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## **Walling Data Helps Small Business Upgrade Their Computer Security**

*Tennessee-based JL Troy Company discovers “hassle-free” AVG software and benefits of working with the company’s number one US Distributor.*

**CLAREMONT, N.C.—August 7<sup>th</sup>, 2008** – There are more than two million companies in the United States with fewer than 20 employees, and they all have one thing in common; their owners are “jacks of all trades”. To build a successful business, owners must take on multiple roles, from CEO to book-keeper to IT manager – and often everything in between.

JL Troy Company, an automotive electronics and accessories installation supplier in Bartlett, Tennessee, is no exception. Founder Vern Alsobrook has been salesman, marketer, HR professional and technologist at one time or another since he started the company almost thirty years ago. His most recent, and in many ways most challenging, role has been as IT manager.

“With only eight workstations and five users, it didn’t make sense for us to hire an IT professional,” says Alsobrook. “Besides, much of our business is electronics, so I have a fairly good understanding of at least the hardware side of things. It’s been interesting for me to learn more about the software side of things, and how to keep things ticking over smoothly.”

### **“Hassle-Free” Computer Security: A Must for Small Businesses**

Like many small businesses, JL Troy’s first choice for anti-virus protection was for one of the “big name” brands. However, Alsobrook’s frustration grew over the years as the updating process became more and more time-consuming.

“We were installing Norton individually onto each workstation and it just got to be too hard to manage,” Alsobrook says. “I was wasting way too much time – which equals money - trying to keep all of our workstations up to date against the latest cyberthreats. “

So Alsobrook began to look for an alternative solution that would manage itself and wouldn’t bust his meager IT budget. “No-one trying to run a small business has time to babysit software programs to make sure they’re doing what they’re supposed to. I needed to find something that was hassle-free.”

### **AVG Saves Time and Money**

Alsobrook had used AVG’s Free Anti-Virus on a home computer in an earlier life and recalled being impressed with how simple it was to install and manage. So he figured that had to be a good starting point, and began researching costs and suppliers for AVG Network Edition licensing.

“I was delighted to find that, when you buy AVG Network Edition for your business, you get free home user licenses for your employees to use at home,” says Alsobrook. “The company looked to be pretty solid – every business is concerned that a smaller supplier might disappear on you – so we decided to give it a try. We contacted our nearest supplier, [Walling Data](#), and they walked me through what I needed to buy for my business. The price quote was very competitive, and they even gave me free advice on how to set it up, which definitely impressed me.”



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While Alsobrook was pleased with AVG's accessible pricing, he admits to being ecstatic about the completely free and unlimited support that Walling Data provides for all their AVG customers.

"I know the basics of technology, but I'm no expert. So, the help I got from Walling Data in setting up AVG was a real bonus," Alsobrook says. "The free support alone was worth the price of the software!"

[Walling Data](#) is the longest-standing and highest-volume distributor of AVG Technologies solutions in North America. It's also the only distributor to offer all its customers free, unlimited, U.S.-based pre- and post-sales support.

"With my CEO hat on, I'm happy to see how much time and money AVG is saving me, now that I don't have to run from workstation to workstation to see what needs to be upgraded next," Alsobrook said. "And with my IT Manager hat on, I don't have to worry that its anti-virus protection is ever out-of-date, as I did with Norton. I can use the administration console to monitor the status of all the workstations at once."

### **Extra Perks**

Alsobrook discovered another benefit to using AVG when he learned that it integrates directly with his Kerio mail server and firewall to provide comprehensive network and Internet security.

"The technician that I worked with at Walling Data was extremely knowledgeable, not just about AVG, but about our whole technology environment and how things interact. Because Walling also offers Kerio products, they were also able to walk me through how to integrate AVG and Kerio, and how the two solutions complement each other."

When asked whether or not Alsobrook would recommend AVG to a friend, he responded, "Oh absolutely, I already have – several times!"

### **About Walling Data Systems**

Founded in 1994 in North Carolina, Walling Data Systems is a Value-Added Technology Distributor and IT Solution Provider offering innovative high-value solutions to everyday computer security problems for corporate, education, and home technology users. Walling Data was named an Authorized AVG Distributor in 2004 and is the only source for unlimited toll-free phone and "We-Do-It-For-You" remote control support for their AVG customers in the United States and Canada, one reason why thousands of customers each month choose Walling as their supplier of choice for AVG products. More information at <http://www.avg-antivirus.net>

### **About AVG**

Founded in 1991 and with offices in the US and Europe, AVG is a leading international developer of Internet threat protection solutions for consumers and SMBs. AVG is one of the fastest growing companies in the industry with more than 70 million active users around the world. The company employs some of the world's leading experts in Internet security, specifically in the areas of threat research, analysis and detection. AVG's award-winning products are distributed globally through resellers and over the Internet as well as via third parties through Software Developer's Kits (SDK).

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