The Confident SMB

IT AS YOUR BUSINESS ENABLER

> Flipping Burgers and **Spinning Shakes**

Kelly Christensen, CEO and President,
Iceberg Drive Inn

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Nov/Dec 2010

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Encryption: Are You Converted?

It's not often when "everyone" and "always" apply. Encryption is one those few exceptions when they do.

Whether you run a business with a few hundred employees or you're a one-man shop, *everyone* in your business *always* needs encryption. And while you could simply justify the application of *everyone* and *always* in order to safeguard your data or trade secrets, or because state or federal laws require it, there's more to encryption than that.

A business relies on encryption to protect data; it also allows you to protect your capital. Consider that the average total cost per data breach incident last year was nearly $7 million, which calculates to $204 per compromised customer.[1] Further, it's important to recognize that fines related to a data breach do not correlate to the size of the business but rather to the number of customers whose information has been breached. As most small businesses have hundreds or even thousands of customers, a breach could quickly add up to thousands and thousands of dollars, capital you need to run your business. It's no surprise then that hosting unencrypted data poses a substantial risk to your business.

So what should you do? First and foremost, know the rules: What are the state, national, and industry regulations regarding encryption? Additionally, if you're doing business overseas, be familiar with applicable laws. Next, based on those regulations, have a risk-based discussion and establish an encryption strategy: What are your business' biggest risks? What data is most valuable? What data is most vulnerable? Finally, if there is a breach, how will your business respond?

Knowing the answers to those questions and having a procedure in place means that you will be better prepared to respond to a breach. And that's always good for you and your customers.

Regards,

Carine S. Clark
Chief Marketing Officer, Symantec

Video
Carine discusses why encryption is for every business, regardless of size. It's about protecting your data, but it's also about protecting your capital.

[1] "The Economic Impact of Microsoft's Windows 7, Worldwide," IDC Profile, July 2009.

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Home of the Techies

Where social media resides

Social media technology is now ubiquitous across the country, adding new words to the lexicon while providing new opportunities for SMBs to market their products and services. But while the technology is common everywhere, some companies, industries, and cities have embraced social media more than others, according to the Fall 2010 Social Business Report by NetProspex.

Not surprisingly, San Francisco and San Jose, California, home to social-media giants Twitter, Facebook, and LinkedIn, are one and two on the list of most social-media savvy cities. New York City, which produces the most tweets in the country, is third, followed by Austin, Texas, Boston, and Seattle. At the bottom of the list were Buffalo, New York and Iowa City, Iowa, 49th and 50th respectively.

The most social-media friendly industries are search engine and online portal providers, including companies such as Google and Microsoft. Advertising and marketing is the second-most social industry, followed by banking and traditional media, including radio, TV, and newspapers. IT is the seventh-most social industry, while dead last on the list at 50th is funeral homes and funeral-related services. **Read the full report here.**

Industrial Strength Malware

The Stuxnet computer worm wreaking havoc

Described by antivirus researchers at Symantec as "groundbreaking," the Stuxnet worm is one of the most powerful pieces of malware yet to be discovered. Researchers who examined the worm believe it may be the work of state-backed professionals, citing its sophisticated multi-pronged approach that compromises unpatched vulnerabilities.

Stuxnet attacks Windows systems using an unprecedented four zero-day attacks, targeting industrial control computer systems which run factories and power plants. Symantec researchers believe Stuxnet may have been written by a team of programmers over a six month period. It's also thought the worm was initially introduced via a USB drive, even one purposely dropped in a public area and plugged in by a curious finder.

Iran has the most computers infected by Stuxnet at 60 percent of the total, with computers in China, Indonesia, India, and the United States also affected. It's speculated that the worm was created to sabotage Iran's nuclear facilities, with reports of infestation at two of Iran's main nuclear plants. **Read more on the Stuxnet worm here.**

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Security Spending Lags

Concerns over economy drive budgets

With spending on IT getting a slight bump in 2011 budgets, a dwindling majority of SMBs still believe data security is too important an issue to neglect. According to the eighth annual Global State of Information Security Survey 2011, 52 percent of respondents expect spending on security to increase in the coming year, down from 63 percent from the year prior. Conducted by PricewaterhouseCoopers LLP, in conjunction with *CIO* and *CSO* magazines, the report surveyed 12,800 executives from 130 countries across all industries.

At the same time, executives are concerned that their partners and suppliers have pulled back on security measures due to weakened business conditions, creating added vulnerabilities. According to the report, the prime drivers behind information security spending for 2011 are economic conditions (49 percent), business continuity and disaster recovery (40 percent), company reputation (35 percent), internal policy compliance (34 percent), and regulatory compliance (33 percent).

Another issue revealed by the report: many companies have inadequate security measures for social networking and other Web 2.0 applications. Over 60 percent of companies have yet to deploy security technologies covering social media, while 77 percent have not established company security policies regarding social networks. Such measures can protect companies from data leakage, damage to reputation, and identity theft. For the full report, **click here**.

SMBBEAT

**Symantec Updates
Mobile Security Strategy**
Symantec announced a major update to its mobile security and management strategy, providing mobile solutions for SMBs to secure and manage mobile devices at all times and locations. The strategy allows employees of SMBs to use the smart device of their choice without putting company data at risk. It's part of Symantec's overall mission to secure people and information through identity, protection, and context. The company will also offer new security and management capabilities for Android and Apple iOS, the operating system for iPhones and iPads, along with its existing support of the BlackBerry, Windows Mobile, and Symbian operating systems. New features include remote wipe, enabling users to remotely remove data of a lost or stolen phone, as well as password policy and device inventory. These options allow SMBs to incorporate new mobile devices while securing company information and assets. **Read more here.**

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Easing Into the New Year

SMB budgets on the rise

Uncertainty over the economic outlook is keeping the majority of SMBs from fully embracing a 'business as usual' approach, says a semi-annual State of SMB IT report from SpiceWorks, a free IT management platform that claims 1.2 million users.

Despite improvements across many business sectors, the report says, SMB IT professionals continue taking a cautious approach to 2010 budgets.

IT budgets at SMBs grew by four percent from the first half of 2010 to the second half, outpacing enterprise IT spending which grew by three percent over the same period. This translates into an average IT budget for year-end 2010 at $121,770 for companies that range in size from 5 to 500 employees.

SMBs plan on spending the remainder of their 2010 budgets primarily on hardware (42 percent), followed by software (35 percent) and IT services (23 percent). While budget increases were spread evenly according to company size (less than 20 employees, 20 to 99 employees, and 100 or more), a small percentage of companies (11 percent) accounted for 60 percent of overall IT budget growth.

According to the report, projects that have been delayed due to the recent economic slump are getting renewed interest, with companies looking at core technology improvements that deliver the most for the investment. Hardware projects such as server upgrades, replacement, or consolidation rank high in priority for SMBs.

At the same time, most IT departments at SMBs (67 percent) were tasked with doing more while maintaining the same staff levels, with just 20 percent of companies adding staff. **See the full details on the research report here.**

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Symantec Awarded for Innovative Security Solutions

Symantec recently took top prize in the "network security" category of the Wall Street Journal's annual Innovation Awards. Judges cited Symantec's new reputation-based technology, Ubiquity, for warding off Internet threats such as viruses, spyware, and other malware. This new technology changes the way malware is detected by examining software on millions of volunteer computers, then assigning a reputation rating to every program discovered, based on its source, age, prevalence, and other traits. Traditional security solutions look for distinguishing patterns of code to find possible threats. But with an increasing number of new malware variations, often targeting a small sampling of computers, viruses can often go undetected under this method. According to Symantec, its new solution is detecting 10 million threats per month that have evaded traditional security solutions. **Read more here.**

Data Protection Solution Honored

Symantec NetBackup 7 was recently recognized as a "Best of VMworld" 2010 Gold Award winner in the Business Continuity and Data Protection category by TechTarget's SearchServerVirtualization.com. The solution was honored for its strong hypervisor integration, as well as its ability to restore to multiple hypervisors and storage platforms, in the cloud and on premise. More than 200 entrants were judged in eight categories according to innovation, value, performance, reliability, and ease of use. As server virtualization increases among SMBs, NetBackup 7 allows companies to leverage a single solution regardless of where it resides, whether in a physical or virtual environment. **Read more here.**

Hosted Protection Available for SMBs

Symantec announced that its Hosted Endpoint Protection is

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SUCCESS in ACTION

A*STAR Computational Resource Centre
Results include a 25 percent reduction in storage administration time, 30 terabytes of storage capacity reclaimed and faster management reporting.

