

# How a “Green” IT Company Rolls Out Cost-Effective Security Services to Small Businesses

Randolph D. Carnegie, Managing Director of Chicago-based managed services provider Ken-Kor Consulting, answers questions about how best to deliver security to small businesses.

## **How does Ken-Kor stand out among its competitors?**

**CARNEGIE:** As a technology consulting and implementation company, we focus on small businesses—those with 25 or fewer employees or workstations. Typically, in the world of service providers, small businesses are considered stepping stones to larger clients. As a result, the people that make up the low end of the market feel that we are only going to deal with them until we can get a bigger client.

We have carved out a niche by recognizing that small businesses are under-served. Ken-Kor actively seeks them out, and we do our best to make small businesses feel appreciated.

## **What are the unique challenges faced by Ken-Kor?**

**CARNEGIE:** Efficiency is critical, if we are to keep services affordable for small businesses. Fortunately, we now have a better story in terms of technology. For example, setting up a server in a five-person office didn't make economical sense in the past. Today, the cost of a server—the total for hardware, software, and installation—has come down from about \$5,000 to only \$2,000. That makes it possible for us to roll out very affordable infrastructure.

However, our challenge is to make sure that we can secure these systems—along with desktops and laptops—while keeping comprehensive managed services affordable for customers and profitable for us.

## **When it comes to security, what is the main concern expressed by your customers?**

**CARNEGIE:** Our main objective when we discuss security is lost productivity. Business continuity also comes under that heading.

## **Why do you choose to secure your customers' servers, desktops, and laptops with Trend Micro™ Worry-Free™ Business Security?**

**CARNEGIE:** I first heard about Trend Micro from an associate, Bill Hunt, in the Chicago [Microsoft Small Business Server] user group, back in 2005. It had a reputation for being a stable and effective solution. A lot of us started deploying the security software on clients and servers after trying several other solutions, and one of my associates helped me with my first Trend Micro installations.

Through the years, I have periodically looked around at other solutions but today Trend Micro Worry-Free Business Security continues to be very effective for us. And Trend Micro gives us an attractive cost model, especially for small offices. There is no upfront cost—users pay for exactly what they use, on a monthly basis. This means that I can roll out security more cost-effectively.

## **Are you considering hosted security for any of your customer accounts?**

**CARNEGIE:** We are looking at Trend Micro™ Worry-Free™ Business Security Services this summer, but right now most of our customers have been slow to jump on the cloud bandwagon. They sacrificed a lot to start their businesses and

they don't want to give up control. Internet access is not at the point where everyone accepts it as an always-on resource like they think of electricity. Until that comfort factor develops, the additional costs associated with redundant Internet access tend to make the cloud less attractive.

### How do Trend Micro solutions help you support your customers?

**CARNEGIE:** Trend Micro gives us excellent visibility of our installed base. We can use Trend Micro™ Worry-Free™ Remote Manager when we are taking care of security issues that apply to all of our customers, and in general, we see it as a time-saver. So far, it has been great. And without a doubt, Trend Micro License Management Platform makes life easier for us when it comes to tracking and managing licenses.

Both of these nicely integrate with our RMM/PSA tools (GFI and AutoTask ConnectWise), and this integration is important. We have to track time and we have to track what it is we do for the client, especially when we are working remotely and at night. If you can't keep track, you can't produce proof of your work and when a client asks, "What did you do for us this month?" you won't be able to answer convincingly.

Trend Micro understands this, and the MSP (managed services provider) tools contribute to our PSA reports and the overall management of our managed services business. I do not have to spend a lot of time sitting down with clients and explaining what we do. I can take advantage of the MSP tools and reporting and just send them regular updates about what we do. I still go in, but maybe once a quarter, instead of once a month.

Tracking and reporting is especially critical today as we move to centralized, remote management for our managed customers.

### What is the main value provided to your business by the Trend Micro MSP program?

**CARNEGIE:** The biggest benefit of the Trend Micro MSP program is that *it helps you keep your customers*. [Trend Micro] provides a product with no end in sight. In the IT industry, when you install a solution, there is typically a finish date or an expiration date. But this expiration date actually gives the customer an opportunity to re-evaluate you, as their service provider.

If I take advantage of the MSP model, I can sell a security solution and managed service that doesn't expire. I love the elimination of the definite ending or termination date.

### Do Trend Micro Worry-Free solutions help you increase your business profits?

**CARNEGIE:** With the MSP program and the Remote Manager, we see a reduction of travel time and increased utilization of staff time. We strive to be a green IT company by utilizing public transportation to get to client sites and also trying to stay within a 10-mile radius of our offices. This is something we can do operating in a major metropolitan area.

### Can you sum up your experience with Trend Micro—past, present, and future?

**CARNEGIE:** I've been relying on Trend Micro security solutions for years, and I am pleased that Trend Micro is in the business of protecting my business and my clients. Overall, it has been a very positive experience. I can always get my questions answered by the technical support team, and I am always confident about deploying it at a new customer's site. There are other security products that I could consider, but I am not going to switch.

Trend Micro solutions work for my customers, and the MSP program really works for my managed services business.

### Company Profile:

Based in Chicago, Illinois, Ken-Kor Consulting is a technology consulting and implementation company that provides and implements complete Information Technology Solutions for small businesses. Working with clients, Ken-Kor develops solutions that provide an infrastructure aligned with the owners' and management's goals and objectives. Ken-Kor is vendor agnostic and recommends products and solutions based on the client's technical, business, and functional requirements. The professionals at Ken-Kor essentially function as an internal IT department and help select the best solutions to satisfy each business' requirements.



Securing Your Journey to the Cloud

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