

“Customers trust our judgement and they prefer the service offered from our staff rather than doing it themselves online, so BitDefender has benefitted our business from this point of view.”

Peter Fear, Computashack proprietor



BitDefender reseller
Computashack is based in Aberdare, one of the principle towns in the valleys of South Wales. This region, formally one of the pillars of Great Britain’s industrial revolution, is now enjoying a renaissance through business development and regeneration. Peter Fear has also made a personal transition moving away from a career in manufacturing engineering to launch his own business, six years ago, building and repairing computers.

By setting up Computashack, Peter was able to put this interest into operation and he soon built up a lucrative business serving home users, professionals and small business users. The business now comprises a retail shop and workshop, open seven days a week, selling computers and laptops as well as IT accessories and software. Computashack also trades online through its website which has full e-commerce facilities.

Initially Peter spent most of his time travelling around the area sorting out various problems for home and small business users. A large proportion of these calls would be because of Internet connectivity and the growing problems associated with malware.

“We are still seeing a lot of customers with computer virus contamination. Currently we are receiving between 10 and 20 machines a week with these problems. Although most of these do have a major brand anti-virus protection installed, they are still being compromised as malware writers become even more innovative.”

“Once these machines have been cleaned up we will advise customers to install more effective pro-active malware protection. Our recommendation will be based on several factors, depending on business or home application and the customer’s preference for additional features.”

For customers looking for a comprehensive solution, Computashack recommends BitDefender Total Security. “We use it ourselves and it ticks all the boxes,” says Peter Fear.

“In addition to effective zero day protection, BitDefender offers a range of features such as Active virus control, file encryption and online back-up facilities. And it is relatively light on processing resources.”

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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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