

THE COMPUTER SHOP CONWY PLUMPS FOR BITDEFENDER



“We use BitDefender and recommend it to all our customers”

Dave Mason, The Computer Shop Manager

On being introduced to the BitDefender suite of antivirus and Internet security software, the owner of The Computer Shop of Conwy Bay, North Wales was so impressed that he decided to install it for the business as well as for his own staff's personal computer protection. After three years service, BitDefender remains the security software suite of choice for The Computer Shop and today it is the only brand in stock and sole recommendation for all new customers.

“It's support that counts in the long run,” says TCS Manager, Dave Mason. “We have had a lot of security software products that have started off very good but eventually the support goes downhill. They get too big for themselves and have other priorities but BitDefender has been very consistent and we have built up a good working relationship.”

As well as retail sales, The Computer Shop has a growing customer base of business users. These include a number of hotels and construction companies based in North Wales. Most of these are small companies, although two of the most recent implementations involved network installations with a management console and client security deployed for up to 40 users.

“Since we are using the BitDefender software we are all familiar with the way it works and we can



provide much of the general customer support ourselves,” says Dave Mason.

The Computer Shop also provides laptop, computer and PC repair and servicing backed up by fully equipped workshop facilities. Its high profile and reputation in the North Wales area makes it one of the first calls for computer users in difficulties.

“Even after all the publicity about Internet scams, we are still seeing around ten cases a week of computers and laptops compromised because users are not installing effective anti-virus protection. Having learned their lesson the hard way, they are usually happy to register for a BitDefender license.”

Unfortunately the clean-up process may result in the loss of photographs and other valuable records, unless of course the user was taking precautions to back up the information to an external drive.

Asked about which of the BitDefender features is most appealing – or of best value to his customers, Dave Mason plumps for the back-up function bundled with the Total Security package.

“That is really good because we have seen a lot of people in tears because their hard disk had failed and they had not backed up their files. Although in some cases we can help to recover their data, this does take time and more expense.”

“The back-up functionality definitely adds value to the overall BitDefender proposition,” concludes Dave Mason.

ABOUT BITDEFENDER //

BitDefender is a leading global provider of security solutions that satisfy the protection requirements of today's computing environment. The company offers one of the industry's fastest and most effective lines of security software, setting new standards for threat prevention, timely detection and mitigation.

BitDefender delivers products and services to over 41 million home and corporate users in more than 180 countries. BitDefender has offices in the United States, the United Kingdom, Germany, Spain and Romania. Further information about BitDefender can be obtained by visiting:

<http://www.bitdefender.co.uk>

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