Integrated Control Corp.
Backup Exec 2010 serves up 100 percent backup and recovery rates

Legal Aid Center of Southern Nevada
Center restores justice and data nine times faster
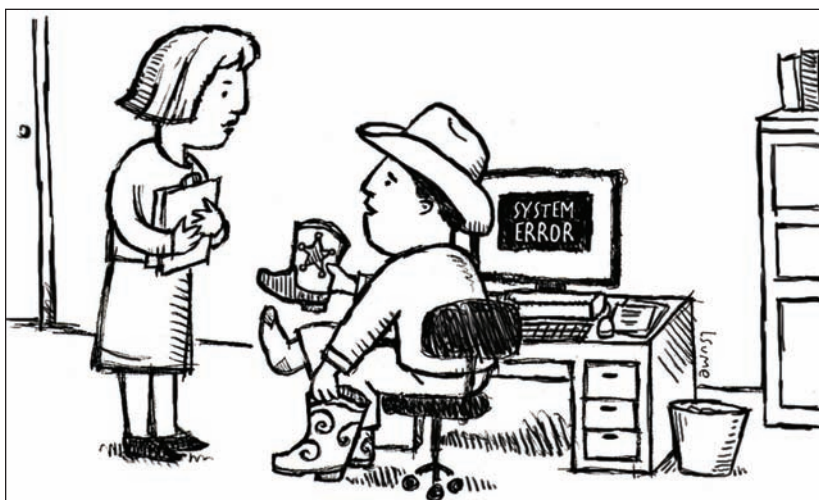
Hyundai Securities Korea
Results include 90 percent of non-compliant data access blocked and no significant damage from viruses or malware since deployment.

Service Today
Combined security and data protection increases uptime and productivity

Strategic Hotels & Resort
Resort saves $150,000 per year with backup and recovery solution

"Our IT provider called and told me that I simply need to "reboot" to get the system up and running again."

SMBBEAT

now available for SMBs, allowing companies to protect Windows-based desktops, laptops, and file servers from malware threats through a cloud-based service. The hosted service reduces IT complexity for companies as they strive to keep up with evolving threats, providing a turn-key solution with automatic upgrades and minimal maintenance. It's especially helpful for SMBs with a mobile and highly distributed workforce that is often more difficult to monitor. The solution can be managed from a single Web-based console, offering advanced protection from the endpoint to gateway. **Read more here.**

Security Appliances Unveiled
Huawei Symantec, a joint venture established in 2008 to produce net-work security and storage appliance solutions, has launched three new appliances aimed at SMBs as part of a strategy to provide more competitive products and solutions for the North American market. The Oceanspace S2600 appliance delivers enterprise-level storage technology to SMBs in a single box for reducing total cost of ownership. The Oceanspace N8300 appliance is designed for mid to high-end storage applications, and offers advanced architecture, high scalability, and easy management in support of high performance computing for SMBs across a wide sector. Lastly, the Secospace USG2000 BSR/HSR is an all-in-one, multi-service gateway solution integrating security, routing and switching, and wireless access. **Read more here.**

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OFFERS

Get 3 Years Support for the Price of 2

Save more than 20 Percent with Backup Exec 2010 Suites

WORD TO THE WISE

Building Complete IT Infra-structure Protection: How SMBs Can Rise to the Chal-lenge

No Compromise Protection for the Midsize Business

A Cloud Based Approach to Securing Your Distributed Workforce

On Premise vs. SaaS: The Battle Over Security Continues

Small Business Endpoint Protection Benchmark Study

State of Spam and Phishing Report (October)

REALITY CHECK

Enterprise Technologies the Midsize Business Can Use

The Case for Complete Protection

Social Media and the Small Businesses: What's Working

Protecting Small Business from Cyber Terrorism

Depending on Size, Your Infor-mation Can Be Free

Backup 101

STREAMING

WEBCASTS
Watch:
Fast and Fit Security and Data Protection for SMBs

Watch:
How to Build Complete Protection

Watch:
Compliance for Financial Services Best Practices
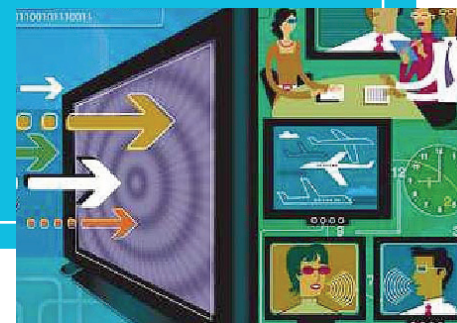
VIDEOS
Watch:
Symantec Protection Suite Tour

Watch:
Does Your Backup Stack Up? Take the Backup Exec Challenge

PODCASTS
Listen:
Surviving a Business Disruption

Listen:
Securing Online Transactions

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KNOWLEDGE SHARING

Calling all IT professionals!

The Confident SMB is looking for IT professionals to share their expertise on how they're using Symantec technologies to address small and midsize business challenges. **Click here** for guidelines.

The Confident SMB Goes Mobile!

Live feeds to your iPad, iPhone, and iPod touch

iTUNES APP
Available for **FREE** at **go.symantec.com/theconfidensmb-itunes**

BUILDING CONNECTIONS

From best practices to troubleshooting, Symantec Connect is your place to find timely hints and get your questions answered. Check out the recent conversations on Connect:

Feature Highlights
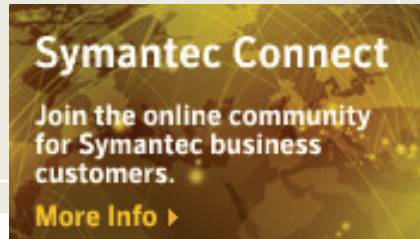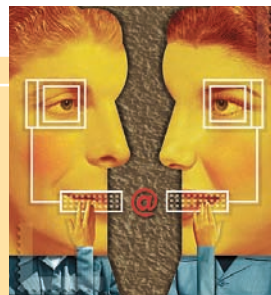**Symantec Workspace Streaming, Quick Tips: Streaming Agent License Management**

Symantec Endpoint Virtualization Agents

7 Windows: 7 Settings Every Enterprise Should Consider

Delete Multiple Tickets From Service Desk

Best Practice - Use Annotation Title Boxes

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RESOURCES

Visit us online at **SMB Portal** and take advantage of a world of resources to help you have confidence in your connected world.

Symantec Virtual Office
Visit our virtual office and see how Symantec Protection Suite safeguards your users and information

The Symantec 2010 SMB Information Protection Survey
Insights into the information protection priorities of growing businesses

Backup Exec Assessment Tool
Discover how you can reduce storage costs and downtime with the new Backup Exec 2010

Business Threat Simulator
Assess your business threat level with the Business Threat Simulator

Find a Reseller
Find the perfect partner to help you manage your IT needs

Trialware Downloads
Trial version of Symantec products are available for download

Symantec eLibrary: A Subscription for Success
One-year subscription gives you access to hundreds of Symantec training modules

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For more information on Symantec solutions, renewal or promotions

Podcasts
For people on the go, podcasts deliver news, product information, and strategies you can use

Customer Success
See how other SMBs succeed with the help of Symantec

Hosted Services
Secure and manage your information using the power of cloud computing

Education Services
Maximize your IT investment with a skilled, educated workforce

Symantec Connect
A technical community to help your IT team keep your systems up and running

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Get insights and highlights of new content, and interact with *The Confident SMB* team.

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Readers with Facebook accounts can connect and share ideas with Symantec while also receiving notification of each new issue. Become a fan today.

Twitter
Tweeting on everything from the new *The Confident SMB* articles, research reports, podcasts, webcasts, customer successes, and more, the Symantec Publishing Twitter account keeps Symantec customers and partners up to date. Start following the tweets today.

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Exchange tips and strategies with peers by joining *The Confident SMB* group on LinkedIn.com.

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Kelly Christensen, CEO and President, Iceberg Drive Inn

Flipping Burgers and Spinning Shakes

IT Enables Business Growth and Expansion for Iceberg Drive Inn

Since 1960, Iceberg Drive Inn has offered burgers, fries, and creamy, too-thick-for-a-straw, made-to-order shakes that are guaranteed to stand at least two inches above the top of an oversized cup. Fifty years later, people are still lining up and cars sit bumper to bumper in the drive-thru on Friday and Saturday nights as loyal customers try to decide between the 78 basic milkshake flavors on the menu.

The original Iceberg Drive Inn started as a small plywood shack of several hundred square feet and eventually grew to its current 1,200 square foot location. Over the years, it became an important thread in the fabric of the local neighborhood. "Virtually not a day goes by when someone doesn't come up to me and relates a story about how the restaurant has played an important role in their family history," says Kelly

RICHARD BORGE

By Patrick E. Spencer

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Christensen, the CEO and president. "Their family traditions truly evolved and developed around Iceberg Drive Inn." Recognizing the potential of the Iceberg Drive Inn brand, Kelly Christensen, his mother JoLynn, and long-time family friend and business partner Sherri Cropper purchased the Iceberg Drive Inn business in 1996. Under the leadership of the new owner-

ship team, revenue at the original Iceberg Drive Inn location increased nearly 90 percent. In early 2000, Christensen and his two partners launched limited franchise partnerships with the formation of Iceberg Drive Inn, Inc. Today, the company has 14 franchise restaurants in Utah, Idaho, and California, with plans

> **Podcast**
> **Kelly Christensen** and **Spencer Ferguson** discuss how technology has enabled Iceberg Drive Inn to rapidly grow its business.

to expand operations into Arizona and add several more restaurants in 2011 and 2012.

Adding IT to the menu

IT was not on the menu of the original Iceberg Drive Inn when Christensen, his mother, and Cropper took over the original Iceberg Drive Inn. "We had the old fashioned cash registers and a very antiquated computer system that provided rudimentary functionality," Christensen says. "We upgraded all of these different systems, and it dramatically improved our productivity."

