



Quality Service. High Performance Solutions. No Compromises.

Wisconsin IT Service Provider Ditches Norton Anti-Virus for AVG

Walling Data insures AVG Network Edition delivers a superior customer experience and improved reseller margin.

Claremont, NC. – December 4th, 2008 - Applied Micro Technologies is Southwest Wisconsin's premier computer and networking specialist, providing total computing solutions for small and medium sized businesses (SMBs).

For the past fifteen years, hundreds of SMBs in the Lancaster area have been turning to Applied Micro for a wide variety of technology services including the purchase and maintenance of hardware, software and VoIP products, network setup and management, troubleshooting and onsite and remote network management.

As a trusted reseller of software and hardware products, Applied Micro has researched and tested thousands of software solutions, from security to data recovery, to video processing products, and chooses only the best for its clients. These days, there is only one brand of security software that the Applied Micro team of experts trusts to protect both their own network and their clients' networks: AVG Network Edition.

Norton No More

For many years, Applied Micro provided Symantec's Norton Anti-Virus to its customers as the security solution of choice. While they were satisfied with Norton's threat detection performance, Applied Micro's engineering team were aware that the software was requiring more and more significant system resources over time, an issue that negatively impacted clients' network performance.

So, this year, the team decided to explore other security solutions in a quest for a product that would use fewer system resources without sacrificing quality of protection against adware, spyware, and virus threats. Early in the research process, it was becoming clear that many top technology insiders preferred AVG Network Edition as a robust, cost-effective solution.

Holly Nubel, officer manager at Applied Micro, recalled clearly how the AVG evaluation turned out. "Initially, we tested AVG on our own network, and we quickly discovered that its impact on system performance was way lower than Norton, and also looked as if it would be less expensive to implement."

Walling Data, the Perfect Choice for Resellers

Nubel was tasked with finding an AVG Distributor from whom they could purchase AVG Network Edition products for resale to their clients. She found [Walling Data](#) online and was pleased to find the company had a long-standing and successful relationship with AVG.



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Walling Data is the longest-standing and highest-volume Distributor of AVG Technologies' solutions in North America. It is also the only distributor to offer all its customers – resellers and end-users - no-cost, unlimited, U.S.-based pre- and post-sales support.

"I was very happy with the service I received from Walling Data when I inquired about purchasing AVG from them", said Nubel. "Walling Data's team was responsive, helpful, and clearly understood my needs as a reseller. Every time I've dealt with the support team there, my questions have been taken care of smoothly and efficiently."

"I was also delighted to learn that Walling Data provides resellers with a considerably better margin on purchasing AVG products than we were able to obtain from Symantec. That was the icing on the cake for me – it sealed the deal."

No Regrets with AVG

The Applied Micro team feels that switching to AVG Network Edition has been one of the better decisions they've made this year.

"We love AVG because it doesn't drain system resources the way other anti-virus solutions do, and AVG offers affordable, multi-year subscription rates," Nubel said. "I definitely feel that AVG is the best product in its category and we are proud to be able to give that level of protection to our clients and know that it's not going to break the bank – theirs or ours!"

Continued Nubel "Customers who have purchased AVG from us have been very pleased. None has experienced virus or spyware issues, and we are easily able to remotely manage their installations using tools that AVG builds into the product."

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 75,000 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



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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 80 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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