no issues installing, or upgrading, or anything else," said Mr. Van Helden.

The improved security means happier customers and fewer calls about security issues. "We spend much, much less time on security with Worry-Free Business Security protecting our customers," said Mr. Van Helden. "Customers are more satisfied because security is invisible and does not interfere with getting their jobs done. Trend Micro Smart Protection Network helps to decrease the load on clients. It's a selling feature for us. With some security solutions, desktop performance slows down. With Smart Protection Network, this is not the case."

From a financial standpoint, Trend Micro solutions help SAM Office price their services lower and therefore compete more effectively with other service providers. This is because they can work smarter using Worry-Free Remote Manager. "We can manage more customers per person since we switched to Trend Micro," explained Mr. Van Helden. "Instead of logging in to each system, Worry-Free Remote Manager allows us to check on all of our customers at once. Similarly, before Worry-Free Business Security, we often had to go to customer sites to deal with security issues. Now, we get all the information we need with Trend Micro reporting. We go to sites every four to six months instead of once or twice a month. This adds up to a lot of saved time and money and so we can price our services very aggressively. With four technical engineers, we can support 80 to 100 customers. Without Trend Micro Worry-Free Remote Manager, I would need two more employees to support this base. Instead, I am hiring two more engineers in the next month or two so that we can grow our business and increase revenues."

## Next Steps

SAM Office recently helped a customer introduce Trend Micro™ Worry-Free Business Security Services. While most of its customers have on-site servers, this customer did not. This security solution protects the business' computers, with Trend Micro hosting and maintaining the solution. "Worry-Free Business Security Services is fast and easy for the end users, and also easy for us since we can use the same Worry-Free Remote Manager console to support this business along with our other Worry-Free customers," said Mr. Van Helden. "Worry-Free solutions give us the ability to match the right security to each customer's situation."

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## DEPLOYMENT ENVIRONMENT

Almost 100 customers

Each with approximately 50 PCs and 1–2 servers

Trend Micro Worry-Free Business Security Standard, Advanced or Services

Trend Micro Hosted Email Security

## Company Profile

Since its founding in 2005, SAM Office Ltd has focused on the local market as a provider of ICT services for business automation. The company also started the SAM Office Networking business to meet the unique needs of large companies and institutions in the Netherlands. The company's passion for ICT and the knowledge that automation is vital for today's businesses have been the main drivers of its services. With more than 15 years of experience in ICT, the SAM Office professionals are able to address virtually all automation issues. More and more companies recognize the clear added value and business benefits of automation, and SAM Office's enthusiasm and experience in its applications.

## 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://go.trendmicro.com/worryfreeservices>
- **Trend Micro Hosted Email Security**  
<http://us.trendmicro.com/us/solutions/hosted-security/hosted-email-security/>
- **Trend Micro Worry-Free Remote Manager**  
<http://www.trendmicro.com/wfrm>

## Trend Micro Enabling Technology

- **Trend Micro Smart Protection Network**  
<http://www.smartprotectionnetwork.com>



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