TREND MICRO™

Securing Your Web World

Portrait Photography Studio Safeguards Clients' Memories

Trend Micro™ Worry-Free™ Business Security Services provides a safer, smarter, simpler security solution.

"*Worry-Free Business Security Services allows me to avoid wasting time. This means I can make more money for the studio. Less time spent on security means more time for producing portraits.*"

— **Andrew McCormick, Production Manager, Cynthia Pace Photography**

EXECUTIVE SUMMARY

Customer Name: Cynthia Pace Photography

Industry: Photography

Location: Lexington, South Carolina

Web Site: www.cynthiapacephotography.com

Number of Employees: 4

CHALLENGE:

• Protect priceless digital assets
• Free staff for profitable activities
• Provide anytime, anywhere access to security status

SOLUTION:

• Hosted security solution

BUSINESS RESULTS:

• Security is always up to date without any effort
• Less time spent on security; more time generating revenue
• Studio's reputation is protected, with more secure assets

Challenge

In the world of family portraits, the Cynthia Pace Photography studio stays very busy. The four-person team handles a relatively high volume of clients and about 400 sessions per year. Technology plays a foundational role in the new studio location. All digital photos are downloaded to the studio's server, and approximately a dozen PCs are used to schedule appointments, manage orders, touch up photos, track production and framing, and handle all of the day-to-day tasks.

As the company has grown, Cynthia Pace Photography has taken very seriously its role of safeguarding its clients' photos. After a couple floods, the team reviewed its backup solutions and that led to discussions about security. Andrew McCormick, the studio's production manager, wears many hats including that of technology manager for the business. "I know more than the average person about computers and networks, but I am not a security expert," said McCormick. "We needed a security solution that we could trust to protect our business and our reputation—our clients have to trust us with their family memories. If we were to lose any of our files, there would be serious damage to our reputation."

Solution

While security is very important at Cynthia Pace Photography, the small business must remain focused on profitability. They looked for a security solution that would not take away time from revenue-generating activities. "Based on positive experiences with Trend Micro consumer solutions, I came to them first," said McCormick. "Dealing with Trend Micro has always been great—it is easy to look up information on their site. That's why I started with them. When I learned about Trend Micro's hosted security for small businesses, I researched other hosted solutions. I compared everyone's solutions to Trend Micro and I ended up coming full circle back to Trend Micro."

The studio was one of the first subscribers of the hosted version of the Trend Micro™ Worry-Free™ Business Security offering, and this year they were among the first to evaluate the newest release. The solution is powered by the Trend Micro™ Smart Protection Network™ infrastructure that combines sophisticated cloud-based reputation technology, feedback loops, and the expertise of TrendLabsSM researchers to deliver real-time protection from emerging threats.

"Worry-Free Business Security Services is easy to set up," said McCormick. "The studio owner and I have laptops. Our mobile systems as well as all of the in-studio systems are protected by this one solution. It's simple and it works. The console makes it easy to manage everything from anywhere, and the latest release is even easier to navigate. The user interface looks great and feels good. I can quickly find out what is going on across all of our computers."

By choosing a hosted solution, the studio staff has less software to manage. "Ease of support is a great benefit of the hosted solution," explained McCormick. "Even for a small business like ours, with only a dozen PCs, it saves a lot of time. I'm responsible for a lot of things. With Worry-Free Business Security Services, the Trend Micro team manages a lot of the work for me."

Results

Spending less time on security is smarter for the business. Trend Micro automatically manages the hosting systems and software. "Worry-Free Business Security Services allows me to avoid wasting time," said McCormick. "For example, it would have taken me an hour to push updates out and check on all of our PCs if we were using an on-premise software solution. Now, getting the latest release is just a push of a button for us. This means I can make more money for the studio. I do all of the retouching—if I am not retouching photos, we are not filling orders. Less time spent on security means more time for producing portraits."

Besides impacting the studio's bottom line, Worry-Free Business Security Services protects the studio's reputation. Computers and photo files are protected from the latest viruses or threats, and Trend Micro security experts continually enhance the built-in defenses. McCormick said, "All of our clients' photos are saved forever. Portrait studios are all about trust. Our customers trust us to protect their memories, and we trust Worry-Free Business Security to do that."

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DEPLOYMENT ENVIRONMENT

1 site

10 to 12 PCs (Windows XP, Service Pack 2 or 3)

1 server (Windows Small Business 2003)

Trend Micro Worry-Free Business Security Services 3.0

Company Profile

At Cynthia Pace Photography, each session and each family is extremely important. The studio specializes in family and children portraiture, providing authentic heirloom-quality and signature portraits to last a lifetime. Approximately 1000 active clients rely on Cynthia Pace Photography to capture their memories.

Trend Micro Security

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

• **Trend Micro Smart Protection Network**
http://www.smartprotectionnetwork.com

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