Part of this process included engaging an IT consultant who is now a member of the consulting and engineering staff at Symantec Partner Wasatch Software, Inc. "We worked with him to implement a Microsoft Small Business Server and added Symantec software for security and data protection," Christensen notes. The Iceberg Drive Inn team also worked with the IT consultant to implement backup-and-recovery and security solutions based on Symantec

A Short History of the Drive-thru and Drive-in

The arrival of the automobile led to the emergence of the drive-thru restaurant, enabling people to purchase food without leaving their vehicles. The drive-thru quickly led to the drive-in restaurant; people could not only purchase their food from but eat it in their vehicles. Ironically, drive-ins have been largely replaced with drive-thrus over the past several decades.

The drive-thru and drive-in have become part of American popular culture. Indeed, the variety of products and services available via a drive-thru are much broader than just food; banking, milk, coffee, marriage ceremonies, memorial viewings, alcohol, and interactions with politicians are just some of the products and services available today.

In 1921, A&W Restaurants, Inc. Co-founder Roy Allen opened the country's first drive-in restaurant in Sacramento, California. Others followed suit: a Maid-Rite sandwich shop in Springfield, Illinois began serving drive-thru customers in 1927 and In-n-Out-Burger in Baldwin Park, California began doing so in 1948. Of course, Iceberg Drive Inn wasn't far behind; it began serving customers via a drive-thru in 1960.

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technologies. The decision to begin rapid expansion through franchising accentuated the importance of ensuring that they had all of the right technology pieces in place.

Keeping the communications moving
Communications is a cornerstone to Iceberg Drive Inn's business. "We communicate with hundreds of in-

pany's attorney couldn't receive email from the company because its email had been blacklisted. Spam and malware were also a pressing problem; Iceberg Drive Inn employees were spending upwards of 30 minutes each day cleaning out spam and suspicious email from their inboxes. In addition, incoming spam

Video
Iceberg Drive Inn's **Kelly Christensen** and Wasatch Software's **Spencer Ferguson** discuss how they are leveraging Symantec technologies.

media strategy, and thus blacklisting was a particularly worrisome issue.
"This was our number one requirement," he recalls. "The second was to recapture network bandwidth and improve overall system performance. The third was to stop wasting space on our storage devices by archiving spam."

He continues: "We were looking at the possibility of doubling our network bandwidth." Wasatch Software and Christensen looked at different solutions and ultimately settled on Symantec Hosted Email Security powered by MessageLabs. It met all of Christensen's requirements. "Our problems were resolved overnight," he reports. "Our spam is non-existent. We have no false positives and have full confidence that our outgoing

> **"We sought an IT service provider that would allow us to focus** on flipping burgers, spinning shakes, and serving customers at the counter and drive-thru."
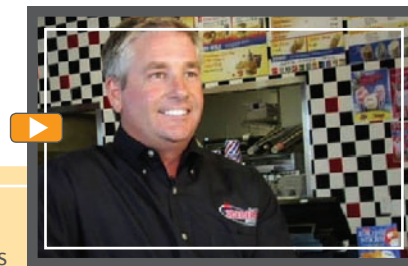>
> *– Kelly Christensen, CEO and President, Iceberg Drive Inn, Inc.*

dividuals every day and 90 percent of the communications are done via email," Christensen says. There is only four staff at the company's corporate offices, and it is critical that the Microsoft Exchange environment runs at optimal efficiency.

In 2009, messaging security had reached a boiling point. The com-

was consuming critical storage space and network bandwidth.

Christensen and the Wasatch Software team identified several requirements for a solution, starting with the need for both inbound and outbound filtering. At about the same time, Christensen was preparing to move forward with a social

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An Order of Social Media and Tablets

In 2009, Kelly Christensen decided to "stick his toe in the water" and see if social media would enable him to create closer engagement with his customers while expanding his customer reach. He began by launching an Iceberg Drive Inn Facebook page, offering anyone who got 10 of their friends to "like" the page a free milkshake. He initially predicted about 15 total responses to the offer; he received over 200! "My executive administrator still hates me to this day," he jokes.

The success achieved on the Facebook site prompted Christensen to explore other social media options, and he subsequently extended his social networking reach to Twitter. With nearly 12,000 followers and fans on Twitter and Facebook today, Christensen tweets and posts special offers, posts photographs of events at different restaurant locations, and also encourages customers to post their own photographs, activities, and memories about Iceberg Drive Inn. "The reality is that most of our customers spend much of their time in front of their computer or with their mobile device in their hand," Christensen relates. "Our use of social media provides us with a dramatically broader marketing communications channel."

Christensen is looking to expand his social media universe even further by launching a YouTube Iceberg Drive Inn channel in the near future. "Not only can we push advertisements and promotions out to existing— and new—customers," Christensen notes, "but customers will be able to share their videos of their Iceberg Drive Inn experiences—from birthdays, to anniversaries, to first dates—with each other."

Technology is part of the IT fabric at Iceberg Drive Inn. Christensen's office is filled with photographs and other memorabilia. When I arrived to interview him for this article, I found him hard at work at his desk; not on a desktop or laptop but an Apple iPad with a Bluetooth keyboard. "I originally had to come up with about 10 different reasons to justify the purchase," he remarks. "And none of them had anything to do with the business. In all honesty, however, after only a couple months of having one, the iPad has replaced my laptop. The conveniences are just phenomenal. I can get my email, access documents and different applications, and manage my social media postings in real time."

Facebook: facebook.com/IcebergDriveInn
Twitter: twitter.com/IcebergDriveInn

messages aren't blacklisted."

Benefits from the hosted services solution added up quickly for Iceberg Drive Inn. Time savings spent dealing with spam alone tallies to more than 8,000 staff hours annually. In addition, network bandwidth cost avoidance and recaptured storage equate to several thousand dollars. "The difference was night and day," Christensen remembers. "Indeed, we had a number of staff come to us and ask if we upgraded network bandwidth."

Able to sleep at night with data protection

Managing its information store is another core requirement for Iceberg Drive Inn. When Wasatch Software worked with Christensen and his team on rolling out Microsoft Small Business Server (which runs on

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Kelly Christensen (left), CEO and President, Iceberg Drive Inn, and Spencer Ferguson, CEO and President, Wasatch Software

"Wasatch Software worries about IT. And we worry about flipping burgers and spinning shakes."

– Kelly Christensen, CEO and President, Iceberg Drive Inn, Inc.

an HP ProLiant Server), the team also added Symantec Backup Exec. "It was one of the first things we implemented," relates Spencer Ferguson, CEO and president, Wasatch Software. Having the right data protection solution in place is the difference between sleeping and not sleeping at night, according to Christensen. It has "saved" the team on a number of

occasions—from weather-related problems to power outages. "Point-in-time recovery has saved us every time," Christensen states.

In late 2010, Wasatch Software upgraded the data protection environment to Symantec Backup Exec 2010. There are some tangible benefits that Iceberg Drive Inn will realize. Controlling storage growth is the foremost. "We're growing at two units a year and while we employ only about 400 staff at any given time, the high labor turnover rate means that we typically employ around 1,800 people

in a given year," Christensen explains. This results in at least a 20 percent year-to-year storage growth rate.

This growing data store has become more complex and costly to manage over time. Christensen alone has about four terabytes of data on his different personal systems, and the company has nearly five terabytes associated with its Microsoft Exchange, Sage Enterprise Suite accounting software, and Microsoft SQL Server database, among others. "The deduplication functionality of Backup Exec 2010 offers Iceberg Drive Inn the ability to shrink its storage environment despite its ongoing growth," Ferguson explains. "Eliminating duplicate data reduced storage by about 40 percent

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Sherri Cropper, one of the three members of Iceberg Drive Inn's ownership group, at the original Iceberg Drive Inn in Salt Lake City, Utah.

and reduced hardware maintenance costs and time." New archiving technology is also something that is benefiting Iceberg Drive Inn. "My personal storage has grown because of my need to go back to email and other types of information from one, two, three, or four years ago," Christensen says. "The archiving technology in Backup Exec offers us an exciting opportunity to not only tag and archive data but search, find, and retrieve it quickly."

Ultimately, Wasatch Software wants to implement data retention policies, which will enable Iceberg Drive Inn to retain data that is critical to the business and required by law and delete data that is no longer needed. "I've been told there are support groups for individuals like me," Christensen quips.

Endpoint security "guards" the drive-thru

Iceberg Drive Inn has relied on Symantec technology for endpoint security since moving to Microsoft Small Business Server in 2001. "The guardian has been at the drive-thru

50 Years at Iceberg Drive Inn

Founded: 1960
Employees: 400 plus
Headquarters: Salt Lake City, Utah
Restaurants: 14 and counting—Utah, Idaho, and California
Fun Facts: 78 different milkshakes on the menu, with combinations into the hundreds
Website: *www.icebergdriveinn.com*

"The archiving technology in Backup Exec offers us an exciting opportunity to not only tag and archive data but **search, find, and retrieve it quickly.**"

– Kelly Christensen, CEO and President, Iceberg Drive Inn, Inc.

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Wasatch Software: An Essential Ingredient

Founded: 2002
Symantec Silver Partner: Since 2002
Symantec Certifications: SMB Certification, Enterprise Vault, Backup Exec, Endpoint Protection, Backup Exec System Recovery, Authorized Technical Assistance Partner Program
Services: Value Added Reseller offering architecture design, implementation, and managed IT services
Website: www.wasatchsoftware.com

"The deduplication functionality of Backup Exec 2010 **offers Iceberg Drive Inn the ability to shrink its storage environment** despite its ongoing growth."

