Canadian Call Center Service Company Saves on Security with Walling Data

Standardizing on AVG Anti-Virus helps control IT costs, and improve efficiency.

Hickory, NC – December 18th, 2008 - Alliance iCommunications, founded in 1994 and based in London, Ontario, provides some of North America's most recognized corporations with outsourced call center services. For this web-enabled organization, smoothly-functioning technology is key to the productivity of its two call centers and 500 employees.

For the past 12 years, Derek Lightfoot, Alliance's IT Manager, has been responsible for ensuring that the company's massive IT infrastructure, comprising 450 workstations and 20 virtual servers, is secure, functioning at optimum speed, and up and running at all times.

Standardization for cost-savings and efficiency

Three years ago, Lightfoot was faced with pressure from senior management to contribute to an improved corporate bottom line. "Because IT is such a major part of the company's operations, keeping technology costs under control without reducing efficiency is very important," Lightfoot explained. "I knew one of the quickest ways to reduce our IT costs would be to replace Symantec as our anti-virus protection. I had felt for some time that the product was costing us way more than we needed to spend."

Alliance's servers were configured to support only three brands of anti-virus software – Symantec, AVG, and NOD 32. Symantec was already out of contention, so Lightfoot focused on comparing functionality and cost for the other two solutions.

"The next step was for me to compare AVG and NOD 32," recalled Lightfoot. "AVG Anti-Virus was significantly cheaper, but I was not willing to sacrifice security for price alone."

"So, I devised a test in which I deliberated attempted to infect a machine outside our network by downloading several viruses and then ran each anti-virus program on the infected machine. AVG proved the more consistent solution, detecting the viruses every time and stopping them from infecting the machine."

Lightfoot said he was not surprised AVG performed so well.

"I already knew that AVG was a powerful product because I was using the Free Edition at home. This test was the proof I needed to feel secure in my decision to switch the company's anti-virus protection from Symantec to AVG."

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After functionality comes price

Having made the decision to purchase AVG, Lightfoot then conducted an online search for distributors, starting with AVG's website. There, he discovered Walling Data at the top of AVG's recommended resellers list. After doing some research of his own, Lightfoot found that Walling has a long list of happy reference customers, so he decided to give he company a call.

Walling Data is the longest-standing and highest-volume distributor of AVG Technologies solutions in North America. Walling Data is also the only distributor to offer all its customers – resellers and end-users - free, unlimited, U.S.-based pre- and post-sales support.

Walling Data quoted Lightfoot for the required 300 licenses of AVG's Network Edition Anti-Virus, which came in within Lightfoot's budget, and so he went ahead with the purchase.

"Buying through Walling Data was incredibly easy," said Lightfoot. "Their pricing was super-competitive. In fact, purchasing AVG Anti-Virus through Walling saved us 35% over our previous virus protection bill, so that made the management team happy!"

Alliance's IT team has no regrets about switching to AVG. Both the installation and the management of AVG were a breeze, according to Lightfoot.

"Deploying AVG was so simple and easy. When we made the initial purchase, we received an installation package that we simply loaded onto the server. We followed Walling Data's simple five-step instructions and we were up and running in no time."

"AVG has made security easier for us to manage with its granular user access controls. A lot of other products have access controls but not as fine-tuned and customizable as AVG's – users cannot disable the real-time scanning or modify other anti-virus settings."

For more information about how to purchase AVG Anti-Virus, resellers and end users should visit http://www.avg-antivirus.net.

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About Walling Data

Founded in 1994, N.C.-based Walling Data is a value-added technology distributor of technology products for resellers, small businesses, and education and government institutions. Walling Data was the nation's first distributor of AVG security products and today is the highest-volume distributor for the product in North America, with more than 50,000 satisfied customers. Walling is also the only value-added distributor for Cymphonix Network Composer, an award-winning device that helps companies control and monitor users compliance with internet usage policies. Additionally, the company has recently become a distributor of CyberPatrol's parental control and business-grade web filtering solutions. Walling Data provides free, unlimited, U.S.-

based phone and "we-do-it-for-you" remote support for all of its customers. For more information, visit www.wallingdata.com and www.avg-antivirus.net

About AVG Technologies

AVG is a global security solutions leader protecting more than 80 million consumers and small business computer users in 167 countries from the ever-growing incidence of web threats, viruses, spam, cyber-scams and hackers on the Internet. Headquartered in Amsterdam, AVG has nearly two decades of experience in combating cyber crime and one of the most advanced laboratories for detecting, pre-empting and combating Web-borne threats from around the world. Its free online, downloadable software model allows entry-level users to gain basic anti-virus protection and then to easily and inexpensively upgrade to greater levels of safety and defense in both single and multi-user environments. Nearly 6,000 resellers, partners and distributors team with AVG globally including Amazon.com, CNET, Cisco, Ingram Micro, Play.com, Wal-Mart, and Yahoo!. More information is available at www.avg.com.

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