



**Gets on with its job so we can go on with our job**



**“AVG gets on with its job so we can go on with our job, and we value that.”**

Nathan Gustafson, Administration Officer  
Birchip Cropping Group



## CUSTOMER

**Client:** Birchip Cropping Group

**Sector:** Agriculture

**Country:** Australia

**Website:** [www.bcg.org.au](http://www.bcg.org.au)

**IT Environment** 18 PCs in its head office along with several laptops used offsite

**AVG solution:**

AVG Internet Security Business Edition (20 seats)

## PROFILE

Agricultural research group with around 500 members ranging from farmers to government departments.

## THE CHALLENGE

- Budget restraints of a not-for-profit organisation
- Limited IT resources require low maintenance solution
- Existing PCs require low impact solution

## THE SOLUTION

**AVG Internet Security Business Edition**

- Easy to install
- Excellent customer service with free support
- Allows easy growth

## THE BENEFITS

AVG performs well, is very user friendly and there is free technical support at hand if you need it. For a group that's not really IT savvy, we know we can get on with our job, knowing that AVG is looking after us

## The Situation

Birchip Cropping Group is a community and farmer-controlled agricultural group dedicated to developing new farming technologies and practices.

Located in Victoria's Wimmera/Mallee region, two hours north of Bendigo on the Sunraysia Highway, BCG is a not-for-profit organisation. It conducts rural and agricultural research and extension activities in the Wimmera and Mallee and disseminates results across Australia. The information, support and tools allow farmers to make informed decisions and rapidly adopt new technologies and farming practices, earning BCG respect from farmers, researchers and industry representatives as a highly credible and independent organisation.

## The Implications

IT ... low interest, high importance

BCG administration officer Nathan Gustafson is tasked with handling the group's technology and security challenges - the same challenges that face many other organisations. When it comes to security software, Gustafson puts his trust in AVG.

With only 21 staff, BCG opts to outsource much of its IT support - under Gustafson's watchful eye. He has resisted the push to switch BCG's security software from AVG to another prominent security software solution, due to AVG's excellent performance and ease of use.

"Our IT support company was keen to change our security software, but we've been so happy with AVG that we've stuck with it," Gustafson says.

"We're very happy with AVG's price, they've always taken into account the fact that we are a not-for-profit organisation. However that's not the key reason why we maintained our AVG subscription - a bargain price isn't a bargain if it doesn't do the job. The reason why we've stuck with AVG is because it's performed admirably, without any issues, and that's important for an organisation like us without a lot of in-house IT expertise. AVG gets on with its job so we can go on with our job, and we value that. It also has a minimal performance hit on our computers, which is important."

## 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.au](http://www.avg.com.au)



## The Solution

### So, why AVG?

When it came time to renew BCG's AVG subscription, Gustafson was extremely happy with the service from AVG's local staff.

"That's a major selling point for me, you know with AVG you have someone locally who you can get a hold of right away and get a quick response," Gustafson says.

"I was emailed a renewal reminder and, when I wanted to discuss things, AVG staff were quick to respond and very helpful. It's very simple to install AVG on new machines, but if we do run into trouble AVG is quick to help - they even helped with the configuration remotely to ensure everything was running smoothly. AVG offers free technical support, and that kind of customer service is important when you're a small not-for-profit organisation."

BCG's staff work across the region, taking notebook computers in and out of the office, so Gustafson values AVG's ability to keep machines safe and prevent them from bringing infections back into the office. He has also been impressed by AVG's advanced features such as LinkScanner - which checks web pages for threats in real time.

"A large part of my role is researching new products and technologies via the internet, so AVG LinkScanner® is an invaluable tool. You never know what you're going to find online, even if it looks like a legitimate site, so it's good to know LinkScanner is watching out for me. I know some other security software relies on list of bad websites, but I know that LinkScanner runs a real time check every time I visit a webpage."

## The Experience

"The AVG software quietly gets on with the job"

With AVG in place, Birchip Cropping Group can focus on its goals for 2010 - working hard for farmers and rural communities to identify new opportunities for improvement in farm practice, cost minimisation, on-farm communication, technology adoption and risk management. Meanwhile Gustafson can rest assured AVG is also on the job.

"I would absolutely recommend AVG to other organisations, especially if you don't have the in-house skills to deal with technical issues. AVG performs well, is very user friendly and there is free technical support at hand if you need it," he says.

"The AVG software quietly gets on with the job, which is one of the things we really like about it. For a group that's not really IT savvy, we know we can get on with the job of helping local farmers, knowing that AVG is looking after us."

## 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.au/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 testament 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.au](http://www.avg.com.au)**