– Spencer Ferguson, CEO and President, Wasatch Software, Inc.

for the past nine years, and our systems have never been taken down as a result of a malicious intrusion," Christensen says. "We have some sensitive information, from credit cards to our accounting system, and it must be kept secure."

About a year ago, Wasatch Software upgraded Iceberg Drive Inn to Symantec Endpoint Protection Small Business Edition with the objective of gaining a more comprehensive end-

point security footprint. "We have a consolidated console from which to manage endpoint security," Ferguson explains. Iceberg Drive Inn currently uses antivirus, antispyware, device control, and intrusion prevention technologies. "The number of endpoints in our environment is constantly evolving," Christensen relates. "The ability to protect everything from our server desktops on premise to mobile laptops is critical."

Beyond an enhanced IT risk posture, Christensen notes that system performance has improved. "When

we first turned on our desktops and laptops in the morning, the previous Symantec solution would take 15 or 20 minutes to complete updates and nearly all of the system resources were consumed," he says. "This was a productivity drain. With Endpoint Protection, however, the updates simply run in the background. The response from the team was very positive; they can hit the ground running in the mornings."

As Iceberg Drive Inn's renewal is approaching, Christensen is planning to upgrade to Symantec Protection

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Suite. "We get access to a broader set of technologies that Wasatch Software can deploy at virtually the same cost of what we're paying for Endpoint Protection today," he says. "The evolution of Symantec technology goes hand-in-hand with our business growth and expanding requirements."

Classic burgers and shakes with the help of technology

Despite his technology-savvy and the underlying importance technology plays in running Iceberg Drive Inn's day-to-day business, Christensen emphasizes that technology should enable and not distract from the business. The real business is about delivering an optimal customer experience—from food and drinks, to the restaurant design and décor, to customer service. "People

come to Iceberg Drive Inn because our restaurants hold nostalgic value for them," he asserts.

"We take them back to a time when life was simple," he continues. "If technology impedes our ability to deliver this experience, then we have failed. It's for this reason that we rely on Wasatch Software to serve as our technology filter so that we can focus on flipping the best burgers, spinning unparalleled shakes, and delivering extraordinary service to our customers at the counter and drive-thru." ∎

Patrick E. Spencer (Ph.D.) is the editor in chief and publisher for CIO Digest *and* The Confident SMB *and the author of a book and various articles and reviews published by Continuum Books and Sage Publications, among others.*

Symantec on the Menu
- Symantec Endpoint Protection Small Business Edition
- Symantec Backup Exec 2010
- Symantec Hosted Email Security powered by MessageLabs
- Symantec Partner *Wasatch Software, Inc.*

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Serving Up Gourmet IT

By Mark L.S. Mullins

Complex Logistics; Part of the Menu at McCall's Catering & Events

A typical day for McCall's Catering & Events resembles a major military operation, with soldiers and supply lines serving multiple fronts. "One night last week," says founder Dan McCall, "we had a cocktail buffet at Fort Mason for a thousand people, a catering job for 300 at the beach with bonfires and plank salmon, and a seated dinner for 200 with live Maine lobsters at the San Francisco Maritime National Historical Park. The night before that, we had a party for 10,000 people and a smaller party."

Behind the scenes, initial food preparation is done by the staff of the McCall's kitchen in San Francisco's Mission District—often with several different gourmet menus in a single evening. Florists deliver the plants and flowers for each event. Musical acts arrive to set up their equipment. Crews set up the tables and décor at each site.

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McCall's Catering & Events
Irvine Consulting Services, Inc.
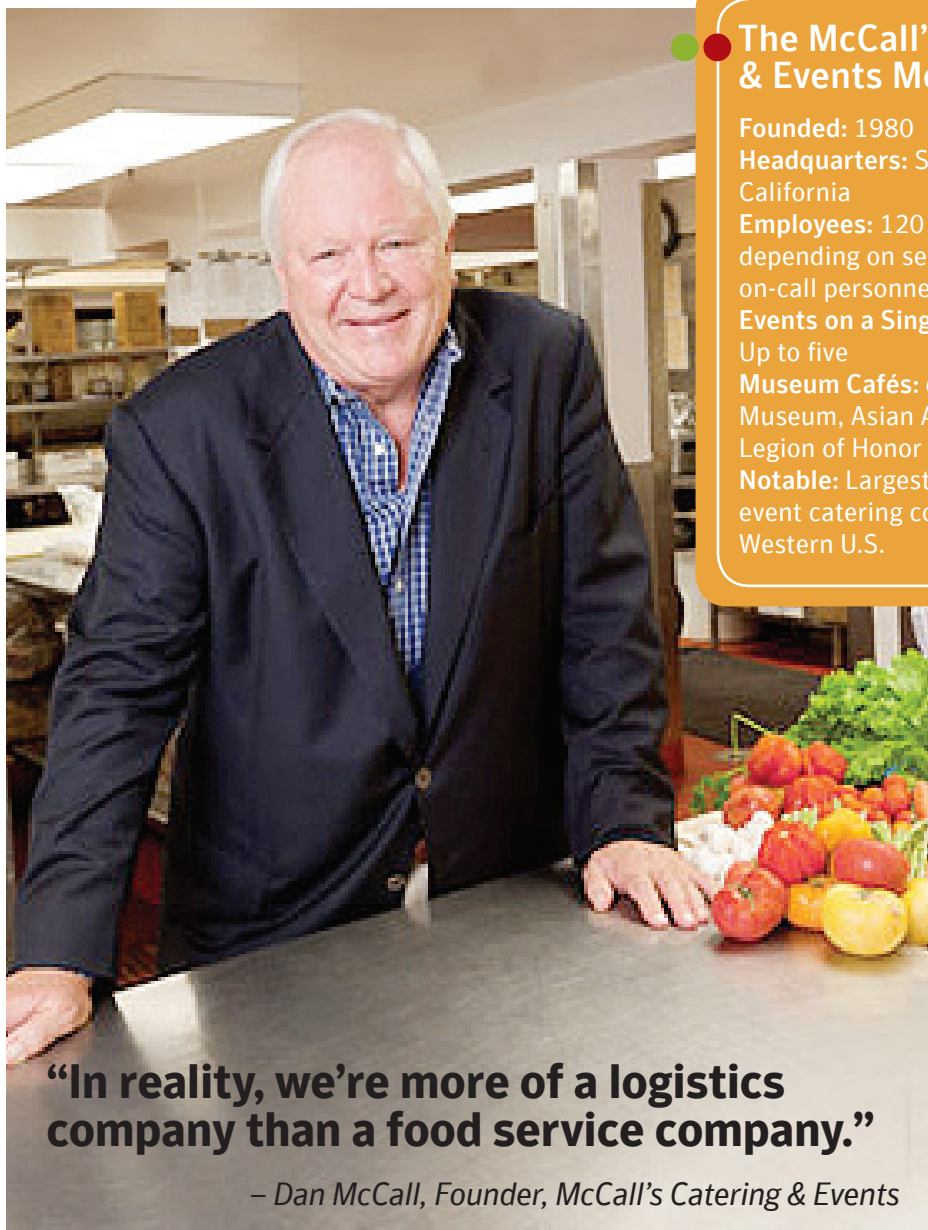
The McCall's Catering & Events Menu

Founded: 1980
Headquarters: San Francisco, California
Employees: 120 to 180, depending on season, plus 100 on-call personnel
Events on a Single Night: Up to five
Museum Cafés: deYoung Museum, Asian Art Museum, Legion of Honor
Notable: Largest privately held event catering company in the Western U.S.

"In reality, we're more of a logistics company than a food service company."

– Dan McCall, Founder, McCall's Catering & Events

The warehouse crew loads china, glassware, lighting, linens, and decorations onto trucks for delivery to the venues, and drivers deliver the food to the sites according to precise schedules. One employee does nothing but secure fire permits and other certifications from local governments around Northern California.

One of the company's five maître d's is in charge of all logistics for each evening that the company can host up to five events on a given night.

In McCall's words, "The restaurant business is like being in the First World War, with everyone in trenches doing the same thing day after day. The catering and events business is more like the Second World War, with the combined effort of a lot of people and equipment in multiple places at the same time. In reality, we're more of a logistics company than a food service company."

A tight-knit business

Night after night, the company executes these complex events using a maximum of 180 employees during peak times of the year, plus 100 additional on-call personnel for major events. McCall's employees are unusually loyal. "We have part-time employees who have other professions but have worked for us for 15 years," says Lucas

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The Confident SMB

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Lavish Events and Gourmet Meals— For Thousands

After graduating from the Cornell University School of Hotel Administration, Dan McCall went to work for a restaurant firm. "I hated it," he asserts. "You're in the same setting every day, the people next to you look the same, and the food is the same. I was offered a promotion to be the youngest general manager this restaurant chain had ever had. But I quit instead, and went to work at the Westin St. Francis Hotel."

At the time, the iconic hotel on San Francisco's Union Square was planning construction of a new guest room tower behind the original hotel. "I became the assistant to the Rooms Division manager," he says. "I had projects like finding a place for the women's locker room when it wasn't in the design, numbering the hotel rooms, and making sure communication systems were adequate—things that I had learned at Cornell."

