

# Security Expert Recommends Trend Micro™ InterScan™ Messaging Hosted Security for Affordability, Convenience, and Simplicity

eSecurityToGo specializes in security solutions for today's enterprises and small and medium businesses (SMBs). A large part of its client base includes other IT consultants that recognize the in-depth expertise and focus of the eSecurityToGo team. The company resells the complete line of Trend Micro solutions to ensure satisfied customers and repeat business.

.....

*“We measure our success in terms of the growth in our business and the number of repeat customers. With Trend Micro hosted email services, we offer more choices that satisfy our clients and keep them coming back.”*

— Tom Ruffolo, President  
eSecurityToGo, LLC

.....

## KEY BENEFITS

- Introducing security at the gateway without requiring expensive build outs of infrastructure
- Protection from viruses, worms, Trojans, other malware, and blended attacks including denial of service and directory harvest attempts
- No after-purchase complaints (satisfied customers and repeat business)
- New business opportunities from growing sales of hosted services

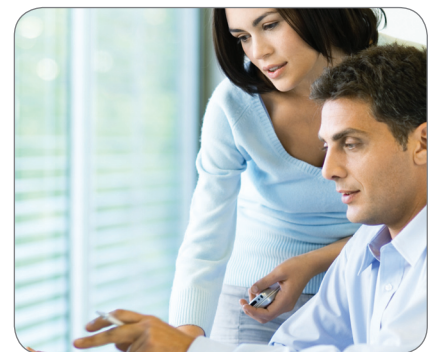
## THE CHANGING SECURITY LANDSCAPE

Unlike companies that have to divide resources among multiple areas of expertise, eSecurityToGo has developed a loyal client base by providing focused, trusted advice and solutions for securing today's business infrastructures. “We've seen the range of security threats expand over the years and have also seen a divergence in the client requirements for managing security,” explained Tom Ruffolo, president of eSecurityToGo. “We have to supply the best approaches and technology alternatives for security. Also, we have to give clients a choice of deployment models so that security does not disrupt the existing business processes or overly tax the in-house resources. These market conditions require that we have a very broad range of security products and services to resell to our clients.”

Many clients focus on the protection of email as a vital gateway defense against threats attempting to invade or disrupt the organization. Meeting eSecurityToGo's goals for giving clients a choice of solution deployment models requires that the company resell the industry's best available technologies and alternatives for email protection.

## HIGH-LEVEL PROJECT GOALS

- Offer clients a choice of security solution deployment models to fit varied environments, budgets, and resources
- Deliver the best quality products to optimize customer satisfaction and repeat business
- Expand the product portfolio to include a diverse range of email protection solutions
- Satisfy both large and small, expert and novice clients



## WHY TREND MICRO?

eSecurityToGo has enjoyed many years of success with its reseller and security consulting business. A long history with Trend Micro has strengthened the business' reputation and bottom line. "Our business model requires that we get it right the first time, or our customers won't come back," said Ruffolo. "Trend Micro security solutions allow us to deliver the best quality and industry-leading functionality. The combination of our Web site, phone-in presales consulting channel, and aggressive pricing have worked because we only offer products that we believe in and Trend Micro is at the top of our list. Anything new that Trend Micro releases, we are quick to evaluate for our online ordering site and our consulting practice as a whole."

## HOSTED SERVICES: SIMPLIFICATION OF CLIENTS' INFRASTRUCTURES

"Clients come to us with a very broad range of needs," said Ruffolo. "Some of them don't own their computers or network equipment or have any in-house IT resources, but they still need to protect their data and communications channels. They may have leased systems and an outsourced email service, and they want to know how to secure their intellectual property on those platforms. Trend Micro hosted email services give us an important option for those clients that need a convenient, quick solution for protection against viruses, Trojans, worms, and other malware."

eSecurityToGo recommends Trend Micro™ InterScan™ Messaging Hosted Security when customers need an affordable, easy-to-deploy solution. Many IT professionals already recognize the benefits of hosted services—fast start-up, zero maintenance, and no impact on compute resources—and come to eSecurityToGo for advice in selecting the best service. Whenever the clients' preferences or limited in-house resources point to an opportunity for hosted services, eSecurityToGo recommends this Trend Micro solution. "Trend Micro InterScan Messaging Hosted Security gives customers a choice of service level," said Ruffolo. "They pay only for what they need, and can choose the appropriate types of filtering for their email. For companies that can't risk any downtime or data vulnerabilities, the Advanced level gives complete protection—against spam, viruses, worms, Trojans, phishing, denial of service attacks, directory harvest attacks, and outgoing message scanning—without introducing any complexity to the infrastructure. More and more clients are choosing hosted services and we see it as a growing segment of our business both for enterprises and SMBs."

## SATISFIED CUSTOMERS

The hosted service model is new to many customers, but is gaining momentum due to the significant benefits offered without having to invest heavily in infrastructure. "We encourage customers to buy the highest level of protection they can afford, but some are cautious and first purchase an entry-level service," said Ruffolo. "We often see them start with spam protection only, with Trend Micro Email Reputation Services Hosted. Many of these customers come back and upgrade to InterScan Messaging Hosted Security for complete gateway protection, once they have tested out a hosted service and recognize its simplicity, thoroughness, and complete transparency. We measure our success in terms of the growth in our business and the number of repeat customers. With Trend Micro hosted email services, we offer more choices that satisfy our clients and keep them coming back."

## CORPORATE PROFILE

**eSecurityToGo, LLC**  
Irvine, California

Computer Crime and Security Survey stated that approximately 55% of surveyed companies reported "unauthorized use of computer systems" in 2005. Business security can no longer be a reactive effort designed to combat occasional threats. eSecurityToGo is a premier security solution provider that can help assess vulnerabilities, manage security risks, recommend solutions, and implement them. The company's services include extensive pre-sales consulting for clients and IT consultants, and a Web site that simplifies the solution selection and purchase processes.

- **Industry/Vertical** IT security & services
- **Employees** 8
- [www.esecuritytogo.com](http://www.esecuritytogo.com)

## TREND MICRO PRODUCTS

- **Trend Micro Email Reputation Services Hosted**  
<http://us.trendmicro.com/us/products/enterprise/network-reputation-services/index.html>
- **Trend Micro InterScan Messaging Hosted Security**  
<http://www.trendmicro.com/email/services>



Copyright © 2007, Trend Micro Incorporated. All rights reserved. Trend Micro, the Trend Micro t-ball logo, and InterScan are trademarks or registered trademarks of Trend Micro, Incorporated. All other product or company names may be trademarks or registered trademarks of their owners. Trend Micro Incorporated reserves the right to make changes to this document and to the products described herein without notice.  
SS07ESECIHMS070829US  
[www.trendmicro.com](http://www.trendmicro.com)