

Case Study

for Cloud Service Provider

Deploying new cloud-based security services with experienced monitoring and management service knowhow.

NJC 日本事務器株式会社

NIPPON JIMUKI CO.,LTD.
<http://www.njc.co.jp/>

Product/Solution Adopted

Trend Micro Service Provider License	
Worry-Free™ Business Security Services	Worry-Free™ Remote Manager

SITUATION AND CHALLENGES PRIOR TO INTRODUCTION

- At the threshold of the cloud era, it was imperative to shift to a primarily service-based business model
- It was necessary to become more than just a reseller and provide added value by playing to the company's strengths
- There was a need to provide appealing solutions that create brand awareness among potential new clients

RESULTS FOLLOWING INTRODUCTION

- A high quality SaaS-based security service was able to be established in a short timeframe
- By providing help desk, monitoring, and on-site maintenance, NJC is able to offer services that other companies do not
- With an SaaS antivirus solution as a selling point, NJC has more opportunities to talk business

BACKGROUND TO IMPLEMENTATION

Aspiring to a service-oriented business model, NJC begins offering Assurance Plus

In the 85 years since its establishment, NIPPON JIMUKI CO.,LTD. has consistently supported the development of its clients' businesses. Drawing on its considerable experience in the ICT field, NJC has now provided solutions to more than 13,000 companies.

"Our strength lies in our ability to provide multifaceted solutions no matter what industry or business the customer is in", relates Toshihiko Takai, the head of NJC's IT services division. "By maintaining a local presence from one end of Japan to the other, we are able to provide an optimum level of service to regional customers".

Having previously focused on an on-premises approach to delivering solutions, NJC is now shifting its business model to that of a service provider. These days, with even small and medium businesses increasingly looking to the cloud for their IT services, NJC realizes that as a service provider, the key to success lies in enhancing its service-oriented business. Spearheading this effort, NJC began offering its Worry-Free Business Security Service "Assurance Plus" in January 2011.

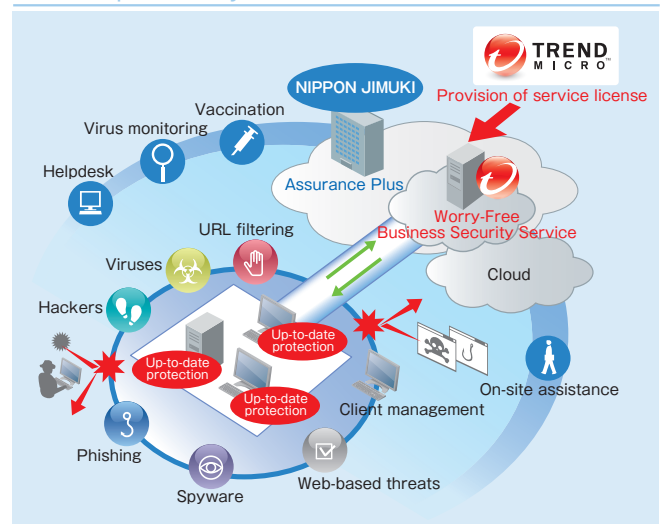
Assurance Plus is a package that combines Trend Micro's corporate SaaS security solution Worry-Free Business Security Service with four additional services: helpdesk, emergency vaccination, virus monitoring, and on-site rescue. Users gain the advantages of the SaaS model in terms of its minimal capital outlay, plus a superior level of support including on-site assistance.

INTRODUCTION PROCESS

Offering solutions that play to our strengths

NJC undertook a careful review of the marketplace before rolling out their new service offerings. Of particular concern was how best to leverage its strengths to create added value. Mr. Kenichi Sato, head of platform sales for the Tokyo metropolitan area, explains: "If all you're doing is reselling someone else's services, the only way to compete is through price. We needed to be able to present a strong case as to why we offer a particular service, and what

Services provided by NIPPON JIMUKI



advantages clients gain by choosing us as their service provider.” Emerging from this review process was a focus on Trend Micro’s Service Provider License (SPL) program for cloud service providers. This program allows business operators to deploy services like the previously mentioned Assurance Plus under their own brand. NIPPON JIMUKI has been a supplier of OfficeScan for over ten years. Having gone beyond simple package implementation, its approach has always been to bundle the product with a range of its own monitoring and support services. Combining this experience and know-how with SPL gives NJC the ability to realize a cloud security service that offers advantages unmatched by other companies.

Mr. Takai adds: “The 200 or so customer engineers we have scattered around the country possess a wealth of knowledge of products and viruses thanks to the training courses and certification programs offered by Trend Micro. This is a strength we absolutely must use to our advantage.”

This is not to say that NJC had no reservations about adopting SPL. With OfficeScan achieving consistently high levels of satisfaction and contract renewal among client enterprises, it still saw sufficient profit potential in the existing business model. “However,” explains Mr. Sato, “with the move towards cloud computing gaining momentum, we knew that we couldn’t expect continued growth by sticking with the status quo. Ultimately, we decided that as part of our transition to a service provider, we need to change tack by adopting an SaaS delivery model.”

The quality of the Worry-Free Business Security Service product and the comprehensive support framework put in place by Trend Micro have given NJC’s ambitions a tremendous boost. As Mr. Takai puts it, “the Trend Micro Smart Protection Network, which protects against threats from the cloud, is a concept held in high regard in the market. The opportunities afforded by this partnership, like the strong face-to-face element provided by Trend Micro’s dedicated support staff, contribute to peace of mind for businesses like us.”

RESULTS OF INTRODUCTION

Succeeded in developing a new client base and implementing a sales partnership program

The release of Assurance Plus has brought about major changes to the way NJC does business. In fact, since it first began offering the



service in January, NJC has received a string of inquiries from businesses with which it had no previous dealings. “We have seen a rapid increase in the number of inquiries from businesses that are interested in entering the cloud, or that have concerns about the cost of their IT operations” , relates Mr. Sato. “Our involvement hasn’t been limited to in-house solutions; in some cases, we’ve even been asked to provide the infrastructure for B to C services.”

In an increasingly competitive market, cultivating new business is no easy task. In that regard, Assurance Plus is playing a powerful role in raising NJC’s value-added appeal, by offering a selling point that draws in customers. Mr. Sato relates: “Discussions that start with a potential client’s interest in Assurance Plus often lead to our involvement in a full review of their security arrangements or a proposal to improve their business operations.” As a provider offering a wide range of solutions, NJC is well placed to meet these needs. There are also plans to migrate approximately 1,400 existing clients to Assurance Plus from their current on-premises solutions.

In April, NJC launched a sales partnership program for Assurance Plus targeted at service providers around the country. This program grants small and mid-size providers, who lack the resources to build their own monitoring and support framework, the opportunity to effectively develop a cloud-based business. “Our goal” , Mr. Takai enthuses, “is to sell 150,000 licenses over the next three years through cooperation with our regional partners.” Spurred by its success in leveraging SPL to open up new business opportunities, NJC is now ready to meet future challenges. Mr. Takai and Mr. Sato relate: “Although our current initiatives relate to antivirus services, we are planning to deliver a broad range of solutions in other areas. Continuing our relationship with Trend Micro, we intend to roll out a steady stream of new services based on the SaaS model.”

COMPANY PROFILE

Location : 3-12-1 Honmachi, Shibuya-ku, Tokyo 151-0071

Established : February 1924

Capital : 360 million yen

Number of employees : 1,003 (as at March 2010)

Scope of business : Provision of integrated solutions, consultancy services, information system development, operation and maintenance of information systems



Trend Micro Incorporated

Securing Your Journey to the Cloud

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