Dan McCall, Founder, McCall's Catering & Events

McCall's next role at the St. Francis was in the catering department, and he became director of catering at the age of 26. "We developed a big on-premise and off-premise catering business in the 1970s," McCall notes, "but I decided that I didn't want to work for a large corporation long term, so I went out on my own in 1980."

Schoemaker, president and executive chef.

These part-timers are from a variety of professions. "For example, a photographer might not have a gig on a given evening. Waiting tables for McCall's that night enables him to make some money and get a good dinner," Schoemaker explains.

McCall has inspired this loyalty by treating his employees with respect, paying them competitively, and giving them a sense of ownership of the roles they play in achieving the successful outcome of an event. Those who emerge as key movers are paid accordingly, and eventually are granted stock in the privately-held firm. "My 15 core employees have a combined 200 years of experience with the company," McCall notes, "and the nine stockholders have all been here for more than 10 years."

A complex planning process
The key element for every party is the event order. "This is not a form,"

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"**I don't want to have to worry about IT**. It's a comfort to know that we have experts who are keeping our systems up and running."

– Dan McCall, Founder, McCall's Catering & Events

Building a business

McCall's business initially did not include catering, but was instead focused on planning events. "Our first party was a picnic for 10,000 people for Advanced Micro Devices," he recalls. "We handled the planning, the musical production, and the parachute jumpers coming out of the sky." The company grew from there and quickly became involved in some of the Bay Area's biggest events.

"We had almost everything together to produce great parties," McCall remembers. "We had the right lighting team and the right floral design team. We used big-name musical acts. But we could not find a caterer that understood what 5,000 or 10,000 people looked like."

After an unsuccessful search, McCall started his own catering division in 1983 to support the events the company was managing. In 1987, he began to market catering as a separate service, with the goal that the catering division would produce half of the firm's revenue.

Becoming a major player

With the addition of catering, the company quickly became a fixture in the San Francisco cultural scene. "We started to do the opening of the Symphony, the opening of the Opera, all the big parties at the California Academy of Sciences and the Asian Art Museum. The list was endless because we had put together a logistics company that could handle seated dinners quickly and service very large cocktail buffets."

McCall sees his company's key differentiators as flexibility and scalability. "We do not have a standard template for a party," he explains. "We have a base of menu possibilities that's probably around 300 pages long, and we mix and match for each event according to need. The décor and logistics are tailored for each individual event. And we can scale to any size of party. We have a 25,000-square foot warehouse that has no food—just china, glassware, decorations, and a huge dishwasher."

McCall emphasizes. "It's a document that follows a discipline, but no one could write software to spit out an event order for us, because every party is different. So we use Microsoft Word."

McCall's five salespeople begin the event order process by giving basic details: "How many people are coming, what is the schedule, whether coats are to be checked, what's the bar situation, and so forth," he explains.

Eventually, the event order specifies the number of employees required for the event and every detail of its atmosphere—music, layout, décor, flowers, linens, china and silver patterns, uniforms worn by the staff, and so forth. Each item in the menu is also specified, along with the sequence in which it will be served.

Schoemaker, of course, is intimately involved in the planning of menus. "Often, we will meet with a client at the McCall's kitchen for a tasting session to sample various

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A 21-Year Trial Period

Lucas Schoemaker grew up in the Netherlands and received his formal training as a chef in Europe before coming to the United States at the age of 22. "After two and a half years at the Waldorf-Astoria in New York, I had an opportunity to open a restaurant on San Francisco's Union Square," he recalls. The restaurant was in operation during the late 1980s, and Dan McCall was a regular customer.

Then San Francisco endured the 1989 Loma Prieta Earthquake, and Schoemaker's business partner died at about the same time. "Like Dan, I also was beginning to tire of restaurant work, delivering the same menu to customers at the same place every night," he says. "So Dan asked me to join McCall's."

At first, Schoemaker wasn't sure whether he really wanted to make this change. "I wanted to do it on a trial basis at first, so we signed a half-year contract. Now it's 21 years later, and I'm still trying to decide whether to stay," he quips.

Lucas Schoemaker, President and Executive Chef, McCall's Catering & Events

Schoemaker assumed more and more of the company's day-to-day operations over the years, and now holds the title of president and executive chef, supervising the entire event planning and food preparation staff. He has also increasingly become the public face of McCall's Catering and its high-quality food offerings.

"It's difficult for a good restaurant chef to be a good catering chef," Schoemaker observes. "A good catering chef can be a very good restaurant chef, because you have to always think outside the box. You always have to be ready for new creative aspects of a party. Every night is different, with a new menu, a new location, a new theme. It's very invigorating and keeps the creative juices flowing all the time."

food options for a major event," he explains. Once final decisions are made, the event order is circulated and logistics begin to be executed.

An IT partnership

Since the event order and most other communications are transmitted electronically, IT systems have become a critical part of the logistics operation. Key mobile employees carry Sony VAIO notebooks with 3G and 4G connectivity, connected by VPN to the company network. In all, the company has about 30 PCs and laptops, including those for executive management, event planners, accounting, the maître d's, and the managers of the kitchen, stewarding area, and warehouse.

Managing these machines and the underlying infrastructure is Symantec Partner Irvine Consult-

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Dave Irvine, President, Irvine Consulting Services, Inc.

Enabling Success: Irvine Consulting Services, Inc.

Founded: 1994
Symantec Partner Since: 2006
Symantec Certification: Small and Midsize Business
Services: Value Added Reseller offering managed IT services to small and midsize businesses
Website: *www.irvineconsulting.com*

ing Services (ICS). Based across the bay in Emeryville, California, the firm provides managed IT services to small and midsize businesses across Northern California.

McCall's relationship with ICS began a little over 10 years ago. "As I recall, our first project with McCall's was connecting the kitchen and some other ancillary areas of that building to their main database," says Dave Irvine, president of ICS. "On the heels of that, we proposed that we would just be the IT department for the company, and they accepted the proposition."

Since then, ICS has managed McCall's IT environment on a day-to-day basis, and also completed several major projects, including the relocation of the headquarters office. "The biggest benefit is that we can focus on our business and not worry about the computers," Schoemaker comments.

A customized process

As with all of its managed services clients, Irvine's team identified a SPOC— single point of contact—to serve as the primary liaison between users and ICS. The SPOC at McCall's is Kirsty Gumina, a designer who produces layout drawings for all events produced by McCall's. "Kirsty is a dynamo," Irvine comments. "We're always having conversations at our office about which SPOCs are the best to work with, and Kirsty always ranks up there."

"She worked with ICS to devise a system that works with our business," McCall explains. "Our

accounting structure, our

Video
Lucas Schoemaker and **Dave Irvine** discuss the IT infrastructure at McCall's Catering.

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> "Because of the system we've developed with ICS, problems are minimized. **When problems do occur, they always get fixed almost instantly.**"

– Lucas Schoemaker,
President and Executive Chef, McCall's Catering & Events

catering order formats, our drawings are all custom built for our company. When a user calls Kirsty with an IT issue, she goes through a diagnosis process so that the ICS guys can resolve it quickly."

Shoemaker adds: "Since we communicate without paper, we rely on our IT infrastructure. Because of the system we've developed with ICS, problems are minimized. When problems do occur, they always get fixed almost instantly."

Bolstering security
When ICS began providing managed services for McCall's, the company's endpoints were protected with a variety of consumer-level antivirus products—whatever was included with each machine. Irvine's team quickly standardized the company on Symantec AntiVirus

and kept them on the upgrade path over the years. In 2008, McCall's upgraded to Symantec Endpoint Protection.

The company recently deployed Symantec Protection Suite Small Business Edition. "With this migration, McCall's kept the robust virus and spyware protection of Symantec Endpoint Protection, along with mail security and data protection technologies—with a reduced footprint," Irvine explains. "In 10 years of Symantec protection, McCall's has had almost no malware-related downtime."

Symantec Mail Security for Microsoft Exchange, part of Protection Suite, scans all inbound email for viruses and spam, with the result that the company's mailboxes are virtually spam free. "I don't know of an instance of

spam getting through recently, nor of an email that was incorrectly filtered," Schoemaker says.

Data protection and virtualization
When ICS began managing McCall's infrastructure, there was no backup solution except for the built-in backup functionality of Microsoft Windows NT. Irvine's team quickly deployed Symantec Backup Exec at the site, and again, the company has continued to upgrade to the latest versions of the product.

Since then, one major source of data growth in the McCall's network is digital photographs. "We preserve all the photos we take at our events," Schoemaker explains. "One reason is for customers who might want to purchase additional photos after an event. The other is to have examples of various party layouts, menu items, and other details to show to clients who are planning new events." Today, McCall's data volume stands at 750 gigabytes and growing.

"We migrated them to Backup Exec 2010 primarily to take advantage of its granular recovery capabilities on

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VMware servers, which will greatly simplify the restore process," Irvine notes. ICS is currently working on a server upgrade at McCall's, deploying VMware vSphere on three SuperMicro boxes, a project that will enable the environment to grow significantly in the coming years without adding hardware.

"Another benefit of Backup Exec 2010 is data deduplication," Irvine notes. "We don't have figures yet since we just deployed, but McCall's backups are definitely much smaller than they used to be." This will bring savings in tape media and will also delay the date that the company's RAID array will need to be expanded or replaced.

