

# Golf Town Stores Go Light And Lean

Trend Micro™ Enterprise Security for Endpoints extends consistent protection across traditional and virtual desktops.

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## EXECUTIVE SUMMARY

**Customer Name:** Golf Town  
**Industry:** Retail  
**Location:** Markham, Ontario, Canada  
**Web site:** [www.golftown.com](http://www.golftown.com)  
**Number of Employees:** 1,000–1,500 (seasonal)

## CHALLENGE:

- Maintain strict protection of corporate and customer data
- Meet PCI requirements for retailers
- Simplify security to reduce operating costs and avoid impact on business applications and POS transactions
- Extend protection to virtualized environments

## SOLUTION:

- Trend Micro Enterprise Security for Endpoints, including the Trend Micro™ OfficeScan™ VDI plug-in

## BUSINESS RESULTS:

- One security solution for all endpoints, including new virtual desktop clients and session hosts
- Investment protection for existing security deployment, with addition of plug-in to support VDI solution
- Ability to demonstrate protection of customer data, for PCI compliance
- Minimized security footprint, for extended life of PCs and servers
- Ease of management, allowing IT to focus on other business-critical tasks



## Challenge

From the sales-floor associates up to corporate management, Golf Town is all about giving customers the best possible shopping experience, the best products and services, and ultimately the best results on the golf course. Behind the scenes, the company's success is based on maximizing cost efficiencies and choosing the right technologies to align its infrastructure to the business' goals.

Security within Golf Town's evolving infrastructure has always been a priority, especially since the company's network includes point of sale (POS) devices. Payment card industry (PCI) compliance requirements and best practices dictate that Golf Town protects customers' data as well as its own corporate information assets and resources.

To keep pace with company growth, Golf Town needed scalable security solutions with the flexibility to extend protection to virtualized environments as well as traditional endpoints. Virtualization has helped the company minimize physical server costs and also introduce more cost-effective redundancies for minimizing downtime. The centralized, virtual resources give IT improved control and lower the cost of maintenance in terms of distributing upgrades and updates.

## Solution

Fortunately, well before the company embraced virtualization, Golf Town had switched its endpoint security from another leading vendor to Trend Micro. This put Golf Town on an efficient and reliable security course, and made it easy to introduce virtualization without sacrificing protection from the latest email, web, and file-based threats.

Today, Trend Micro Enterprise Security products and services are powered by the Trend Micro™ Smart Protection Network™ infrastructure that delivers advanced protection from the cloud. Threats are blocked in real-time, before they reach Golf Town stores or offices. The bulk of ever-growing pattern files can be kept on a central scan server rather than individual endpoints, keeping the agent footprint small and reducing the need for frequent updates.

With Trend Micro Enterprise Security for Endpoints deployed on all of Golf Town's physical servers and desktops, the company has been protected from threats that have plagued other retailers and businesses in their regions of operation.

“With Trend Micro Enterprise Security for Endpoints, we have a good handle on our network and we have the efficiency of single endpoint security solution,” said John Hur, director of IT for Golf Town. “We have to be well protected, to guard our customer data. Trend Micro Enterprise Security is an important step we take to minimize the risk to our customers and our own reputation, and also supports our PCI compliance efforts by building in a layer of defense that protects sensitive information.”

Last year, Golf Town began a virtual desktop infrastructure (VDI) initiative. Going forward, all new stores will include VDI clients and existing stores will be retrofitted over the next year. To secure desktops within the VDI environment, Golf Town is taking advantage of a VDI plug-in that is available with the Trend Micro™ OfficeScan™ software, the flagship product in the Enterprise Security for Endpoints solution.

“The OfficeScan VDI plug-in is great—a fantastic solution for us,” said Hur. “We were concerned that simultaneous security scans would eat up too many resources on the servers supporting the virtual desktops. The Trend Micro plug-in avoids contention issues by intelligently scheduling scans within virtual environments and pre-scanning the VDI base images. This means that we can support all of our endpoints—virtual clients as well as traditional fat clients—with one solution and one management console.”

## Results

When asked about the success of its security solution, Golf Town points out that the switch to Trend Micro was a good decision for the company.

“With Trend Micro Enterprise Security for Endpoints in place for the last six years, we have had no security incidents or problems,” said Hur. “Over that time period, we’ve been able to take advantage of the new features from Trend Micro, such as Smart Protection scan servers to centralize and streamline pattern file updates.

“Overall, we don’t have to spend much time on endpoint security—we know Enterprise Security for Endpoints works. In fact, we are considering other Trend Micro solutions for the future, such as adding Trend Micro™ Deep Security for an extra layer of protection within our VMware vSphere™ environment.”

Trend Micro has also helped Golf Town minimize the footprint for security, in terms of the resources it consumes on the systems it protects.

“Keeping security light and lean absolutely matters to us,” said Hur. “We don’t want security to eat up compute or memory or network throughput—this is very important. We use our computers as long as we can. Extending their lifespan delays the costs of replacement systems. A small security footprint is crucial, and Trend Micro innovations like Smart Protection Network make a big difference. The Trend Micro solutions definitely extend the life of our systems.”

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## DEPLOYMENT ENVIRONMENT

- 63 offices and retail sites
- 800 PCs and servers
- VMware vSphere and View
- Trend Micro Enterprise Security for Endpoints

## Customer Profile

Since its founding in 1999, Golf Town has grown to become a leading North American destination for everything golf. With stores all across the country, Golf Town is the source for all the latest products, information, technology, golf instruction, and expertise to give customers the best golf experience both in-store and on the course. Golf devotees come to Golf Town to try, buy, learn about, and improve their game. Big box stores average 18,000 square feet and carry an unprecedented selection of all the top brand names in golf, at the best prices.

## Trend Micro Security

- **Trend Micro Enterprise Security for Endpoints**  
<http://us.trendmicro.com/us/products/enterprise/security-for-endpoints/index.html>

## Trend Micro Enabling Technology

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

