



we protect your digital worlds



:: Case Study

Accessories – Titan Industries Ltd

ESET Smart Security®- Business Edition

Round the clock protection for Titan

“ESET Smart Security is a fast, efficient and has comprehensive virus scanning engine that gives us protection required for our business environment. ESET requires minimal maintenance, resources, supports our growing environment and is faster than previous antivirus.”

IT head, Titan Industries.



CUSTOMER

Titan Industries Ltd is the world's fifth largest and India's leading manufacturer of watches. Headquartered in Bangalore, Titan Industries is the most admired brand of India.

The company has manufactured more than a 100 million watches till date; and has a customer base of over 80 million. Titan focuses on acquiring, developing and exploring new market opportunities. Watches are sold through exclusive 'World of Titan' showrooms and at 12,000 outlets in more than 2,500 cities in India and internationally in over 30 countries.

The umbrella brand Titan is one of India's leading watch brands that brought about a paradigm shift in the Indian watch market, offering quartz technology with international styling. Titan portfolio has over 60% of the domestic market share in the organized watch market. The company has 247 exclusive showrooms christened 'World of Titan', making it amongst the largest chains in its category backed by 700 after-sales-service centers. The company has a world-class design studio that constantly invents new trends in wrist watches.

CHALLENGE

Titan Industries in their day to day work process actively uses the Internet to keep a complete track of Sales and Distribution, Material Management, Financial Transactions, Logistic and Supply Chain Management from their headquarter.

So, it was absolutely necessary for the company to have an efficient and high quality end point protection to safeguard their sensitive information from today's malware. Titan is a very prestigious customer of Prudente Solution business partner of ESS Software Distribution and Consulting (P) Ltd (Exclusive Distributor of ESET products in India). Prudente Solution was able to propose ESET Smart Security software for their network.

Most of the senior decision makers had never heard of ESET and wanted to go with products such as Symantec or Trend Micro. Another challenge was comprehensive protection against the unknown threats which their earlier antivirus missed.

SOLUTION

To show why ESET Smart Security was a better choice than other products, a demo was arranged by Prudente Solution, which was attended by the head of IT dept. and the complete technical team. Some of the decision makers were really impressed by other customers who had ESET Smart Security installed on their networks. The company found the program they were looking for in ESET Smart Security. They came to this decision after three months of research, in which different providers were dropped from consideration due to the price-to-benefit ratio, high memory usage, problems during the trial period or substandard technical support.

The company's choice to use ESET Smart Security was influenced by factors such as the frequent signature updates, the efficiency and quality of product, the very high detection rate and excellent post-implementation support.

Implementation was carried out by Pratyush Mohanan (ESS Company, Exclusive distributor of ESET in India), technical support engineers of Prudente Solution (the local business partner) and employees from the IT department of Titan Industries.



Round the clock protection for Titan



More than 750 workstations on the company's network run under a variety of operation systems: Windows 2000 Professional, Windows XP Home & Professional, Windows Server, and, even, Windows 9x. Experts from ESS Company installed ESET Smart Security Generation 4 Business Edition allowing the company to manage the antivirus protection on all workstations in the network.

After the implementation, IT professionals from Prudente team conducted a thorough training session for IT staff covering issues associated with the maintenance and management of the ESET Smart Security.

ESET Smart Security solution made the work of Titan's IT staff significantly easier. Now, all corporate workstations are ensured of protection of the highest quality. Administration is central and includes the entire network.

The program has been running to the full satisfaction of the company's IT administrators and users. Due to a significantly higher detection rate, the company has not been affected by a single malware incident since implementation.

ESET @ work

Customer Problem	ESET Solution
Undetected virus outbreaks	Proactive and Comprehensive protection
Centralized management, and Control over the entire network	Centralised Management Console with ease of use
Minimum use of system resources	Faster than other antivirus engines with minimal CPU impact

"Prior to ESET, our biggest issue with the previous AV vendor was performance, management of virus updates and the reliability. Our evaluation process included ESET as well as other leading antivirus vendors over a period of three months. After extensive testing, ESET emerged the clear winner in terms of speed, reliability, virus and malware detection rates; all with minimal impact on our system resources.

What they have to say?

"ESET Smart Security is a fast, efficient and has comprehensive virus scanning engine gives us protection required for our business environment. ESET requires minimal maintenance,resources, it supports our growing environment and is faster then previous antivirus" says IT head, Titan Industries

Quick Facts	
Company name:	Titan Industries Ltd
Location:	Bangalore, India
Industry:	Accessories

"We selected ESET Smart Security for it speed, reliability, virus and malware capture rates, required for our buisness environment"





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