The data on McCall's PCs and notebooks is protected by another element of the Symantec Protection Suite, Symantec Backup Exec System Recovery Desktop Edition. Images of each hard drive are saved to external media, enabling quick recovery in the event of a hard drive crash.

Bringing peace of mind

McCall and Schoemaker agree on the primary benefit of working with ICS and Symantec: "We don't have to worry about computers."

"They've become a requirement in business, and they're quite handy," McCall adds. "But I have my own business to run, and I don't want to have to worry about IT. There are enough moving parts in our operation already. It's a comfort to know that we have experts who are keeping our systems up and running."

And when McCall's systems are up and running, the Bay Area can be sure that there are many more great parties to come. ▪

Mark L.S. Mullins is a managing editor of The Confident SMB *and* CIO Digest *and senior manager of Symantec's Global Reference Program team.*

Symantec Solutions at the Party
- Symantec Protection Suite Small Business Edition
  - Symantec Endpoint Protection Small Business Edition
  - Symantec Mail Security for Microsoft Exchange
  - Symantec Backup Exec System Recovery Desktop Edition
- Symantec Backup Exec System Recovery Server Edition
- Symantec Backup Exec
- Symantec Partner: *Irvine Consulting Services, Inc.*

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Managing
Success

**Using Managed IT Services to
Slash Cost, Boost Business**

Small and midsize businesses (SMBs) are different from large enterprises. SMBs are entrepreneurs. They are nimble and can react more quickly to market changes. And they tend to be closer to their customers, as they need to meet their needs faster and better.

Not only do SMBs have different business characteristics than their larger counterparts, they have different IT needs when it comes to protecting and managing data and information. SMBs want technology solutions that are less expensive, easier to use, and simply put, work.

In addition, SMBs usually never have the necessary budget or trained IT staff required to deploy, manage, and monitor the latest security and data protection technolo-

By Courtenay Troxel

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Bruce Atyeo (left), President, Envoy
Relocation Services and Cameron Gracie,
CEO and President, SYGNET

Business Enabler

Envoy Relocation Services needed a technology provider to help evolve the company, yet understand the limitations of a small business. Being a small business itself, SYGNET understands the issues small businesses face. "I know SYGNET understands my business challenges and it's reflected in a lot of the recommendations they make," notes Envoy Relocation Services' Bruce Atyeo.

Specifically, SYGNET offers Envoy Relocation Services a more strategic and planned approach to technology that follows the growth and evolution of the business.

"We're creating new processes, and it's tempting to overspend on technology," Atyeo states. "SYGNET not only sets us straight to make sure we're functioning properly but also ensures that we're not getting ahead of ourselves and buying software and hardware we don't need."

"Keeping Envoy Relocation Service's business objectives in mind, I ensure the technology supports and grows with the business, while maintaining reliability—such as monitoring the network and keeping the security patches up to date—the basics that most people take for granted," notes SYGNET's Cameron Gracie."

Envoy Relocation Services

Founded: 1980
Location: Oakville, Canada
Employees: 6
Symantec Partner: *SYGNET Systems, Inc.*
Website: *www.go-envoy.com*

gies. Yet, this does not mean they are any less concerned with losing vital business information or customer data.

Symantec's 2010 SMB Information Protection Survey revealed that SMBs spend two thirds of their IT time on data protection. And they are right to do so; losing customer data for an SMB could very well lead to the possibility of going out of business.

This is where managed service providers (MSPs) play a key role.

Transfer risk, gain rewards

By outsourcing all or part of their IT, SMBs get resource-intensive IT operations without the necessary overhead, allowing them to keep costs down and focus on their business.

Using the MSP approach opens up opportunities for SMBs that align closely with their business needs. Key benefits include:
• Ability to focus on running the business

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Certified Expert

Three industry PR veterans—Linda Faiss, Helen Foley, and Melissa Warren—built Faiss Foley Warren PR and Government Affairs (FFW) through their commitment and expertise in the PR field, and they sought out a MSP with the same credentials.

"Kortek Solutions is a small but mighty firm in terms of its knowledge and expertise in IT and understanding our business," notes FFW's Melissa Warren. "The company is one of Southern Nevada's leading IT firms and is affiliated with great companies like Symantec."

Aside from being knowledgeable in IT, Kortek Solutions holds quarterly meetings to ensure IT aligns with the business.

"The discussions not only detail how Symantec Mail Security for Microsoft Exchange is blocking 99 percent of spam and stopping 100 incidents of malware daily, but how IT can continue to improve productivity and increase efficiency," explains Kortek Solutions' Lyle Epstein. "Because FFW is constantly on deadlines, anyway I can make them more effective and get more done in less time is my ultimate goal."

Melissa Warren, Managing Partner, Faiss Foley Warren Public Relations and Government Affairs, and Lyle Epstein, CEO and President, Kortek Solutions

Faiss Foley Warren Public Relations and Government Affairs
Founded: 1998
Location: Las Vegas, NV
Employees: 10
Symantec Partner: *Kortek Solutions*
Website: *www.ffwpr.com*

• Flat or fixed monthly rates that provide predictable IT support costs
• Availability of state-of-the-art technologies without capital and operations expenses
• 24/7/365 IT support leading to increased reliability and productivity
• Access to a virtual team with skill sets that enable business agility and growth
• One throat-to-choke mentality versus disparate vendor support

Chris Liebert, a senior analyst of Security Services at IDC, puts it this way: "Instead of managing IT themselves, SMBs should take advantage of the IT expertise, best practices, and economies of scale MSPs have to offer. This also allows SMBs to avoid increasing operating and capital costs." Based on conversations with IDC's Liebert, as well as SMB and Symantec Partners,

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"The ability to provide our clients with a suite of security and data protection products that work together **gives them comprehensive protection**, while saving money in the long run."

– George Ilko, Co-founder and Chief Technology Officer, Vitality Consulting Services

the following factors emerged as the primary reasons SMBs engage MSPs.

Focus on the business delivers flawless service

A key role of MSPs is to relieve SMBs of day-to-day IT operations, thereby allowing them to focus on strategic initiatives—like their business. Envoy Relocation Services, a relocation management company, did just that.

Although Envoy Relocation Services was founded three decades ago, they're pioneering a new business model. Envoy Relocation Services is expanding its services to membership organizations, such as Costco, to offer relocation services to its Costco

members. As a result, Envoy Relocation Services is in an experimental stage with many of its processes and is working on perfecting the service delivery model.

"My job is to deliver relocation services to our clients flawlessly, not to focus on IT," says Bruce Atyeo, president of Envoy Relocation Services. "But technology is critical to enable our employees, processes, and offerings to work together and deliver flawless service."

To meet this goal, the technology approach must be viable. Eventually, lack of flexibility and scalability proved to be too unwieldy for Envoy Relocation Services. Behind the scene, Envoy

Relocation Services had reached a point where all the patchwork the company had in place started to fall apart—along with its disparate vendors who put it there. So Envoy Relocation Services turned to SYGNET Systems, Inc., a Symantec SMB Specialists Partner, to help them get their technology act together.

"To effectively address Envoy Relocation Services' IT issues, we mapped the technology requirements to the current business needs and planned for growth," says Cameron Gracie, president of SYGNET. "And I look to Symantec to allow us to deliver reliable, high-quality service to our clients whether it's security or system backup and recovery."

After a server upgrade and desktop refresh to Microsoft Windows 7, SYGNET deployed Symantec Protection Suite Small Business Edition—tapping Endpoint Protection and Mail Security for Exchange—to protect

Webcast
Strategies on building complete data protection.

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The Confident SMB

> **"I look to Symantec to allow us to deliver reliable**, high-quality service to our clients whether it's security or system backup and recovery."
>
> *– Cameron Gracie, CEO and President of SYGNET*

Envoy Relocations Services' desktops, workstations, laptops, and servers with the end result being a more efficient service delivery.

More secure data protects the brand

According to the SMB survey, 73 percent of SMBs experienced cyber attacks over the last year, with losses averaging more than $188,000. "Threats are becoming more targeted and harder to detect, with a huge increase in those attacks occurring at the application layer on Flash applications and PDFs," IDC's Liebert states.

As threats become more prolific, SMBs need a more comprehensive approach to security that MSPs can provide. "Having to manage all the security aspects—the firewall, data loss prevention, intrusion detection, and everything in between, is a daunting task even for a full time in-house security manager," Liebert observes. "MSPs have the economies of scale to proactively and remotely check alerts and keep mature security processes up-to-date, such as vulnerability assessments."

For example, Symantec Silver Partner Vitality Consulting Services, Ltd., based in London, provides managed services as a strategic method for customers to improve the effectiveness and efficiency of their IT. "When a system, network, server, or critical application goes down, it affects our customer's business and profitability," says George Ilko, co-founder and chief technology officer at Vitality Consulting Services.

Vitality Consulting Services focuses its efforts on giving customers a holistic plan of attack to solve IT challenges—from security to data protection with products suites such as Symantec Protection Suite Small Business Edition. "The ability to provide our clients with a suite of security and data protection products that work together gives them comprehensive protection," Ilko states.

> **Webcast**
> Fast and fit security and data protection for SMBs.

