



Top Quality Ice Cream Manufacturer Eliminates Outbreaks with Trend Micro™ Anti-Spyware Enterprise Edition and NeatSuite™

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— Jeff Smestuen
IT Manager, Blue Bell Creameries

KEY BENEFITS

- **Real-time scanning—enabling highly effective blocking and spyware removal.**
- **Central deployment and management capabilities—make it quick and easy to install, and simple to manage.**
- **Effective reporting capabilities—deliver key information on the elimination of spyware threats.**

Nationally famous for making top quality ice cream, Blue Bell Creameries started operation in 1907 as the Brenham Creamery Company based in Brenham, Texas.

According to Jeff Smestuen, IT Manager for Blue Bell Creameries, “As a company we focus on producing excellent ice cream, so we aim to keep our operational support systems as streamlined as possible. Our branches are really remote distribution centers, with an office and a giant freezer packed with ice cream. Each location has one server and several workstations that we manage centrally. Today, we rely on Trend Micro™ for comprehensive virus, spam and spyware protection.”

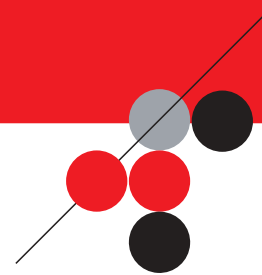


Manual Cleanup Took Too Much Time

Blue Bell Creameries used to run another vendor’s suite of antivirus software. Smestuen recalled, “We had a lot of issues with our previous antivirus vendor’s desktop solution, and file server antivirus software. For example, some systems would not update automatically because they would fail to connect to the legacy vendor’s website—so I used to email an executable file that contained the update to force new levels of protection on to these servers! These were typically stand-alone systems located at remote sites, so if they became infected we were in deep trouble because of the distances involved.”

He continued, “It was a completely manual effort to run individual fix utilities on every device—even though we could dial into our remote sites, it was enormously time consuming to work our way around all of the systems. With 750 workstations, 85 servers, and only three people working in IT, it became a huge problem for us to manage all of our previous antivirus vendor’s related security challenges and keep everyone running.”

In addition to removing viruses, Smestuen’s staff also was burdened with manually cleaning spyware. He noted, “Typically, a user would call and tell us that their PC was running slowly or had shut down. Mostly it was due to spyware. We had one technician spending an incredible amount of time just fixing spyware problems but making only a very small dent in the issue. Browser hijackers, like CoolWebSearch, kept cropping up all over the place and were hard to eliminate.” Clearly, the ice cream maker’s spyware problems were taking a toll on business operations.



Management and Administration Enterprise-Wide

Smestuen assessed offerings from major antivirus vendors and chose Trend Micro's centrally managed solution. "The feedback on Trend Micro by its customers is very positive and its security solutions have received excellent industry ratings," he said. To prevent spyware from distracting Blue Bell from quality operations, the company purchased Trend Micro Anti-Spyware Enterprise Edition.

Smestuen reflected, "While some free anti-spyware products are competent at blocking certain types of threats they have limited removal capabilities, others can only clean problems and cannot block them, and none of these programs can be centrally managed. We did a lot of research on Trend Micro Anti-Spyware Enterprise Edition and really liked the fact that we can seamlessly integrate it with Trend Micro Control Manager™ for central administration. And it was a big plus that CWShredder™—the tool to remove CoolWebSearch—was included."

Blue Bell Creameries also deployed Trend Micro NeatSuite to protect against viruses, spam and other threats at gateway, server, and desktop layers. NeatSuite includes Trend Micro ServerProtect™, Trend Micro OfficeScan™, Trend Micro InterScan™ Security Suite, and Trend Micro Control Manager. The company additionally selected Trend Micro™ Damage Cleanup Services and a premium-level support contract that assigns Blue Bell a Technical Account Manager.

No Outbreaks and Lower TCO with Trend Micro

"With our previous antivirus vendor's solution we spent multiple hours a day re-installing clients that had become infected, whereas with Trend Micro we've had zero problems. Centralized management makes my job a lot easier," Smestuen said. "We like to keep all of the malware protection under one effective umbrella. The centralized management software from Trend Micro is really easy to use—we keep the Control Manager console open all day long so we can check it regularly. If we need to drill down into specific areas of interest, we can immediately go into the ServerProtect management console view. To be honest, we just have not needed to do much in-depth threat analyses since installing Trend Micro solutions because we haven't had any outbreaks."

He added, "Trend Micro Anti-Spyware Enterprise Edition will easily pay for itself in the first year. I know the total cost of ownership of all the Trend Micro solutions is lower than the legacy solution because we spend so much less time having to sort out problems. All I have to do is keep an eye on the console while I'm performing my other IT activities."

Smestuen concluded, "Trend Micro gives Blue Bell Creameries' IT staff and general management peace of mind because Trend Micro NeatSuite combined with Trend Micro Anti-Spyware Enterprise Edition provide comprehensive hands-free virus and spyware protection at every point on our IT infrastructure."

TREND MICRO PRODUCTS

Trend Micro™ Anti-Spyware Enterprise Edition
Trend Micro NeatSuite™

Trend Micro, Inc.

Trend Micro, Inc. is a global leader in network antivirus and Internet content security software and services, focused on helping customers prevent and minimize the impact of network viruses and mixed-threat attacks through its award-winning Trend Micro™ Enterprise Protection Strategy. Trend Micro has worldwide operations and trades stock on the Tokyo Stock Exchange and NASDAQ.

Trend Micro products are backed by timely, high-quality service from TrendLabs™, a global network of antivirus research and support centers.

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