

# Managed Services Provider Chooses Trend Micro™ to Give SMBs a Worry-Free Security Solution

*Mobitech provides small business and managed services that help customers get the most value out of their technology. The company relies on Trend Micro security solutions to protect customers while minimizing the administration efforts required—vital requirements for keeping customers satisfied and running a profitable managed service business.*

**“Getting our previous security software deployed was a nightmare. We’ve gone from a troublesome process to a procedure with Trend Micro deployments that is clean and consistent and reproducible, regardless of the person that we send out to do the installation.”**

— Amy Luby, CEO  
Mobitech

## KEY BENEFITS

- Easy installation
- Central console for monitoring multiple sites
- Zero administration
- Superior protection from multiple threats

## The Impact of Security Threats on SMBs

Mobitech, the Midwest’s premier small and medium-sized business (SMB) computer services provider, serves a client base that averages 20 to 30 desktops per business. “In today’s small business, every employee wears multiple hats,” said Amy Luby, CEO of Mobitech. “Having even a single system impacted by a virus can mean a loss of revenue, a delay in customer service, or a missed opportunity. Any of these can be the difference between success and failure for the company. Our clients rely on us to make sure they have the best possible protection, and that’s why we exclusively endorse Trend Micro™ Client Server Messaging Security for SMB.”

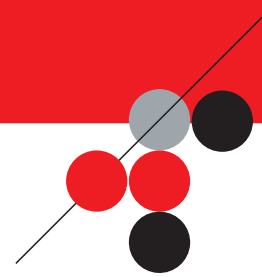
## Switching Over To Trend Micro

About four years ago, Mobitech invited Chad Gross to join the firm as a partner and SMB specialist. As a Microsoft™ Certified Professional and one of only 31 Small Business Server Most Valuable Professionals (MVPs) worldwide, Gross brought to Mobitech extensive experience in business workflow development and optimization. In particular, Gross’ first-hand knowledge of security best practices led him to convince Mobitech to switch to Trend Micro for security solutions both in house and at customer sites.

“For almost a decade, I’ve seen that Trend Micro solutions offer superior protection and the best value to SMBs,” explained Gross. “Using Trend Micro, I know that we can satisfy users and IT teams. Predictable behavior, consistently delivering advertised capabilities, and straightforward deployments are the norm with Trend Micro.”

## Ease of Installation

The move to Trend Micro has made it possible for Mobitech to introduce consistent best practices for the deployment of security solutions. “Getting our previous security software deployed was a nightmare,” said Luby. “We’ve gone from a troublesome process to a procedure with Trend Micro deployments that is clean and consistent and reproducible, regardless of the person that we send out to do the installation. Trend Micro security technology gives us the best solution for our customer and enables time-saving best practices that translate into profit when it comes to our managed service offerings.”



### A Worry-Free Solution

"It just works," summarized Gross. "The less we have to deal with it on a daily basis, the more efficient we are in our business. Whenever we want to check things out, the centralized console makes it quick and easy to view all of the systems we manage and confirm that all of our clients are protected."

Mobitech's customer base is evolving, with about one in three deployments involving multi-site businesses. As managed services must address increasing complexity in terms of customer environments, Trend Micro Client Server Messaging Security for SMB continues to simplify security. "Our experience with Trend Micro is overwhelmingly positive," said Luby. "Most customers don't know much about security, but they notice the difference when we move them to Trend Micro. When systems boot and run faster, they start to appreciate that we are choosing a better solution for them. And since we've moved our clients to Trend Micro, we haven't had a single system outage from virus attacks. That's the best result our customers—and our technicians—could ask for."

### The Bottom Line

Today's SMB clients are always looking for the best value and an invisible solution. Trend Micro Client Server Messaging Security for SMB lets Mobitech give them both. "Bottom line, switching to Trend Micro is a better value when you consider license renewal fees, and customers also gain an unobtrusive solution. It's easy to convince them, and we gain a solution that contributes more profit to our bottom line," said Luby.

***"For almost a decade, I've seen that Trend Micro solutions offer superior protection and the best value to SMBs. Using Trend Micro, I know that we can satisfy users and IT teams. Predictable behavior, consistently delivering advertised capabilities, and straightforward deployments are the norm with Trend Micro."***

— Chad Gross  
Microsoft Small Business Server MVP  
Partner, Mobitech

Luby is the founder and moderator of the SMBManagedServices Yahoo group, a forum of more than 700 SMBs who collaborate on the transition from the break-fix model into a managed services business model. Luby and Gross bring their security expertise to this forum, and to seminars that they conduct across the United States. To join the forum, companies can visit <http://mobilizesmb.com/default.htm> and details about the next "Mobilize Tour" can be found at <http://mobilizesmb.com/default.htm>.

### TREND MICRO PRODUCTS

#### Trend Micro™ Client Server Messaging Security for SMB

<http://www.trendmicro.com/en/products/smb/csm-smb-suite/evaluate/overview.htm>

#### Trend Micro, Inc.

Trend Micro Incorporated is a pioneer in secure content and threat management. Founded in 1988, Trend Micro provides individuals and organizations of all sizes with award-winning security software, hardware, and services. With headquarters in Tokyo and operations in more than 30 countries, Trend Micro solutions are sold through corporate and value-added resellers and service providers worldwide. For additional information and evaluation copies of Trend Micro products visit our Web site at [www.trendmicro.com](http://www.trendmicro.com).

#### Trend Micro Inc.

10101 N. De Anza Blvd.  
Cupertino, CA 95014, USA  
toll free: 1+800-228-5651  
phone: 1+408-257-1500  
fax: 1+408-257-2003  
[www.trendmicro.com](http://www.trendmicro.com)

