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My business runs on honest reputation and that's why we use Emsisoft.

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**Russell Barker (aka Rusty),
Manager at The Computer Company.**

Challenges with previous solutions

- Shady advertising practices
- Disruptive pop-ups
- Increasingly bloated product

The Computer Company had worked with another cybersecurity vendor for 12 years before discovering Emsisoft. Initially, Rusty was quite content with the partnership. The commission model was attractive and the product was reliable — everything he'd been looking for in an antivirus provider.

"It was a very solid product when it started, very non-interrupting to the client," explained Rusty. "It didn't have many pop-ups. We don't like our clients being interrupted with rubbish."

However, over time, Rusty began to notice some changes. The once lightweight solution began to get slower and more bloated as the vendor introduced new features in an attempt to compete with other products.

The partnership came to an end when Rusty discovered that the vendor was advertising another range of products directly to his clients — customers the vendor would never have acquired without The Computer Company. It rubbed Rusty the wrong way. Not only were his customers being served disruptive pop-up ads, but the vendor was also going behind his back to avoid paying The Computer Company the commission it was due.

"I quickly decided that that was quite rude - professionally rude - perhaps even bordering on the illegal, so we started looking around for another solution," explained Rusty.

Overview

Customer

The Computer Company

Industry

IT services

IT environment

Emsisoft reseller with 400+ active licenses

Solution

Emsisoft Anti-Malware

Emsisoft Browser Security

The Customer

The Computer Company is a busy brick-and-mortar store based in Victoria, Australia. In addition to selling retail hardware, the company also provides a broad range of maintenance and repair services. The Computer Company offers an installation of Emsisoft Anti-Malware with each sale of a new computer or laptop, after completing a maintenance request and when a customer's existing antivirus product is due for renewal.

For Russell Barker (aka Rusty), manager at The Computer Company, customer service is the number one priority.

Reasons for choosing Emsisoft

After deciding to end the partnership, Rusty began exploring other options.

"I started looking at small computer businesses around Australia that offered similar services to those we provide. I looked at the antivirus products they had on offer and that's when I discovered Emsisoft."

Rusty chose Emsisoft based on the following factors:



Effective malware removal

Rusty's hands-on experience left him impressed with Emsisoft's malware removal capabilities. "We made a one-off purchase. We installed Emsisoft Anti-Malware and threw it at a known infected computer. We were very impressed with the speed at which it fixed those problems."



Competitive pricing

Brick-and-mortar stores naturally have higher overheads than businesses that operate exclusively online. Rusty was drawn to Emsisoft's competitive pricing and attractive commission model, which would help the company continue to drive profits.

"The rest is history, as they say," said Rusty. "We dumped our previous vendor straight away and moved all of our customers over to Emsisoft."

Business benefits of becoming an Emsisoft partner

Becoming an Emsisoft partner hasn't revolutionized the way The Computer Company operates, but it has enabled the business to deliver a better customer experience by providing a faster and less intrusive antivirus product.

It has also resulted in a more secure and honest partnership, as Rusty no longer has to be concerned about his antivirus partner advertising to his customers.



Rapid installation

The Emsisoft installation process has been integrated into a custom-built system that manages all the workflows at The Computer Company, which helps technicians save time and minimize the risk of user error. The installation also makes use of Emsisoft's customizable templates, which control how Emsisoft protection software looks and feels on the user's computer. "It's a very fast process. From request through to install takes about 60 seconds."



Intuitive GUI

Emsisoft's intuitive GUI makes the protection software easy to use. "The GUI is very easy to understand. It's simple and it doesn't get in the way of using the computer. We're in control of how many pop-ups the customer sees and what information is displayed."



Low resource usage

"It's an easy-to-use product and it's very, very low on resource hogging. It doesn't take up a lot of memory and it doesn't take up a lot of disk usage or CPU time, which means our customer's computers run faster."

"Emsisoft matches our very professional approach and it matches our very high customer service level."