



WORRY-FREE BUSINESS SECURITY (WFBS)

Complete user protection designed for small businesses

Trend Micro™ Worry-Free™ Business Security provides complete user protection that includes antivirus, antispam, web security, and data protection for your customers' PCs, Macs, servers, and mobile devices. Security for all can be centrally controlled in one management console. Specifically designed for small businesses, Worry-Free Business Security is easy to use, has a small footprint, and won't slow down your customers. And you have the option to deploy it on-premises or hosted by Trend Micro.

How Trend Micro helps you

- Provides the best small business security solution to help your new customer recruitment
- Increases your profit and productivity: MSP program. All Worry-Free Business Security versions are included

WHY CHOOSE TREND MICRO FOR SMALL BUSINESS SECURITY

Smarter Protection

Designed for small business – easy to install and use, this all-in-one solution includes:

- Anti-malware, behavior monitoring, URL filtering, firewall, device control, mobile security, and antispam
- Centralized control for Windows, Macs, Android, and iOS devices

The Best Protection

Trend Micro:

- Received the highest overall score among participating corporate endpoint security vendors¹
- Is the global small business content security market leader in 2011, 2012, and 2013²
- Is a "leader" in the MQ for endpoint protection 12 consecutive years³

Hosted Option Available

Worry-Free Business Security Services is hosted by Trend Micro – server and maintenance free; automatic updates, patches, and policy pushed to users anywhere

DISCUSSION QUESTIONS

- Do your employees use Mac and/or mobile devices for work? How do you protect them?
- Do you have a mail server? How do you protect it?
- How are you managing patches and updates, especially for remote employees?

COMPETITIVE ADVANTAGE

Trend Micro's advantages used for all competitors:

- #1 global market share (Canalys) and #1 overall score in AV-Test
- Android antivirus (app scanning and unsafe website blocking) on Worry-Free Business Security Services
- Advanced URL filtering (highly customized filter to block URL categories)
- Trend Micro Remote Manager (TMRM) lets partners manage customers from anywhere, anytime
- Worry-Free Business Security is designed for small business – easy to use and no IT expertise required

Traditional security providers:

- Symantec – No DLP on Exchange/ partner console for on-premises version
- McAfee – New Endpoint Protection for SMB's hosted version has no Mac support/MDM/Email protection/device control
- Kaspersky – EP Security for Business not designed for SB (complicated console); no hosted version

Niche vendors:

Focused on our strength on threat intelligence (Smart Protection Network), a "leader" in Gartner MQ, and deployment options available

Partner Reference

“The gains in efficiency and productivity are vastly improved with Trend Micro's streamlined solution.”

Lisa Jenquin

IT Manager, Alliant Systems 2013

Relevant Products

- Worry-Free™ Business Security Standard
- Worry-Free™ Business Security Advanced
- Worry-Free™ Business Security Services

Ideal Customer

- Small businesses (<100 employees)
- Business owner, IT Manager

Additional Resources

- [Worry-Free Business Security family page](#)
- [Worry-Free Business Security family datasheet](#)
- [Alliant Systems Customer success story](#)
- [Guardian Partner success story](#)



1. AV-Test.Org
2. Canalys, April, 2014
3. Gartner, January 2014