SYGNET's Gracie adds, while Symantec Mail Security for Exchange keeps out spam and malware, it also does not create a lot of false positives. "Companies talk about their catch rate, but few share their false positive rate like Symantec, which is minimal, if any," Gracie says. "In addition, we are able to have systems reporting into a centralized server and see what is happening at any given moment to provide excellent protection, while not affecting the business."

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"Symantec Endpoint Protection **has also made the hassle and headache of machines getting infected pretty much nonexistent,** resulting in no downtime."

– *Lyle Epstein, CEO and President, Kortek Solutions*

Information at the speed of light

Public relations (PR) is all about information. The Internet and new technologies have transformed the speed at which information is received and delivered today.

For Faiss Foley Warren Public Relations and Government Affairs (FFW) located in Las Vegas, managed IT services helps the company increase productivity so they can collect and disseminate information to the media at lightning speed.

"In a city that never sleeps, we run a fast-paced business, getting information out almost instantaneously to our media partners," says Melissa Warren, managing partner at FFW. "We process huge amounts of information, which means we require a

reliable system that meets our capacity needs."

To address its unique business challenges, FFW chose to outsource IT to Kortek Solutions, a Symantec SMB Specialists Partner. "We rely on the Korteck Solutions team to manage everything from our servers to backing up files, making sure we have the proper firewalls and filters in place, as well as synchronization of our Black-Berry devices to our network," Warren explains.

FFW sends and receives a tremendous amount of email, including large files such as photos, running on Microsoft Exchange Server 2007. Kortek Solutions deployed Symantec Protection Suites Small Business Edition, with Symantec Mail Security for

Microsoft Exchange, Symantec Endpoint Protection, and Backup Exec System Recovery.

"Email is their virtual paper trail, and it is critical for us to ensure the Exchange database is backed up quickly and properly using Backup Exec System Recovery," notes Lyle Epstein, CEO and president of Kortek Solutions. "Symantec Endpoint Protection has also made the hassle and headache of machines getting infected pretty much nonexistent, resulting in no downtime."

> **Podcast**
> Strategies on how to survive a business.

Cost control: a win-win scenario

Controlling cost is also a major issue for SMBs—as well as for MSPs. "Being proactive instead of reactive in areas such as ensuring backups are working and restores are possible is important," Kortek's Epstein states. "When our customers' IT systems are infected, it ends up creating downtime and
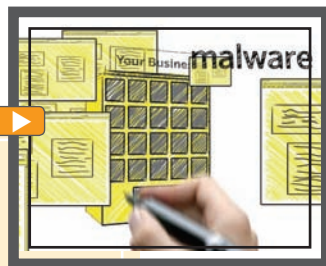
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✓Symantec.

more remediation work for us—and that costs us money."

Because MSPs offer a flat rate, their main objective is to afford their clients the highest quality products and support. "In a break fix model, one problem can lead to another—a domino effect," IDC's Liebert notes. "MSPs have a clear understanding of their clients objectives and their IT environment which helps to eliminate ongoing issues."

"Our goal is to not have fires," SYGNET's Gracie notes. "Because of our flat rate, I don't want expensive technical staff spending time cleaning up junk. It's a problem for the client, a cost for us, and we're not making any money."

Vitality Consulting Services conducts initial audits for its customers to identify their security strengths and weaknesses. In addition to finding inherent vulnerabilities in their system, Vitality Consulting Services often discovers that many customers are not maximizing their existing software and hardware investments to their fullest potential.

"Most customers use maybe 20 percent of their IT capacity," Ilko concludes. "One of reasons we do an audit is to show clients what they have and how to optimize their existing infrastructure, rather than try to sell them more pieces, saving them money in the long run." Cost savings and business growth. Two compelling reasons to jump on managed IT services." ▪

Courtenay Troxel is managing editor for The Confident SMB *and* CIO Digest, *and a manager of online content and newsletters at Symantec.*

Video
An overview of protection suite for small businesses.

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Create, Protect, **Destroy!**

To Grow Your Business, Good Protection Is Suite

By Alan Drummer

People pay you for something that they want or need. That's how you stay in business. You're the best source for your customers or employer—for now.

There's a cycle to value creation. You began the cycle by discovering how to provide value. You've grown in your ability to offer that value. And down the road, things will change. The need for what you provide will disappear, or a better source will emerge.

The phases of the value creation cycle are demonstrated by the three businesses in this article, and each of them illustrates a different phase. It's wise to become more aware of the value creation cycle: mastering it is an important survival skill. As the world's economy changes—and it keeps changing faster—each of us must adapt and renew the roles we play in value creation, again and again.

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Cameo Wind Creative Management, Inc.

Founded: 1981
Location: New York, New York
Employees: 15
Symantec Partner: *FlexITech Systems*

David Fromowitz (right), President, Cameo Wind Creative Management, Inc., and Dimple Doshi, President, FlexITech Systems

If we stay unaware and keep doing what we're doing, it's likely we'll become obsolete. Or by observing, learning, and adapting, we can renew our roles.

Along the way, in order to survive, good IT protection is suite.

Create from nothing

At the start of an idea, there is often nothing but inspiration. David Fromowitz observes this all the time. He's president of Cameo Wind Creative Management, Inc., based in New York City. His clients include artists, designers, actors, musicians, writers, and directors. They begin the artistic process looking at nothing—a blank screen, an empty stage, a canvas—and create something of value. It makes others react, feel, and discover in ways that they're willing to pay for.

Cameo Wind manages the business, financial, and accounting side of the careers of its clients so that they have more opportunity to create. "Pretty much every time I turn on the TV, I can see a client on air, and that's enjoyable," says Fromowitz. "For instance, we started with one client by doing his taxes in

his younger years, and we've been able to watch him grow and progress professionally. Now he's a management client who has just signed a writing deal with an HBO series. He has a tremendous future in his own personal business."

As Cameo Wind works with its clients, Fromowitz notes, "we have all this financial and personal information on our system, so it's very important to be secure." Thirteen years ago, the firm turned to FlexITech Systems, based across the Hudson River in New Jersey, to enhance its network and make applications accessible from the Web. To protect the network, FlexITech deployed Symantec Endpoint Protection.

"From the beginning, we had chosen Symantec to be our security provider,"

Webcast

Is your small business fully protected? This webcast details some key security practices.

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Symantec.

Susan Bauman, Vice President of Marketing, Western Risk Insurance, and Lyle Epstein, President, Kortek Solutions

Western Risk Insurance

Founded: 1985
Location: Las Vegas, Nevada
Employees: 21
Website: *www.westernrisk.com*
Symantec Partner: *Kortek Solutions*

explains Dimple Doshi, president of FlexITech. "At first it was just antivirus, and then more and more technologies were added such as firewall, intrusion prevention, and antispyware. Eventually, Doshi decided to migrate to Symantec Protection Suite Small Business Edition. With it, he was able to add messaging security and backup and recovery capabilities to the existing endpoint security solution.

FlexITech finds Symantec Protection Suite a good fit for the businesses it serves. "Every customer we've been with is still with us," Doshi observes. "As they grow, we grow. We've worked with Symantec for a very long time and have had very few problems in terms of installation, operation, and maintenance.

Customers are happy because there are very few issues."

That's an important quality for Cameo Wind. "We've based our business on growing our clients' reliance and confidence on our integrity and knowledge," Fromowitz says. "I'd say that we've developed that same reliance on Symantec and on FlexITech for any IT services. We've been able to provide reliable and uninterrupted service to our clients by having Symantec and FlexITech onboard with us."

The choice of security suite is critical, says Chris Christiansen, program vice president, security products and services at consulting firm IDC. "Suites are nothing new," he notes. "They've been around for 10 to 15 years. But just throwing a bunch of security products into a single box and labeling it a security suite is not enough. It really needs a

"Symantec Mail Security in the most recent 30 days **has blocked 300,000 spam messages.**"

– *Lyle Epstein, President, Kortek Solutions*

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The Confident
SMB

Stamford Wrecking Company

Founded: 1926
Location: Trumbull, Connecticut
Employees: 100
Website: *www.demolitionservices.com*
Symantec Partner: *Tools 4 Data LLC*

Robert Rogers, Chief Financial Officer, Stamford Wrecking Company, and John Ruffner, President, Tools 4 Data

solidated user interface and consolidated reporting. The customer has to feel they can manage all elements without significant additional training."

That's the case for FlexITech's Doshi.

"Even though Cameo Wind has 15 employees spread across two locations and on the road, we are able to manage all the various components of Symantec Protection Suite through a single Web console. I can tweak or configure different policies that relate to antivirus, antispam, malware, intrusion protection, backup and recovery, and other components."

Protect! It's all about relationships

Another business has a entirely different perspective on value creation. It's in Las Vegas, which has seen more boom and bust cycles than most other cities combined. There, Western Risk Insurance minimizes risks as an insurance brokerage, serving primarily commercial clients.

"We like to partner with our clients so that we learn about their needs, and then we can match them up to insurance carriers for the right coverage and a com-

petitive rate," says Susan Bauman, vice president of marketing at the company. "We work with clients as a partner to make insurance a non-issue for them."

The company is an active user of social networking—in its classic, non-digital form. "Most business is brought to us by our involvement in the community with different associations," notes Bauman. "We target niche associations. We develop relationships, get to know our clients, and build referrals."

It's important for customers to be able to reach their producers at Western Risk directly, Bauman explains, and each producer's email address and other contact information is posted prominently on the company's site. That leads to spam.

