

Hearing Aid Innovator Secures Web-Based Businesses

Trend Micro Worry-Free™ Business Security Services aligns protection with forward-looking server-less infrastructures.

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— Mike Markowitz, Director of IT, Right Hear LLC

EXECUTIVE SUMMARY

Customer Name: Right Hear LLC
Industry: Devices/Business Solutions
Location: Waco, Texas
Web Site: www.righthearenetwork.com
Number of Employees: 150

CHALLENGE:

- Secure systems in a server-less, VPN-less, web-based infrastructure
- Minimize support costs to protect profitability
- Scale security within a rapidly expanding network of members

SOLUTION:

- Centrally manage and deploy Trend Micro hosted security

BUSINESS RESULTS:

- Best-in-class protection for members' computers and patient data
- Constant access and visibility to security status information, even for mobile employees
- Easy deployment and management to keep support costs low
- Auto alerts for fast, proactive notification of security issues

Challenge

Right Hear distributes a revolutionary new hearing device technology to Hearing Professionals. Uniquely designed to be placed within the ear canal in close proximity to the ear drum, WOW! Invisible Hearing™ provides 100% invisible, no-hassle hearing. The cosmetically appealing device is helping member Audiologists and Hearing Specialists tap into the 80% of patients with hearing loss that traditionally do not seek treatment.

The company has also pioneered a highly successful business model. The network members, which include Right Hear-owned offices as well as independent practices, gain exclusive rights to distribute the WOW! Invisible Hearing solution. Each office can also increase expansion of the business by taking advantage of Right Hear Network's full-service marketing department, financing programs, training, business analysis, and other practice resources.

As the company established its national footprint, the IT team was not held back by any legacy infrastructure. Starting from scratch allowed them to adopt a purely web-based architecture, without any dedicated networks. "In the 'old world,' we would have had to introduce a server at each site, with VPNs and dedicated connections back to headquarters," said Mike Markowitz, director of IT at Right Hear. "Instead, what we have done is deploy a suite of applications, all web-based, and all hosted by best-of-class providers. To secure patient information and desktop and laptop computers across our member offices, we needed a complementary hosted security solution."

Solution

Since network members are located across the U.S., and operate with a broad range of computer hardware, Right Hear needed a flexible security solution. "The only IT questions we ask our new members are, 'do you have a computer?' and 'can you get to the Internet?'" said Markowitz. "We offer complete IT services, including help desk, and so it is in our best interest to help offices remain virus free and extend protection from web threats and other malware. However, we don't have central servers and we don't have dedicated networks. We needed a solution that could be easily deployed and updated, and that would keep us alerted to any security issues. Trend Micro™ Worry-Free™ Business Security Services meets all of those requirements."

Besides its distributed network of member offices, Right Hear has many mobile laptops that also needed protection. Regional sales reps, trainers, and executives spend days and weeks at a time out of the office. IT wanted a solution that could provide protection for these systems, and give them visibility about status and activity.

Today, Right Hear relies on Trend Micro Worry-Free Business Security Services. This hosted solution is powered by the Trend Micro™ Smart Protection Network™ infrastructure, which combines next-generation cloud-based reputation technology, feedback loops, and the expertise of TrendLabsSM researchers to deliver real-time protection from emerging threats.

“I am very impressed with the web-based deployment and upgrade process of Worry-Free Business Security Services compared to traditional client-server security approaches,” said Markowitz. “In terms of their in-the-cloud technology, Trend Micro is leading in this area. We are building our network from the ground up, and we chose to be completely web-based for all of our needs. Trend Micro aligns perfectly with our forward-looking infrastructure.”

Results

The introduction of the hosted security solution helps Right Hear Network provide members with access to an infrastructure that complies with current regulations. “Protecting patient information in compliance with HIPAA and other regulations remains a top priority for us,” said Dan Quall, President and CEO of Right Hear. “By integrating Worry-Free Business Security Services into our infrastructure, we help every member improve their compliance position without complicating their day-to-day business.”

Worry-Free Business Security Services helps Right Hear IT minimize the time spent on security, thereby lowering costs for the rapidly expanding business. The hosted solution sets up and installs in three easy steps. The intuitive web management console scales support across all of its member offices, without requiring increased staffing.

“Without VPNs and without servers, we can give desktop and laptop users best-in-class security,” said Markowitz. “Our members join Right Hear Network because they are seeking support with running the business. We offer them complete business support, including managed IT services. With Trend Micro hosted security, deployment is easy. Users just click on a link that we set up. It is an easy solution for the users, and auto alerts keep us informed while minimizing the management time required for IT. It really works for all of us.”

Smart Protection Network gives members continuous in-the-cloud defenses, with the highest protection rates in the industry, to further drive down the cost of support for Right Hear.

“We have a lot of mobile employees,” said Markowitz. “For example, a trainer can be on the road for a week at a time. Their laptop won’t be connected to headquarters. They are essentially untethered. With Worry-Free Business Security Services, the mobile employees still get updates and I can still see their status even when they are offsite. Our web deployment vision depends on this anywhere, anytime security.”

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— Dan Quall, President and CEO, Right Hear LLC

DEPLOYMENT ENVIRONMENT

- 150 sites and growing rapidly
- 50 PCs at headquarters; 3-25 PCs at each member office (audiologists)
- Trend Micro Worry-Free Business Security Services 3.0

Company Profile

Right Hear Network is a division of Right Hear LLC based in Waco, Texas. Membership is open to licensed Audiologists and Hearing Instrument Specialists. Network members receive business solutions and marketing support to enhance and expand practice value. Exclusive access to revolutionary WOW! Invisible Hearing™ aids bring in new patients, and a full-service marketing team provides custom, full-service promotions to help members expand revenues.

Trend Micro Security

- **Trend Micro Worry-Free Business Security Services**
<http://go.trendmicro.com/worryfreeservices>
- **Trend Micro Smart Protection Network**
<http://www.smartprotectionnetwork.com>



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