RadioWorks Switches to Trend Micro

Trend Micro™ Worry-Free™ solutions eliminate persistent problems; SafeSync™ introduces secure anytime-anywhere data access.

"*SafeSync lets employees make the best use of their smartphones and devices, and also allows us to centrally manage and monitor our company data to prevent risks to the business.*"

—**Robert Box, Head of ICT,** RadioWorks Group

EXECUTIVE SUMMARY

Customer Name: RadioWorks Group
Industry: Advertising
Location: London, England
Web site: www.radioworks.co.uk
Number of Employees: 50

CHALLENGE:

- Too many threats were reaching the company's network and computers
- Manual clean-up was often required (the previous security solution was not adequately removing threats)
- Spam was overwhelming the email server
- Employees were using personal devices (smartphones, at-home laptops) to access company data, creating vulnerabilities and making it hard to monitor data behaviors

SOLUTION:

- Switch to Trend Micro™ Worry-Free™ Business Security
- Add Trend Micro™ Hosted Email Security
- Evaluate Trend Micro™ SafeSync™ for Business

BUSINESS RESULTS:

- In-house technology team no longer spends time each month cleaning up after attacks
- Confidence has been restored in the company's online security
- Performance has been improved for email servers with the pre-filtering of spam in the cloud
- SafeSync evaluation proved that the company can allow employees to access data from smart devices without experiencing any vulnerabilities to the business

Challenge

The team of experts at RadioWorks helps more than 250 advertisers and agencies around the world with their radio campaigns. While they rely on their technology infrastructure to work and communicate efficiently with their clients and ecosystem, they do not want to be distracted—or embarrassed—by security issues or incidents.

Last year, the company was worried that its previously deployed security solutions were letting too many viruses and malware onto its network. Robert Box, head of RadioWorks' ICT department, explained, "When I joined RadioWorks, I took over management of the in-place systems, network, and security solutions. I never found the other vendor's security software to be that great—I was spending a lot of time cleaning up outbreaks. And in fact, I was using free Trend Micro scanning and infection cleanup tools even then, because the other vendor's tools were not as easy to use."

Besides addressing the shortcoming of the existing endpoint security solution, RadioWorks also wanted to introduce in-the-cloud email scanning to filter out junk mail before it hit the company's email server. And RadioWorks mobile employees, with laptops and smart handheld devices, raised concerns about vulnerabilities being introduced as the company's sensitive data assets were being taken off-network.

Solution

At a point when the company's security issues were reaching a critical point, Trend Micro became a RadioWorks customer. In the process of helping Trend Micro carry out a radio campaign, RadioWorks learned about Trend Micro Worry-Free Business Security and other solutions that could meet their needs.

Worry-Free Business Security is powered by the Trend Micro™ Smart Protection Network™ security infrastructure, which delivers advanced protection from the cloud. Threats are blocked in real time, before they reach the business. Smart Protection Network's unique cloud-client architecture includes a global network of threat intelligence sensors, collecting and correlating email, web, and file reputation information to dramatically reduce infections.

"From my past experience with Trend Micro solutions, I knew the company offered good products," said Mr. Box. "Getting introduced to the local team at Trend Micro was perfect timing—now we have Trend Micro Worry-Free Business Security on our systems, and we even provide our executives with a Trend Micro™ Titanium™ solution to protect their personal, at-home systems. We had lost confidence in our previous solution, and now if the CEO were to ask me, I can honestly say that we are extremely well protected."

RadioWorks has also added Trend Micro™ Hosted Email Security. "With Trend Micro pre-scanning our email, the performance on our email server is much better," said Mr. Box. "Spam filtering doesn't overwhelm the system, and employees can easily manage their spam folders without our help. With Trend Micro Smart Protection Network and the addition of this hosted solution, we have much faster time to protection from new web and email threats."

Recently, RadioWorks evaluated Trend Micro SafeSync for Business to give its employees more flexible data access. SafeSync allows file sharing and anytime, anywhere access of files from laptops, iPhones, iPads, Androids, and other smart devices. Files are automatically backed up, secured, and synchronized.

"Compared to other solutions I've looked at, SafeSync is much simpler—it was easy to set up and sync my files," said Mr. Box. "SafeSync lets employees make the best use of their smartphones and devices, and also allows us to centrally manage and monitor our company data to prevent risks to the business."

Results

"This was fate—the project we did for Trend Micro led to a new security solution on our network," said Mr. Box. "Once you have been exposed to a virus or malware outbreak, you are never really sure you are protected. That was our situation—in the back of our minds, we always felt vulnerable to future threats.

"Now, with Trend Micro Worry-Free security, we are no longer spending our time cleaning up after attacks. Our situation is so much better, in terms of the confidence we now have."

The switch to Trend Micro makes it easy for RadioWorks to add-on solutions to protect its growing business. Hosted Email Security has already been introduced, and SafeSync is being proposed for the upcoming budget.

"Trend Micro SafeSync allows our business to be more diverse and dynamic, sharing and protecting data," said Mr. Box. "We can now enhance the business by getting full use of new generation computing, safe in the knowledge that there will never be that sinking feeling you associate with the words 'I've lost my iPad.'"

> "*Getting introduced to the local team at Trend Micro was perfect timing—now we have Trend Micro Worry-Free Business Security on our systems... if the CEO were to ask me, I can honestly say that we are extremely well protected.*"
>
> **—Robert Box, Head of ICT,** RadioWorks Group

DEPLOYMENT ENVIRONMENT

3 sites

75 PCs and servers

Trend Micro Worry-Free Business Security

Trend Micro Hosted Email Security

Trend Micro SafeSync for Business

Customer Profile
RadioWorks aims to maintain its position as the UK's premier independent radio advertising specialist, offering advertisers and agencies an unbeatable service for all aspects of planning and buying radio air time, and a wealth of creative solutions to meet their objectives. RadioWorks plays an integral part in the growth of commercial radio, by building enduring partnerships with both clients and broadcasters. The team at RadioWorks stays alert to all the opportunities radio can offer. The company maintains its reputation by consistently ensuring that its customers' radio budgets deliver results.

Trend Micro Security

- **Trend Micro Worry-Free Business Security**
  http://us.trendmicro.com/us/products/sb/worry-free-business-security/index.html

- **Trend Micro Hosted Email Security**
  http://us.trendmicro.com/us/solutions/hosted-security/hosted-email-security/

- **Trend Micro SafeSync for Business**
  http://us.trendmicro.com/us/products/sb/safe-sync-online-backup-storage/index.html

Trend Micro Enabling Technology

- **Trend Micro Smart Protection Network**
  http://us.trendmicro.com/us/trendwatch/core-technologies/smart-protection-network/

www.trendmicro.com