CUSTOMER

AVG Reseller: Network Integrity Services Limited
Client: JT Atkinson & Sons Limited **Country:** UK
Sector: Builders merchants
Users: 150
Website: www.jtatkinson.co.uk
AVG solution: AVG 2011 Internet Security Business Edition

Minimal impact, maximum protection

"We've used many Anti-Virus products in the past but have now standardised on AVG. The protection is simply excellent... everything that the small to medium business needs."

Mustaq Chandia, Director
NIS

PROFILE

Network Integrity Services Limited (NIS) provides specialist IT support to the builders merchant sector. It's a demanding market and neither the business nor its customers has the time or patience for downtime.

THE CHALLENGE

Looking to upgrade their systems to bisTrack, a modern industry application, builders merchants JT Atkinson engaged NIS to deliver an end-to-end technical infrastructure. The brief was simple. It needed to be fast, efficient and, critically, 'always-on'.

THE SOLUTION

Sector specialist NIS took responsibility for delivering an integrated solution including Internet Security. From previous experience and comparative trials they knew that AVG would not only work seamlessly with the bisTrack application, it would demand less of the hard-pressed IT team and of system resources.

THE BENEFITS

A smooth transition to the new application with Internet Security that was so discreet that JT Atkinson felt the need to check it was in fact operating! Of course it was, AVG's comprehensive reporting facility confirmed a number of threats were detected and stopped. The fact that the AVG solution was also highly competitive was an additional bonus.

AVG.

The Situation

JT Atkinson work closely with IT support experts NIS who they entrust with delivering optimised solutions for their mission-critical operations.

NIS were commissioned to provide a robust and flexible technical solution. Their performance monitoring services and familiarity with an array of components needed to support bisTrack at several companies made them a natural choice for technical support. As with all systems, the issue of security provided a number of challenges. The existing Anti-Virus product was migrated to salvage on-going value. However, this was giving rise to conflicts with other solution components resulting in system crashes. It soon became apparent that Atkinson's would need to upgrade to the standard NIS recipe utilising AVG's world-class protection.

The Implications

It's a fiercely competitive market. To win against the local branches of national merchants, JT Atkinson has to translate their excellent product availability, reputation and customer knowledge into day-in-day-out performance. With all eight branches driven by optimised head office servers – downtime simply isn't an option.

From the back office to the collection counters, everything at JT Atkinson is reliant on IT. Builders are on site and anxious to get on with the job from 7.30am. There's no time for delays, confusion or disappointment.

As JT Atkinson's IT Director, Mark Atkinson explains, System issues at peak times can be disastrous for our business. "On a typical early Monday morning, there are tens of thousands of pounds per hour at stake across the group. Our customers are not slow in coming forward if we are holding them up... nor are they slow to leave the store to head to the nearest competitor, just round the corner."

The Need

As JT Atkinson continues to expand and because it needs to match and exceed the performance of its larger rivals, they need to ensure that their computer infrastructure can keep up.

The small internal team of three IT specialists rely on expert IT resellers like NIS to deliver best advice, technology and support.

"Our objective was to find protection that wouldn't slow the system down and that helped us to get on with our daily priorities. We needed something that would have minimal impact in terms of resources but maximum protection," explained Mark.

The Solution
So, why AVG?

Director of NIS, Mustaq Chandia explains why they chose AVG, "We've used many Anti-Virus products in the past but have now standardised on AVG. The protection is simply excellent... everything that the small to medium business needs.

What we noticed is that all the additional 'bells and whistles' featured on many other AV vendors' business products are simply not being used. And given the fact that they complicate life and add to the server footprint, we don't think our clients should pay for things they don't need or want."

The Experience

So what's been the noticeable difference to their previously implemented Anti-Virus? Mark Atkinson explains "It worked so quietly in the background that at first I had doubts that it was activated. I checked the logs and, sure enough, AVG had discovered a number of viruses and several tracking cookies. All without any system slow-down or a single reboot."

With downtime a thing of the past, JT Atkinson have realised new efficiencies, all of which contribute to their plans to expand the business.

For NIS robust and effective solutions is the foundation of their reputation. Previous experience of working with AVG, allows NIS to recommend and deliver solutions with confidence that they are right for SMB customers like JT Atkinson.

Mustaq also cites the close relationship developed with AVG as a crucial differentiator. "From sales support to direct access to the AVG technical teams, we've found no one to rival AVG. Add to this the fact that their solutions are specifically sized to the SMB and, from a VAR's perspective, you have the perfect combination of right product and right backup at the right price."

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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