

CUSTOMER

AVG Reseller: String Computers Systems Ltd

Client: Fylde Coast YMCA **Country:** UK

Sector: Not for profit

Users: 150

Website: <http://fyldecoastymca.org/>

AVG solution: AVG 2011 Anti-Virus Business Edition

Right-sizing production drives productivity

“It’s simply designed to fit around the realities, resources and needs of lean, agile operations...”

Nigel Bennett,
String Computers Systems Ltd

PROFILE

String Computer Systems offer a virtual IT department service to small medium enterprises in the private, public and not for profit sectors. Key to their proposition is their ability to release the time and talent of their clients by reducing IT complications to end-users and in-house systems administrators.

THE CHALLENGE

The 500 staff of Fylde Coast YMCA need every hour available to deliver what their customers need. With a wide range of IT literacy and often ageing equipment, their existing Anti-Virus was simply too resource heavy, costing each user up to 30 minutes per day in delays, interruptions and alerts.

THE SOLUTION

From long experience of matching the correct protection to the technological profile of their clients, String ‘right-sized’ Fylde Coast YMCA’s protection. Replacing the resource-heavy, enterprise-grade protection with AVG Anti-Virus Business Edition.

THE BENEFITS

AVG’s user-friendly, ultra-light and fast protection has transformed the working day of end-users and the in-house tech team at Fylde Coast YMCA. Discrete smart scanning contributes to making AVG an almost ‘invisible’ answer for end-users. The central management console has also radically simplified system administration and upgrades. All these benefits were made affordable through AVG’s competitive charitable organisation pricing structure.

The Situation

Varied capabilities, single need.

When asked what his absolute 'must-have' was in terms of Internet security, Rowan Horton, Business Development Manager for Fylde Coast YMCA, simply replied, "Make it easy to use." Fylde Coast YMCA's aim is to remove barriers that prevent individuals from realising their full potential.

With 22 facilities spread across housing, leisure facilities, outdoor education and childcare, front-line staff are there to support customers, not waste their time dealing with technical issues.

This multi-site, multi-purpose operation employs up to 150 users of widely varying IT literacy. The dedicated staff work on a broad range of technology including aging end-user terminals.

Responsible for a wide range of public facing services, the IT infrastructure is critical to ensuring that Fylde Coast YMCA is able to deliver against its remit. The problem was 150 users booting up their computers first thing on a Monday morning to be confronted with a barrage of baffling security alerts. Software meant to protect merely served to slow everyone down, freezing terminals or running them at snail's pace as scans were performed.

The Implications

75 lost hours every day.

It quickly became apparent that the existing security solution was not matched to the human or technological needs of Fylde Coast YMCA. Most pressing was the sheer volume of time being lost to system errors, delays and

technical support calls. Horton estimated that this amounted to an average of half an hour per user per day, equivalent to 75 staff hours lost every single day. The implications to productivity and service was serious.

The volume of end-user calls for tech support was also proving a substantial distraction for the limited in-house IT team who, in turn, would call on external support to resolve issues.

From end-users to central management there was a sense that the existing security product was not just overly complicated and resource heavy, but occasional breaches also led them to question its effectiveness.

The Need

Light touch, heavy responsibility.

As a charitable foundation, it is financially impossible for all equipment to be kept at the cutting edge of performance. With ageing kit spread across several sites, it was essential that the security solution had a light footprint.

Like all providers of hard-pressed public services, a key driver is to focus resources on the front-line delivery of services. Anything that distracts time, talent or resources from this has to be systematically eliminated.

In short, the protection solution is doing one of two things: either keeping itself and virus problems out of their way, or not.

Why AVG?

- 110 million business and home-users worldwide
- 1 million more users every month
- Trusted by the world's most demanding businesses
- Comprehensive business protection – file server, email server, workstation
- Multi-award winning performance
- Engineered for no-compromise protection that is easy to live with
- Unique LinkScanner® technology delivers real-time protection
- Comprehensive support and service

For more information visit www.avg.com



The Solution

Essential protection, less obstruction.

IT support experts, String Computer Systems, were asked to solve the issues of time lost and system slow-down. Their recommendation was unequivocal: AVG.

Nigel Bennett of String Computers explains, "We've employed a broad range of protection products and constantly review the range of products available on the market. When it comes to small to medium businesses we always recommend AVG – it's simply designed to fit around the realities, resources and needs of lean, agile businesses. When you add to that the fact that, as a reseller, you can deal with their UK tech support team direct, it makes for an easy life all round with no compromise to the protection".

Bennett points to three key qualities that underline the right-sized engineering of the AVG answer, "The first thing is that AVG are all about delivering the essential protection work brilliantly, but leaving out all the complications and functionality that small to medium enterprises simply don't or won't need. Second is the fact that it's designed around the realities of hard-pressed end-users offering simple interface and language. Third is simply cool, clever stuff like Smart Scan, no one wants to be delayed by scans that happen when you're in the middle of something, so AVG will only perform the scan when the PC isn't being used".

The Experience

They help us deliver our promises.

"Since the installation, calls into String Computer Systems have been reduced dramatically because AVG is sitting quietly in the background, doing its

job. It's been easy to install and once the schedules have been established, the application can be forgotten about. There's absolutely minimal disruption when the scans are being run," explained Bennett.

Horton agreed, "Most of the time the staff don't even realise it's there, precisely what I was looking for."

Bennett also points out the vital importance of a close relationship with a vendor in delighting the customer. "Vendor support for the reseller is critical. The right technical answer is one part of the picture, but what makes a solution a real solution is what happens before, during and after installation – it's all about a chain of responsiveness, and you're only as good as the people you work with. With many other AV vendors you have no opportunity to form close personal working relationships. With AVG we talk directly to our UK-based Account Manager and behind him is the full UK technical team. Because they are very flexible and responsive, they help us deliver on our promises."

Download AVG Software Today

Try AVG software for 30 days with free support – with no obligation to buy. During the trial period, you have full access to all programme functionality as well as free, round-the-clock technical support.

Visit <http://www.avg.com/download> to download today.

About AVG technologies

Since 1991 AVG has championed the cause of Internet Security for all. Its team includes many of the leading experts in software development, threat detection and prevention and risk analysis. The business solutions this team delivers are always innovative, effective and comprehensive. Critically for smaller businesses, they deliver this uncompromising protection in the fastest, lightest and most user-friendly way possible.

A strategy of closely matching product and support to the real-world needs of both business and home has rewarded AVG with more than 110 million active users worldwide. A multitude of awards and the recommendation of experts in business protection bear testimony to the benefits of the AVG approach.

AVG Business Edition products support all the major operating systems and platforms and cover email, file servers and workstations. This range is distributed globally through a carefully selected reseller base and directly via the web.

AVG is already the world's fourth largest vendor of Anti-Virus software and is continuing to grow rapidly. Nearly 6,000 resellers, partners and distributors – including Amazon.com, CNET, Cisco, Ingram Micro – team with AVG. These partners recognise the need for the faster, lighter business-class protection that defines the AVG experience.

For more information visit www.avg.com

