



HOW VOXBONE'S RELIABLE DIDS HELPED TREND MICRO MEET GROWING INTERNATIONAL DEMAND

Trend Micro, member of the Microsoft Enterprise Cloud Alliance and a Gold Certified Microsoft Partner, selected Voxbone's DIDs to support rapid international expansion.

EXECUTIVE SUMMARY

One of the fastest-growing IT security software providers, Trend Micro, needed to expand its customer support network to accommodate for a growing international presence. Who did the company turn to? Voxbone. Now equipped with Voxbone's high-quality DIDs, Trend Micro's contact centers can respond to its enterprise customers' requests immediately and reliably – no matter where they are in the world.

BACKGROUND

Trend Micro is a world-renowned leader of security software and solutions, providing clients worldwide with comprehensive protection from fraudulent activities, viruses, and other malware. For more than 25 years, Trend Micro has established itself as a name synonymous with reliable security and support.

Companies experience cyber emergencies 160 times per week on average, according to a 2015 [study](#) by The Poneman Institute. In order to provide consistent customer support in case of these cyber emergencies, Trend Micro employs a staff of 5,200. Its three contact centers operate in North America, Europe and the Philippines, and field nearly one million calls annually – equating to a total of one million call minutes per month.

THE CHALLENGE

As Trend Micro continued to rise in popularity as a security software provider, it needed a more robust customer support network.

In the past, its contact center solution relied on a number of local carriers, rather than a global network. While this could be cost-effective on a smaller scale, it is not conducive to any sort of large-scale expansion. This rings especially true when factoring in complex telecommunication regulations that exist in some countries.

Ultimately, Trend Micro had the following wish list:

- **A global carrier.** Trend Micro needed a provider who could offer inbound numbers to its current major locations without the need to rely on local PBX systems.
- **Scalability.** With the foreknowledge of expansion, the chosen provider had to have the existing network infrastructure to support new call center as they arise.

But there are other providers that meet those specs, so what made Voxbone the front runner?

THE SOLUTION

Trend Micro needed to migrate away from traditional methods of call collection. After looking over the competition, what made Voxbone stand out was its ability to seamlessly transition Trend Micro's current local infrastructure to a global cloud network.

As Trend Micro plans for future expansion, Voxbone's services are unique in that the company has its own telecommunications license from the local authority in most countries it operates. So as the need arises for Trend Micro to open contact centers in different parts of the world, it has the pre-existing foundation without having to worry about compliance issues.

SUCCESS STORY

Trend Micro now has the high-quality voice platform needed to support the volume of calls received worldwide, and the company has been so satisfied with Voxbone's services, it has plans to add services in additional countries soon.

Since integrating Voxbone, Trend Micro has seen a nearly 75% reduction of inbound telephony costs in some regions!

“ Our business is security, so it is critical for enterprises relying on Trend Micro to be able to contact the customer service department immediately and reliably. Given Voxbone’s reputation for reliable DIDs and how easily we can add services as we expand globally, the choice was easy. Plus, due to the flatrate billing structure, we don’t have to worry about costs soaring. ”

William Dalton, Director EMEA IS & Corporate Technology, Trend Micro

“ Voxbone has enabled us to provide a reliable and cost efficient alternative to traditional vendors. The service is simple to use, and easy to activate numbers to provide a truly global inbound telephony service for our contact centers. ”

Kevin Flynn, Global Communications Architect, Trend Micro

TREND MICRO - COMPANY PROFILE

Category:	Security Software Provider
Type:	Public
Founded	1988
Key People	Founder: Eva Chen
Website:	www.trendmicro.com
Headquarters:	Tokyo, Japan

ABOUT VOXBONE

We are Voxbone: the market leader in providing virtual local phone numbers (often referred to as DID numbers). Our services make it simple for cloud communications providers, international carriers and enterprise contact centers to extend the reach of their voice networks quickly, globally, and economically. We deliver high-quality DID numbers from more than 60 countries and over 9,000 cities around the world. Our geographic, mobile and toll-free numbers can be ordered in real-time via our web portal or an API. We are the only operator of our kind, with our own number ranges, telecommunications licenses and a global private VoIP backbone. Our happy customers include: Telefónica, Deutsche Telekom, Orange Business Services, NTT Communications, 8x8 Inc., InContact, Serenova and Skype. Want to know more? Come and check out our website at www.voxbone.com, read [our blog](#) or follow us on [LinkedIn](#), [Twitter](#) or [Facebook](#).

ABOUT TRENDMICRO

Trend Micro Incorporated, a global leader in security software, strives to make the world safe for exchanging digital information. Built on 26 years of experience, our solutions for consumers, businesses and governments provide layered data security to protect information on mobile devices, endpoints, gateways, servers and the cloud. Trend Micro enables the smart protection of information, with innovative security technology that is simple to deploy and manage, and fits an evolving ecosystem. All of our solutions are powered by cloud-based global threat intelligence, the Trend Micro™ Smart Protection Network™ infrastructure, and are supported by more than 1,200 threat experts around the globe.

For more information, visit www.trendmicro.com.

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