Slam spam and save 30 percent

To prevent spam and solve other IT challenges, Western Risk turns to its IT Partner, Las Vegas-based Kortek Solutions. The two began working together 10 years ago, and one of Kortek's first steps was to install Symantec Endpoint Protection. "They didn't have antivirus

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on any of their machines back then," recalls Lyle Epstein, president of Kortek. "As they grew, they needed to protect not just desktops, but also email messages from spam, and servers and data from disruption. So we implemented Symantec Mail Security and Symantec Backup Exec System Recovery Server Edition."

When it came time for license renewal, Epstein explains, "we said it would be a lot cheaper if we used a bundle such as Symantec Protection Suite Advanced

for almost five years. In the most recent 30 days, it has blocked 300,000 spam messages."

That's an important shield for the firm's 21 employees. "As much as 90 percent of our business is electronic," Bauman observes. "It's how we get to carriers, process quotes, and communicate endorsements and proposals. Email is pretty much the lifeblood of our organization. We can't

Video
What are the hidden dangers of social networking? See tips on how to avoid cyber fraud.

Insurance and Kortek Solutions were pleased to see Symantec acquire PGP Corporation and GuardianEdge Technologies, and both are looking forward to evaluating upcoming encryption capabilities in Symantec Mail Security.

For Kortek Solutions, Symantec is important as a single source provider for many types of solutions. "When you only have one vendor to deal with on multiple products, there's no finger pointing as you'd get with multiple vendors," Epstein explains. "With one manufacturer for all these different pieces of the puzzle, everything's much more streamlined."

"Customers are happy with Symantec **because there are very few issues.**"

– Dimple Doshi, President, FlexITech Systems

Business Edition versus buying all these individual pieces. And they were able to save 30 percent as a result."

The most important gain has been to protect productivity. "Symantec Mail Security blocks not only spam, but malware," Epstein notes. "It's been doing that at Western Risk Insurance

work and function without it. Symantec enables us to focus on our customers without worrying about spam. We can work much more efficiently."

A new Nevada law requires that email containing personally identifiable information (PII) must be encrypted. That's why Western Risk

Stabilize and then break barriers
To save Western Risk Insurance more time and money, Kortek Solutions recommended that the backup of its server and centralized files be image based rather than tape based, using Backup Exec System Recovery Server Edition. "Image-based backup is much simpler and a better fit for this customer,"

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> "Just throwing a bunch of security products into a single box and labeling it a security suite is not enough. **It needs a consolidated interface.**"
>
> *– Chris Christiansen, Program Vice President, Security Products and Services, IDC*

Epstein notes. "They have about 400 gigabytes to back up, and the tape drive they had didn't have enough capacity to hold all the data. Tapes had to be changed in the middle of the night when there was no one to do it, so the backup window ran over into the morning."

Using Backup Exec System Recovery Server Edition, a full image-based backup is complete in four hours and an incremental in 20 minutes. "We can restore a server in 2 to 8 hours that would take 72 to 96 hours to restore manually," Epstein reports. "And Backup Exec System Recovery lets us restore a server as a virtual machine or to dissimilar hardware if that's what we need to do."

The stable IT environment is helping Western Risk Insurance negotiate a challenging economy. It can reach more confidently into new areas of business. Recently, one of its producers became the first woman president of the Las Vegas Asian American Chamber of Commerce, an achievement in its social networking strategy that is enabling it to expand relationships and foster new business.

Destroy before you can create

Value gets created. Its delivery is protected. And eventually, that value will be superseded, obsolete, changed, or destroyed.

The destructive phase of value creation in an economy can bring with it displacement and loss—but it's vital to renewal. As winter precedes spring, destruction precedes creation—and leads to it. Space must be opened up. Obstacles must be swept away. Creation itself destroys by consuming time, energy, and resources.

Destruction, like creation, can be satisfying. Ask any five-year old who's kicking down a sand castle. Or visit the home page of Connecticut's Stamford Wrecking Company and watch a video of the company expertly and safely imploding and collapsing New Haven Veteran's Coliseum, which spans two city blocks, to wild cheers of a big off-camera crowd.

"There is much satisfaction in seeing something old and decrepit and taking it down, knowing it's going to be replaced with a much better facility that's environmentally conscious and aesthetically pleasing," says Robert Rogers, chief financial officer of Stamford Wrecking. "We're doing the demolition, and without our part, you can't rebuild or improve the infrastructure or the city."

When Stamford Wrecking started in 1926, its target was wooden homes, and its primary tool was the sledgehammer.

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"We have turned down prospective customers who are not willing to switch to Symantec."

– John Ruffner, President, Tools 4 Data LLC

Now the company can swing the hydraulic arm of its giant Komatsu PC1250 backhoe, weighing in at 125 tons, one of a handful of its size in the United States. "It has a shear on it that can snap steel beams like they're made of butter," Rogers explains.

Driving the company's operations is an IT network that links its 30 workstations with mobile phones in the field operated by crew foremen. About six years ago, "the company really wanted to have a single solution for protecting the network," says John Ruffner, president of Tools 4 Data, Stamford Wrecking Company's IT partner. "We looked at a backup solution and an antivirus solution, and Symantec was at the top of the charts in both categories. It's really nice to have a single vendor that can protect the network, and that's what led Stamford Wrecking to choose Symantec."

To fight its spam problem, the company added Symantec Mail Security, and when that solution was integrated into Symantec Protection Suite Advanced Business Edition, Stamford Wrecking switched to the suite for added savings.

Destroy better by recovering faster

Backup Exec System Recovery Server Edition is used to take images for disaster recovery purposes, but its granular file recovery capability is also useful. "We use Backup Exec System Recovery as a rapid way to restore data files when they are accidently deleted or corrupted," Tools 4 Data's Ruffner observes. "We've used it for four recoveries with 100 percent success. We can recover a file in a couple minutes compared to a half hour if we had to recover from tape."

Meanwhile, Symantec Mail Security has blocked 11,320 spam messages in the past four months, 16 of which were carrying malicious code. It passed through 37,288 legitimate email messages successfully. "I don't believe any spam gets by," Rogers comments. "It's about as perfect a solution as I've seen."

Over the past six years, Symantec Endpoint Protection has prevented any disruption from malicious code. Notes Rogers: "Having a one-stop solution such as Symantec Protection Suite has been extraordinarily valuable. It allows us to protect the company and our networks from anything malicious with very little input from the company and the end user."

Reduce risk with a next step

There's another useful step that IT partners can take to further protect their customers, observes IDC's Christiansen. It's to use a content filtering solution such as Symantec Protection Suite Add-On for Hosted Email and Web Security to help defend against Web-

Webcast
Your business is at risk. Protect it completely.

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SMB

Video
Simply because your business is small doesn't necessarily mean your security risks are small.

borne virus and spyware threats while enabling the enforcement of acceptable use policies for the Web.

"The IT partner should sit down with the business owner and ask, 'What websites do your people need access to?'" Christiansen explains. "And 'what activities do you see on people's screens that aren't productive, and that you don't want to permit?'"

A white list or black list of sites can be easily enforced by a solution such as Symantec Protection Suite Add-On for Hosted Email and Web Security, Christiansen notes, boosting productivity and reducing threats. The IT partner is in an ideal position to turn this kind of conversation into good security policies.

Count on your IT partner
It's now obvious that behind successful small companies are successful IT partners. Says Cameo Wind Creative

Management's Fromowitz: "We've been working with FlexITech for 13 years and consider them an arm of our operations." Western Risk Insurance's Bauman salutes Kortek Solutions for "putting our minds at ease by suggesting the right products for us." And Stamford Wrecking Company's Rogers says that "we don't have an in-house IT person: we've outsourced that to Tools 4 Data and we're very happy with the decision."

Behind those successful IT partners are carefully chosen technology partners and solutions. Tools 4 Data's Ruffner sums that up: "There are at least a dozen solutions for both antivirus and system backup on the market," he notes. "At Tools 4 Data, we have turned down prospective customers who are not willing to switch to Symantec because if you're going to do business with us, we want you to have the most effective platform. That's the most efficient way to serve our customers and give them the best

value for their support dollar."

This is one more confirmation that the world's customers are interested not in the lowest cost, but in the best value. ∎

Alan Drummer is Creative Director for Content at NAVAJO Company. His work has appeared in CIO Digest, Los Angeles Times, Create Magazine, *and on* The History Channel.

Symantec Protection Suite Small Business Edition
- Symantec Endpoint Protection Small Business Edition 12.0
- Symantec AntiVirus for Macintosh
- Symantec Mail Security for Microsoft Exchange with Premium AntiSpam
- Symantec Backup Exec System Recovery Desktop Edition

Symantec Protection Suite Advanced Business Edition
- Symantec Endpoint Protection (11.0 & Small Business Edition 12.0)
- Symantec Endpoint Protection for non-Windows clients (Macintosh, Linux)
- Symantec Mail Security for Microsoft Exchange with Premium AntiSpam
- Symantec Brightmail Gateway with virtual appliance
- Symantec Backup Exec System Recovery Desktop Edition
- Symantec Backup Exec System Recovery Server Edition

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Is social networking attracting new threats to your business?

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Social networks expose you to even more threats of data loss. Our **endpoint protection** blocks noncompliant devices from accessing corporate networks and resources. So your social network won't include cybercriminals.

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