

Giving Customers Safe Online Shopping Experiences

Eckler Industries switches to Trend Micro for easy-to-manage, PCI-compliant protection for its web-centric business.

“Trend Micro™ Deep Security and Trend Micro™ Data Loss Prevention are definitely smart choices for any business that has to demonstrate PCI compliance.”

—Thomas A. Holodak, Vice President, Information Technology, Eckler Industries, Inc.

EXECUTIVE SUMMARY

Customer Name: Eckler Industries, Inc.

Industry: Automotive

Location: Titusville, Florida

Web site: www.ecklersautomotive.com

Number of Employees: 150

CHALLENGE:

- Protecting customers' credit card information and demonstrating compliance with PCI regulations
- Blocking threats before they impact order processing on the company's 12 e-commerce web sites
- Minimizing the IT resources required for security
- Safeguarding the company's online reputations

SOLUTION:

- Trend Micro™ Enterprise Security, including Trend Micro Deep Security, Trend Micro Data Loss Prevention, and Trend Micro™ Enterprise Security for Endpoints

BUSINESS RESULTS:

- Fast, easy deployment, with minimal impact on employees
- Fewer attacks making it to the company's PCs and servers
- PCI compliance, with the ability to demonstrate security best practices during audits
- Safer online shopping experiences for customers on the company's sites
- Easy day-to-day management of security without dedicating a full-time IT person to security

Challenge

Classic car collectors pride themselves in the authenticity of their restorations. Eckler Industries (“Eckler’s”) started out as a niche vendor, providing technically accurate, affordable parts for classic Chevrolet Corvettes. Today, the company has grown its target market to reach the owners of many other classic vehicles including all Chevrolet Classics, Ford, Porsche, and Mercedes.

Eckler’s highly effective web sites have made it possible for the company to thrive while minimizing its overhead costs. Like many small businesses, Eckler’s has seen the alarming increases in attempted cybercrime activities that target their web sites. The credit card companies have responded with stringent payment card industry (PCI) security requirements, and costly fines for businesses that do not comply.

“We’ve been operating our e-commerce web sites for more than 10 years now,” said Thomas Holodak, Vice President of IT for Eckler Industries, Inc. “We had a competitor’s endpoint security software, and a PCI security solution from another competitor.

“But the new requirements from the credit card companies forced us to look for better data protection for our web servers. We also wanted to consolidate vendors, and to improve performance. The competitor’s endpoint security was putting a lot of overhead on our systems and servers.”

Solution

Eckler’s top priority was PCI compliance and making sure their customers could safely purchase parts on the company’s web site. Researching the latest data protection solutions with their technology partner, Maxis Networks, led to a switch to Trend Micro solutions for both PCI and endpoint security.

“The combination of Trend Micro Deep Security and Trend Micro Data Loss Prevention solutions gives our clients an extremely robust security package,” said Chris Ghosio, CEO for Maxis Networks.

“We found nothing on the market that matches the capabilities of Deep Security and Data Loss Prevention. And we got what we needed without spending tens of thousands of dollars on dedicated hardware. The Trend Micro solutions have been very easy to install and set up on our servers,” added Holodak.

Deep Security now protects the company’s servers from hackers and other known and unknown threats, and Data Loss Prevention adds a data protection layer that specifically discovers, monitors, and protects customer credit card information across a variety of threat vectors including USB and printing.

Holodak said, “Credit card companies are requiring a lot more from us, especially concerning the handling of credit card numbers. Non-compliance can result in hefty fines and a risk to customers’ personal information. Data Loss Prevention blocks unauthorized access and printing of credit card data. It is helpful with audits and demonstrating that we are doing as much as we can to protect our customer information. This layer of protection discourages cybercriminals, and makes us a much less attractive target.”

When they switched to Trend Micro for PCI security, Eckler’s also switched to Trend Micro Enterprise Security for Endpoints. “With Trend Micro endpoint security, we have experienced fewer attacks on our employees’ systems,” said Holodak. “And Trend Micro software has a smaller footprint on the PCs and file servers—it doesn’t interfere with employees getting their jobs done. The low overhead also benefits IT. Enterprise Security for Endpoints requires less of our time to be spent on users’ security-related issues and therefore it lowers our costs.”

Trend Micro Deep Security, Data Loss Prevention, and Enterprise Security for Endpoints take advantage of the threat intelligence gathered and correlated by the Trend Micro™ Smart Protection Network™ infrastructure. This next-generation innovation combines sophisticated cloud-based reputation technology, feedback loops, and the expertise of TrendLabsSM researchers to deliver real-time protection from emerging threats.

Results

“Our business and our customers’ credit card information are even better protected than before,” said Holodak. “With Trend Micro security, we can access the log files and see how many people are trying to break in and get our credit card numbers. It’s actually shocking—the magnitude of the threat—and when we see Trend Micro security working, we are extremely happy that we switched.”

All of the Trend Micro solutions are easy to manage, less costly, and less complex. “Trend Micro Enterprise Security solutions are ideal for us,” said Holodak. “Today, it takes less of our time to manage than our previous security solutions. The day-to-day effort is minimal, the management console is very intuitive, and it is easy to keep it all up to date.”

Going forward, the company is confident about compliance and audits by the credit card companies. “Consolidating from two vendors to one has given us better security and a more manageable process for compliance,” said Holodak. “A relatively small number of employees keeps our business running smoothly—we have to work smarter. Trend Micro Deep Security and Trend Micro Data Loss Prevention are definitely smart choices for any business that has to demonstrate PCI compliance.”

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—Thomas A. Holodak, Vice President, Information Technology,
Eckler Industries, Inc.

DEPLOYMENT ENVIRONMENT

- 2 sites
- 120 PCs
- 18 servers, hosting 12 web e-commerce web sites
- Trend Micro Enterprise Security for Endpoints
- Trend Micro Data Loss Prevention
- Trend Micro Deep Security

Customer Profile

Eckler Industries Inc. provides the highest quality parts and accessories as an officially licensed GM Restoration Parts supplier. The company specializes in Corvette parts, and through the years has expanded to serve the owners of other classic GM cars, Porsche and Mercedes Benz, and select Ford classics. Eckler’s strives for 100% satisfaction on every order; more than 90% ship within 48 hours. The company continually invests in process improvements. Tens of thousands of customers have already experienced Eckler’s dedication to service, and recognize the company for its technically correct parts, latest reproductions, hard-to-find, and ultra-rare historical pieces.

Partner Profile

Maxis Networks, Inc. delivers comprehensive, dependable, and cost-effective IT solutions with on-site support services tailored to each client’s special needs and budget. The company provides complete solutions, effective tools, and training to make technology work for businesses. Maxis Networks is a quality provider of WAN and LAN networking, network security, voice over IP telephony, and server and PC solutions.
www.maxisnetworks.com

Trend Micro Security

- **Trend Micro Data Protection**
www.trendmicro.com/dataprotection
- **Trend Micro Enterprise Security for Endpoints**
<http://us.trendmicro.com/us/products/enterprise/security-for-endpoints/index.html>
- **Trend Micro Data Loss Prevention**
<http://us.trendmicro.com/us/products/enterprise/data-loss-prevention/>
- **Trend Micro Deep Security**
<http://us.trendmicro.com/us/solutions/enterprise/security-solutions/virtualization/deep-security/index.html>

Trend Micro Enabling Technology

- **Trend Micro Smart Protection Network**
<http://us.trendmicro.com/us/trendwatch/core-technologies/smart-protection-network/>



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