

National Cable Communications Chooses Trend Micro™ to Protect Data Assets on the Network

National Cable Communications helps advertisers bring their messages to the right audiences. The fast-paced operations rely on a national network to connect sales offices with regional and national agencies in the U.S. The IT group must deploy, manage, and protect the business-critical infrastructure with best-in-class technology.



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National Cable
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A SCALABLE SECURITY STRATEGY

The nation's number one spot cable advertising company—National Cable Communications (NCC)—relies on Trend Micro enterprise security solutions to guard the company's valuable data assets. In the fiercely competitive world of advertising, success requires highly efficient and secure communications and collaborations. The fast pace of the business also puts demands on the infrastructure. The sales teams located across the country must be continually connected with agencies and other business partners.



“Our business is protected by Trend Micro solutions at every critical point in the infrastructure,” explained Mark Goldstein, Supervisor of Network Operations at NCC. “Trend Micro multilayered enterprise solutions are fantastic—we can deploy a solution at any point where our data is being used or shared. Email, file sharing, Web traffic—Trend Micro solutions cover all the bases. The solutions are great for a company of any size, but especially in our case. Our infrastructure has doubled in the last five to six years, and yet the security deployment is still very simple to manage. One administrator in any of our offices can open a browser and see what's going on. Trend Micro OfficeScan™ Client/Server Edition and the other enterprise solutions we use have worked flawlessly through the years, and have kept pace with our business and the changing nature of security threats.”

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KEY BENEFITS

- **Enterprise-class protection.** Multilayered security solutions integrate to form a strong, secure infrastructure.
- **Ease of administration.** A single management console simplifies day-to-day tasks.
- **Extra protection at the gateway.** Threats are blocked before they can impact critical systems.
- **24x7 access to security experts.** Premium Support provides a designated Technical Account Manager who offers personalized, proactive technical support.



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The original NCC deployment included:

- Trend Micro OfficeScan for endpoint protection (PCs and Microsoft file servers)
- Trend Micro ServerProtect™ for Microsoft™ Windows™/Novell™ Netware
- Trend Micro ScanMail™ for Microsoft Exchange email servers
- Trend Micro Control Manager™ for managing security solutions

Through the years, as new offices were added and computers added at each site, the Trend Micro solutions were easily scaled to ensure that protection kept pace with the company’s growth. Today, the integrated Trend Micro solutions simplify the task of keeping the company’s business safe from email, Web, and blended threats. “Trend Micro enterprise solutions are easy to manage with very quick and efficient tools and well-designed interfaces,” said Goldstein. “They all work at different levels in the network and we have the flexibility we need to set things up based on our requirements; Control Manager gives us a single, simple view of everything. Day to day, it is very easy—not at all complicated—to see what’s going on. Most of the time, the products just take care of themselves. We check once in a while to make sure everything is updated and that there is no unusual activity on the network. It was easy to deploy Trend Micro solutions initially, and they are still easy to manage today.”

SECURING VITAL MESSAGING SYSTEMS

As threats changed, NCC took advantage of additional Trend Micro enterprise protection technology. “The Trend Micro products have kept up with the security requirements for businesses like ours and we have not needed to significantly change our overall security solution design or practices,” said Goldstein. “OfficeScan, ServerProtect, and ScanMail have been regularly enhanced to build in additional protection through the years. We also introduced the Trend Micro InterScan™ Messaging Security Suite to add another layer of protection to our original security framework. This gives us the ability to stop threats right at the gateway—before a virus or worm or spyware can impact a more important server or system on the network. It makes sense to keep the latest more-damaging threats as far away from our real work as possible, so that productivity is not impacted. At the same time, we know that ScanMail is on the job in case an attack breaches the perimeter from a contractor’s laptop or some other source that is not under our control.”

ENHANCING SECURITY WITH PREMIUM SUPPORT

While NCC has enjoyed the simplicity of Trend Micro enterprise solutions, the IT team has been increasingly challenged to keep up with the complexity and variety of security threats. “We’ve noticed that threats have become much more malicious, with the potential for data loss and disruptions much greater today,” said Goldstein. “A few years ago, we realized that we needed more help to deal with newly emerging threats. We were one of the first companies to be hit with a new virus. That’s when we contacted the Trend Micro support group. With Premium Support, we got results very fast—they helped us with new pattern files and with putting a thorough plan in place to block the progression of the attack. We could not have responded this effectively on our own, with only the in-house staff.”

After this first emergency situation, NCC became a regular Premium Support customer. The service has changed the working relationship, giving NCC the benefit of proactive advice based on knowledge of NCC's particular infrastructure. Premium Support includes a designated Technical Account Manager (TAM) as the point of contact for all of the company's support issues.

"Our Premium Support TAM has done a great job for us, and we know we are in good hands," said Goldstein. "It's as if we have gained an extra security expert as an extension of our staff. With Premium Support, we are able to operate more proactively. We have 24x7 access to Trend Micro security experts who know our business and our deployments and can therefore respond very quickly to our needs. It's also nice to know that we have a channel for feeding back comments and enhancement requests. The Trend Micro team really listens to customers like us and we always get the information we need."

PROTECTING A WEB-ENABLED BUSINESS

The IT team at NCC was pleased to see that the new OfficeScan release 8.0 includes multiple enhancements for fighting Web threats. "Our entire business is electronic now," said Goldstein. "Sales, ordering, promotions—everything happens on the Web. OfficeScan has done a great job of protecting us from Web attacks—there hasn't been any attack that it hasn't caught. The new Web Reputation technology, enhanced spyware engine, and content filtering capabilities are important advancements in the fight against the latest types of Web-born attacks. OfficeScan 8.0 is another example of how Trend Micro works hard to stay ahead of threats. We've stayed with Trend Micro for many years because they are an industry leader and consistently provide us with best-in-class solutions like OfficeScan 8.0."

TEAMWORK

Fast-growing, successful companies don't just happen. Comprehensive planning and efficient day-to-day tactical operations are required every step of the way. "Trend Micro has been an excellent partner from the beginning," summarized Goldstein. "We are very, very happy with the whole Trend Micro team. We provide feedback, they listen, they continually evolve their products, and we remain a loyal customer—it's a win-win relationship."

CORPORATE PROFILE

National Cable Communications New York, New York

NCC is by far the largest and most authoritative spot cable advertising sales firm in the country. It is jointly owned by three of the nation's largest MSOs: Comcast Cable Communications, Cox Communications, and Time Warner Cable. Uniquely, NCC represents every U.S. market and reaches virtually every wired cable home. Whether advertisers want to target the entire country, select regions, an individual market, or even a portion of a market, NCC provides effective advertising and marketing solutions that only spot cable can deliver.

- **Industry/Vertical** Spot Cable (Advertising)
- **Infrastructure** 17 offices across the U.S.
- www.spotcable.com

TREND MICRO PRODUCTS

- **Trend Micro OfficeScan Client/Server Edition**
<http://us.trendmicro.com/us/products/enterprise/officescan-client-server-edition/index.html>
- **Trend Micro ServerProtect for Microsoft Windows/Novell Netware**
<http://us.trendmicro.com/us/products/enterprise/serverprotect-for-microsoft-windows/index.html>
- **Trend Micro ScanMail for Exchange**
<http://us.trendmicro.com/us/products/enterprise/scanmail-for-microsoft-exchange/index.html>
- **Trend Micro InterScan Messaging Security Suite**
<http://us.trendmicro.com/us/products/enterprise/intercan-messaging-security-suite/index.html>
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