Partnering with Trend Micro Protects Clients—and Profits

TAZ Networks appreciates Trend Micro's partner-friendly attitude and Managed Service Provider (MSP) Program.

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>   TAZ Networks, Brighton, Michigan

EXECUTIVE SUMMARY

Customer Name: TAZ Networks

Industry: Technology Solutions and Services

Location: Brighton, Michigan

Customer Base: 35 managed services customers; 700 desktops total

CHALLENGE:

- Helping customers maximize ROI for technology deployments
- Aligning affordable managed services to hardware and software solutions
- Streamlining the installation and support of security solutions
- Keeping up with the rapid pace of change, in terms of technology and security threats

SOLUTION:

- Trend Micro™ Managed Service Provider (MSP) Program
- Trend Micro™ Worry-Free™ Business Security Standard

BUSINESS RESULTS:

- Simplicity of standardizing on a single security solution, which conservatively reduces support time by 20%
- Increased efficiency, with a consolidated dashboard view of Trend Micro security across all customer sites
- Excellent protection of client assets, which underscores the company's reputation for technology excellence

Challenge

With 15 years of experience in the technology field, the founder and president of TAZ Networks appreciates the challenge of keeping up with a fast changing industry. To deliver affordable high-quality services, he must also remain unwavering with his focus on the bottom line. The goal has always been to provide technology solutions that enable business excellence for its small and medium business clients, supported by cost-effective managed services that maximize the value and ROI of that technology.

To protect its customers and help them maintain focus on their own businesses, TAZ Networks builds in a security solution at every managed customer's site. The service provider standardizes on one solution, and does a "rip and replace" to enable management efficiencies and keep costs low.

Solution

Right from the start, TAZ Networks chose to standardize on a Trend Micro small and medium business security solution. "100% of our managed customers are protected by Trend Micro Worry-Free Business Security Standard," said Tavis Patterson, President, TAZ Networks. "When we started our company [in 2003], Trend Micro was very highly recommended in the small business server community."

Why has TAZ Networks stayed with Trend Micro through the years? "Trend Micro listens to its partners," said Patterson. "They are very partner-friendly, and as a result they have grown along with us. Our relationship is what keeps us with Trend Micro. They also keep up—each update has steadily improved security so that our customers have always been well protected.

"No vendor is 100% perfect, but I appreciate that Trend Micro listens and readily addresses issues. And with them, I get a huge team of experts who work in the background to advance security and push out updates."

In fact, TAZ Networks strives to keep security in the background for all of its clients. Tavis explained, "Our small and medium businesses just want a reliable security solution, that works, and that doesn't slow down their workstations. We know that Worry-Free Business Security can meet those requirements."

For its business requirements, the Trend Micro Managed Service Provider (MSP) program meets the needs and fits into the TAZ Network service delivery model. For visibility of the entire client base from a single dashboard, the service team uses Trend Micro™ Worry-Free™ Remote Manager, which can be integrated with Autotask and Continuum, the company's PSA/RMM tools. They are also looking at the Licensing Management Platform.

"The MSP program makes it a no-brainer to continue our relationship with Trend Micro," said Patterson. "The dashboard, Licensing Management Platform, and pay-as-you-go licenses are key reasons why I remain a loyal Trend Micro customer. We can build Worry-Free Business Security into our services and the model coincides with our contracts. There is no out-of-pocket expense for us, and it adds value to our services."

Results

"I am completely confident with the Trend Micro team, and the R&D efforts focused on the discovery of new threats," said Patterson. "Trend Micro has to stay one step ahead of the bad guys — with them, I know I don't have to worry about it."

The service delivery team is equally happy with Trend Micro security. For them, the level of protection and the easy-to-use management tools add up to less time spent on security issues and incidents.

"Conservatively, standardizing our managed services on Worry-Free Business Security saves us 20% of the time required to support security — it is easier to set up and install and we spend less time supporting it," said Patterson.

"That means I can allocate fewer techs to security, and I can assign people other tasks. This directly improves my gross margin and my bottom line. This is what I love to see — I stick with Trend Micro's program and standardize on Worry-Free Business Security and I get better business results."

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DEPLOYMENT ENVIRONMENT:

Small and medium businesses

(10 to 300 computers; 1 or more on-site servers)

Trend Micro™ Worry-Free™ Business Security Standard

Trend Micro™ MSP Program

Company Profile:

Based in Brighton, Michigan, TAZ Networks acts as an outsourced technology department for small and medium businesses in the metro Detroit area and in surrounding counties. The company was founded in 2003 with the purpose of providing big-business level IT expertise to local businesses with 10 to 300 computers. The company's consulting team has grown TAZ Networks year after year since its inception, with one of its overriding principles being the acceptance of responsibility for technology they deploy.

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 Managed Services Provider Program**
  http://www.trendmicro.com/msp

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