ESET

:: **Case Study**

Commercial Printing – Sorrento Mesa Printing

ESET NOD32 Antivirus – Business Edition

# Printer's Internet Threats Prompt Switch to ESET

Scott Cappel is owner of Sorrento Mesa Printing, located in San Diego, CA. His business prints, ships and fulfills nationally and internationally for digital and offset printing. He started the company over 20 years ago and now has corporate clients all over North America. In that time he has seen the rise and fall of hard media, and a sea of change in the nature of the Internet threats he encounters.

## The Old Days

"With hard media, our only worry was boot sector viruses, which we eradicated by scanning the floppy drive. We used to have people bring in disk drives, Zip drives, Jaz drives… sometimes their entire computer," said Scott. "Now I have more storage in a stick than used to fit on my entire drive."

The media he encountered continued its migration from Jaz drives to optical and then CD/DVD. These days, other than the occasional flash drive, Scott doesn't see much hard media. "Times change, and so does the nature of the threats we face." He credits the widespread acceptance of Broadband as the catalyst for a storm of new threats.

Even though he runs a small operation (3 servers and 10 workstations), Scott is connected to hundreds of printers. "In my industry there are several major email Listserves. Two of them are specifically for owners of printing companies, to discuss issues specific to running our companies. When people complain about AV, it's usually about Norton."

## What Keeps You Up at Night?

What is Scott's biggest worry these days? Worms. "They spread on their own — like Sasser. There is no intervention required, which is reason enough to have protection. Because everyone is now networked, worms are the big worry of our industry."

Prior to suffering his first infection, Scott didn't think much about antivirus software. "A lot of them are cheap or free. But I found out the hard way — you get what you pay for."

Eventually he did get around to paying for it, and gave both Norton and McAfee a test drive. He thought he was fine, until he discovered his network had been compromised.

"My machine started behaving strangely. It was extremely slow, and I could actually hear the hard drive thrashing. And even though I couldn't find anything on the task manager, the CPU was almost maxed out. One of my other workstations had installed a hijack bar in the browser, and the home page had been changed to a known site associated with that particular hijack. It was one of the early versions of a site redirector. "

Scott guessed he had unwittingly joined a botnet, or had contracted an old-fashioned virus. "We ran some tests and found a bunch of malware that neither Norton nor McAfee had detected. What I realized was this stuff was becoming

## Quick Facts

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|---|---|
| Company name: | Sorrento Mesa Printing |
| Location: | San Diego, California, USA |
| Industry: | Commercial Printing |

so prolific, once-a-week updates weren't cutting it…neither were once a day. Worms were spreading so fast that relying on definitions to protect you was becoming an antiquated method."

## How'd You Find ESET?

Then he remembered hearing about ESET on the radio. "The Leo Laporte Show was where I first heard about ESET. That must have been about three or four years ago. At that time, I didn't even know what a Zero Day Threat (ZDT) was." After learning about ZDTs, Scott decided he had found the answer to protecting his business. "I realized if ESET is doing more than just relying on definitions, they might be on to something. Add to that, Leo's recommendation, which carries a lot of weight — and I was sold."

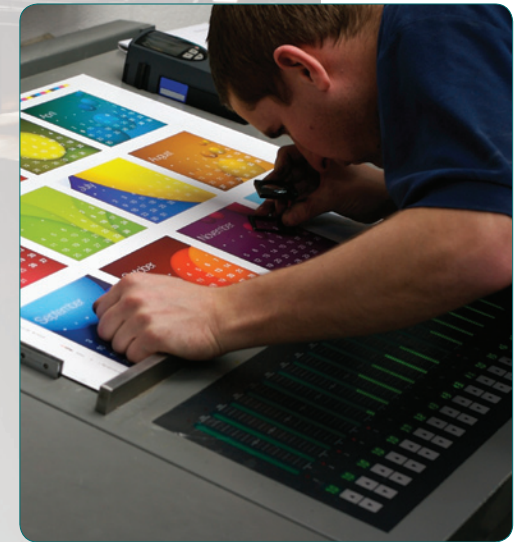| ESET @ work | |
| --- | --- |
| **Customer Problem** | **ESET Solution** |
| Bloated software consumes significant CPU resources | Lightweight system footprint, minimal CPU usage |
| Slow performance, cost factor for the team | Dramatic improvement in performance |
| Computers "still not acting right" | Detected malware left resident by other AV product scans |

Scott went ahead and visited the ESET website, ordered a 10-user license and installed the software with no complications.

"Once I realized the 10 user license was controlled and pushed out, I thought it was a way better way to do things. As the ESET product has evolved, I feel more confident using just ESET to detect and eliminate viruses, spyware, adware, worms and everything else I might otherwise encounter. Today, ESET NOD32® Antivirus protects us from everything. Since installation, we haven't had a single installation or configuration issue."

Fortunately for ESET, Scott has spread the word, appearing on numerous chat boards and user forums. Judging by the "NOD32" email signatures he runs across, he estimates he has influenced a couple of hundred people to switch over, based solely on his recommendation.

Why else was the ESET transition so smooth? "I read the manual," said Cappel.

"Since installation of ESET NOD32, we haven't had a single installation or configuration issue."

— Scott Cappel

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