

# Addressing Alarming Increases in Security-Related Service Requests

Switching clients to Trend Micro™ Worry-Free™ Business Security drives up cost efficiencies with simpler service delivery.

“At this point, it would be very hard to convince me to stop using Trend Micro solutions. We can do a much better job for our clients with Trend Micro solutions. That’s number one for us—extending better protection to our customers’ businesses.”

- **Michael Beecher, President**  
EscapeWire Solutions, Buffalo, New York

## EXECUTIVE SUMMARY

**Customer Name:** EscapeWire Solutions

**Industry:** Technology and Communications Solutions

**Location:** Buffalo, New York

**Customer Base:** 1000 managed desktops

### CHALLENGE:

- Small and medium business customers were experiencing an increasing number of infections and attacks
- Managed services costs were rising due to time spent on security-related service requests
- Security vendor’s business had been restructured, spinning off security and weakening investments in and support of the service provider’s solutions

### SOLUTION:

- Switch customers to Trend Micro Worry-Free Business Security
- Take advantage of Trend Micro™ Worry-Free™ Remote Manager and Trend Micro™ Licensing Management Platform

### BUSINESS RESULTS:

- Smooth migration from previous vendors’ solution to Worry-Free Business Security
- Time savings, from security solutions that are easier to deploy and manage
- Increased visibility over licenses and renewals
- Fewer security service requests, indicating better protection of clients and therefore increased customer satisfaction

## Challenge

The professionals at EscapeWire Solutions give its customers the benefits of real-world experience in all facets of integration, systems design, and service. Drawing on first-hand knowledge as system integrators and service technicians, the staff shares insights about what works and what does not work.

“We run our managed services business the way one should be managed,” said Michael Beecher, president, EscapeWire Solutions. “We don’t take on time-and-materials support work anymore—the business is all about growing our managed services. For any new customer engagement, we used to talk about the project and eventually cover support. Now we flip it—they come to us for help with a deployment and the first thing we ask is how they will manage it. Then we talk about deployment issues.”

A couple years ago, EscapeWire Solutions realized that its primary security partner was no longer providing small and medium businesses with the required level of protection. Too many service requests were security related, and it was time to evaluate alternative security providers and solutions.

## Solution

After looking at the top-rated security solution vendors and carefully reviewing programs, technology, and products, EscapeWire Solutions selected Trend Micro™ Worry-Free™ Business Security Standard and Trend Micro™ Worry-Free™ Business Security Advanced.

“We chose Trend Micro for a couple reasons,” said Beecher. “First was familiarity—some of our staff were experienced with Worry-Free Business Security and this would make it easier to transition our installed base. Second, industry reputation was important. Trend Micro has a really solid reputation for securing client desktops.”

EscapeWire Solutions joined the Trend Micro Managed Service Provider (MSP) program, and has been relying on Worry-Free Business Security to secure its client base for more than six months. From the start, the service delivery team cited the ability to centrally and collectively manage protection as its biggest concern.

“The functionality of Worry-Free Business Security is very reliable, in terms of its ability to protect desktops,” said Beecher. “Plus, the management tools—like Trend Micro Worry-Free Remote Manager—make it easier to manage sites. It is important to have at-a-glance visibility over the status of security. When you also consider Trend Micro Licensing Management Platform, the switch to Trend Micro has made the whole process of managing desktop security a much easier and efficient component of our business.”

The technology solutions and managed services provider takes advantage of MSP license structures to bundle or offer “pay-as-you-go” security solutions and avoid inhibiting up-front costs for budget restricted customers. For its own bottom line, EscapeWire Solutions takes advantage of the MSP tools to save time—and therefore money—supporting customers.

“We are transitioning our RMM/PSA tools, and it is a plus that Trend Micro Worry-Free Remote Manager integrates with our other client-management and service-delivery tools,” said Beecher. “With our previous security vendor, we had very few tools and a lack of integration. We really made the right decision to move to Trend Micro. Today, we rely on Licensing Management Platform to make sure that renewals happen on time, and we can more efficiently manage our clients.”

## Results

EscapeWire Solutions’ efficiency gains from Trend Micro solutions have helped its overall managed services business. They have a better view of the state of each client location in terms of virus and malware protection.

“Worry-Free security and the Trend Micro MSP program tools help our security business, particularly as it relates to the state of licenses and updates—we never had the ability to manage our clients at this level and it has made us much more efficient,” said Beecher.

Ultimately, the success of any new business solution is related to user acceptance. Beecher explained, “It comes down to our technicians—if they were not happy, we couldn’t use it. Today, with Trend Micro, they are very pleased.

“The Trend Micro solutions are easy to deploy, easy to manage, and they provide very good protection—which means fewer security issues. At this point, it would be very hard to convince me to stop using Trend Micro solutions. We can do a much better job for our clients with Trend Micro solutions. That’s number one for us—extending better protection to our customers’ businesses.”

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## DEPLOYMENT ENVIRONMENT:

Small and Medium Businesses, with one or more servers per site

Trend Micro Worry-Free Business Security Standard

Trend Micro Worry-Free Business Security Advanced

## Company Profile:

EscapeWire Solutions, LLC, was formed as an installation, integration, technical service, and design resource for the data and communications, commercial sound, CCTV, CATV, and MATV communities. The company has continued to grow in size and scope, offering a broad range of services. EscapeWire Solutions specializes in full-service systems design, installation and integration of wireless networks, IP surveillance systems, digital signage networks, and pro audio and video systems for the commercial market place. The company’s portfolio also includes consultation, equipment sales/leasing, and service. Since its beginning, EscapeWire Solutions has been dedicated to providing unmatched customer support, with a commitment to long-term client relationships.

## Trend Micro Products

- **Trend Micro™ Worry-Free™ Business Security Standard**  
<http://www.trendmicro.com/us/small-business/product-security/worry-free-standard/index.html>
- **Trend Micro™ Worry-Free™ Business Security Advanced**  
<http://www.trendmicro.com/us/small-business/product-security/worry-free-advanced/index.html>
- **Trend Micro™ Managed Services Provider Program**  
<http://www.trendmicro.com/msp>



Securing Your Journey to the Cloud

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