



CUSTOMER

Client: Pinewood **Country:** UK

Sector: Automotive Software

Users: 12000

Website: www.pinewood.co.uk

AVG solution: AVG Anti-Virus Business Edition

The critical question of support

“They know us, ‘get’ us
and are always there
when we need them...”

Mark Wright, IT Operations Director
Pinewood

PROFILE

Pinewood specialises in providing automotive dealers with a single source IT solution that covers all their business critical operations.

Dynamic, agile and forward thinking, Pinewood’s success has been built on simplifying the end user experience and delivering no unscheduled downtime.

THE CHALLENGE

From single site independent dealers to multi-branch franchise chains, the level of end user IT literacy and system resources varied dramatically.

Pinewood required protection in the cloud, at the customer end point and across the Pinewood system. Simplicity, speed effectiveness and ease of operation were key criteria.

THE SOLUTION

In comparative trials, AVG delivered outstanding threat detection and also proved to be the least obtrusive and system-hungry option.

THE BENEFITS

The Pinewood promise of brilliantly simple and effective solutions has now been extended into the protection they offer their clients.

AVG’s UK based technical and account teams also serve to help Pinewood deliver the highly personal and responsive service on which they have built their brand.



The Situation

No protection or the wrong protection.

Pinewood offers the UK automotive dealer sector a one-stop-shop IT solution. It covers all key day-to-day IT operations from specialist lead management functions through to customer billings and from business accounts to e-mail and internet.

The proposition is simple and compelling – Pinewood takes responsibility for all things IT, leaving the dealership team to focus on the business of selling cars and delighting customers.

It's little wonder therefore that over 600 automotive dealers nationwide now rely on Pinewood to keep their businesses running smoothly.

But hundreds of outlets and upto 12,000 users means a diverse range of IT literacy and hardware.

Mark Wright, IT Operations Director at Pinewood explains the issues: "For many dealerships IT is a low priority item, unless it goes wrong of course. We often find that they either have protection that is too 'heavy' and complex for their team and systems, or the protection is a very old version or... they have none at all."

The Implications

If they won't manage it, you have to...

Unless Pinewood could establish a common protection platform across all dealerships it couldn't centrally control that protection or guarantee the security of the entire network.

But this is only one part of the picture. The Pinewood value proposition hinges on a solution that all users will find intuitive and that will always be available and fast.

Anything less than a light, easy and unobtrusive solution could serve to undermine this promise.

Wright explains some of the implications of the wrong protection; "You're only as good as the weakest link in your network, technology, user community or service. Our customers aren't interested in the causes behind even the briefest downtime so we have to be uncompromising. When it comes to service that often means you are only as good as the vendors behind you."

The Need

Standardise to a higher standard.

Pinewood needed a single protection solution across the entire network from central infrastructure to end-users. They needed a solution that was simple to manage centrally and one with which the least IT savvy end user working with ageing technology could live with.

Wright is very clear about the priority order of selection criteria;

"Pure protection power always comes first. Second is end user ease. Third is resource footprint. Fourth is vendor support and fifth is ease of central management. That fourth point however is probably more important for us than its position in that list suggests. The best technical solution in the world can be undermined by poor support... it's why we insist on a UK based vendor technical team and preferably having a named contact who takes being there for us personally".

Why AVG?

- 110 million business and home-users worldwide
- 1 million more users every month
- Trusted by the world's most demanding businesses
- Comprehensive business protection – file server, email server, workstation
- Multi-award winning performance
- Engineered for no-compromise protection that is easy to live with
- Unique LinkScanner® technology delivers real-time protection
- Comprehensive support and service

For more information visit www.avg.com



The Solution

Enhancing protection, simplifying life...

Wright and his team compared all available solutions before selecting AVG. Eight years on they still regularly review new offerings from competing vendors, but remain loyal to AVG.

"In AVG we have found an answer that ticks all the boxes from protection to usability and through to simplifying central administration. We encourage all our dealers to migrate to AVG both to protect themselves and the network" Wright explains.

The Experience

Like the product, like the service, like minds.

Wright reports that end users who have moved onto AVG suffer none of the delays, interruptions or frustrations associated with their previous resource heavy solutions, despite the fact they are enjoying advanced protection.

For Wright the fit goes beyond the technological and into the cultural alignment between the two

organisations; "On every level we see great performance. Our clients rely on us to provide not only a seamless service, but a personal one too. We like to talk to our customers and get to know them and that's what we look for in our vendors – being able to pick up the phone and talk. AVG work to the same code."

"They are a very personable team... it's a technology business with a human face. They know us, 'get' us and are always there when we need them. It's the way a vendor/client relationship should be."

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Try AVG software for 30 days with free support – with no obligation to buy. During the trial period, you have full access to all programme functionality as well as free, round-the-clock technical support.

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About AVG technologies

Since 1991 AVG has championed the cause of Internet security for all. Its team includes many of the leading experts in software development, threat detection and prevention and risk analysis. The business solutions this team delivers are always innovative, effective and comprehensive. Critically for smaller businesses, they deliver this uncompromising protection in the fastest, lightest and most user-friendly way possible.

A strategy of closely matching product and support to the real-world needs of both business and home has rewarded AVG with more than 110 million active users worldwide. A multitude of awards and the recommendation of experts in business protection bear testimony to the benefits of the AVG approach.

AVG Business Edition products support all the major operating systems and platforms and cover email, file servers and workstations. This range is distributed globally through a carefully selected reseller base and directly via the web.

AVG is already the world's fourth largest vendor of Anti-Virus software and is continuing to grow rapidly. Nearly 6,000 resellers, partners and distributors – including Amazon.com, CNET, Cisco, Ingram Micro – team with AVG. These partners recognise the need for the faster, lighter business-class protection that defines the AVG experience.

For more information visit www.avg.com

