AVG *Business*

pro Logic

AVG CloudCare's Remote IT Tool Earns its Keep

"It's no exaggeration to say that AVG's Remote IT tool has been the turning point for us to start focusing on cloud-based services"

Paul Fox
Director,
Prof Logic Computers (UK) Ltd

Profile

Paul Fox is director of Pro Logic Computers (UK) Ltd, a full-service IT services company based in Pontefract, W. Yorkshire, first established over 25 years ago. The firm serves more than 1,800 regular clients ranging from the general public to local businesses, schools, colleges and councils. All told this amounts to a total of around 2,500 workstations and servers.

The Situation

The introduction and rise in popularity over the past couple of years of cloud-based services, like online storage or hosted telephony, has had a huge impact on Pro Logic's business. Gradually they have seen the business move from dependence on long-term contracts and annual renewals to one centred on providing customers with proactive monitoring and maintenance for a monthly service charge.

The Solution: AVG CloudCare™

AVG CloudCare is a cloud-based platform that allows remote deployment and management of IT and security services especially tailored for small and mediumsized businesses. With AVG CloudCare, small businesses can enjoy the benefits of simplified IT management, pay-as-you-go services and increased productivity.

We have migrated all of our AVG customers from the traditional antivirus product over to AVG CloudCare. Currently we have 55 customers and 385 end points running antivirus and/or content filtering on the AVG CloudCare platform. The free remote desktop capability that comes with AVG CloudCare is proving really handy, especially where you are dealing with non-technical end-users. AVG's Remote IT allows you to do 99 per cent of all maintenance remotely. It's so easy to use that we have even started to implement AVG CloudCare for some of our residential customers too.

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The Benefits

In common with many IT service providers Pro Logic has been using remote support tools for quite some time. With so many remote support tools available these days the company is finding that it is no longer the competitive advantage it once was. Customers expect their service providers to use them by default. Even so you still have to pay to use them and they can work out to be quite expensive.

According to Paul Fox, aside from their cost, many of these tools also have their little niggles: "Some can be a bit cumbersome to connect, especially if you have someone on the other end without an IT background. Some require the end-user to go to the tool's website before you can activate the connection. This can be problematic if, as can happen in the case of a spyware infection, the user's browser is not working. Some end-users can take up to 15 minutes of handholding before they are able to connect you to their machine while others just cannot be bothered and demand that you jump in your van and come in to sort things out in person.

"Not so with AVG CloudCare which comes with its own support tool, called AVG Remote IT, completely free of charge. Now if someone has a browser problem we just type in their password and we are straight in. AVG Remote IT offers a number of useful functions for free that other remote tools might reasonably charge for. For example, you can remotely shut down or wake machines, chat, set policies according to broadband speeds and execute file transfers."

As an example, Pro Logic recently had a customer who wanted them to deploy an important update to specialist software on one of their machines. "In the past we have to download it, pop it on a flash drive, send it in the mail and entrust them to install it properly," says Fox. "However, using the file transfer capability within AVG CloudCare we were able to connect to the customer's server and remotely deploy the software on seven of his machines. Instead of taking a day or more it took us just five minutes.

"At the moment you can only hop onto machines that have AVG CloudCare installed. It would be good to be able to connect to any machine on the customer's network, regardless of whether it has AVG CloudCare or not, so you could find out why their browser is not working, for example. But if AVG continue to talk to their resellers like they do now I see no reason why we should not be able to look forward to this capability being added in some future release."

Pro Logic has been especially impressed with AVG CloudCare's versatility. "You can offer it right across the board – from IT professionals with 100s of computers down to someone with a handful of licences," resumes Paul Fox. "I've even installed it on my mum's laptop for when she needs help. If the customer has no antivirus solution in place we use AVG CloudCare. Even if they do already have antivirus installed, we generally insist they take AVG CloudCare or we won't be able to support them. In fact it's become so important we include AVG CloudCare as part of their maintenance agreement because it's so easy for us to jump onto their machines remotely when they are having problems."

Customer Satisfaction

"Our customers love it," continues Paul Fox. "They can see the added value having the remote assistance gives them. As mentioned before, we now routinely prescribe AVG CloudCare as part of any maintenance agreement. Most customers are happy to accept it without question. If they do ask anything, it's usually wanting to know how we run a scan. In the majority of cases having the AVG Remote IT capability really earns its keep.

As an example, we recently had a client where the in-house IT person was able to use the AVG Remote IT capability to roll out an antivirus renewal across many different sites around the UK. She really liked the way she was able to buy a standard licence renewal from us, put it into AVG CloudCare and remotely deploy to all the sites and, perhaps more importantly, remotely assist her colleagues at the same time. This same customer has three businesses that we look after and another 15 that we do not. The company also uses SAP. The same IT person – who has to support everything – was able to use AVG's Remote IT tool to remotely assist in the roll-out of an important SAP update. The customer was delighted they could use the tool not just for standard AVG roll outs but to help with non-AVG related issues too."

Summary

Paul Fox: "It's no exaggeration to say that AVG's Remote IT tool has been the turning point for us to start focusing on cloud-based services. We have since joined the AVG CloudCare Partner Advisory Council and are eagerly anticipating the arrival of some of the things we've heard are in the pipeline. We've already deployed AVG CloudCare's Email Security Services across three sites. AVG CloudCare has opened our eyes to the whole cloud-based services model. For example, the cost and flexibility benefits of this model inspired us to move away from an on-premise Exchange server to selling hosted Exchange services – currently delivered via the cloud."

The AVG Experience

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About AVG CloudCare™

AVG CloudCare is the free, cloud-based administration platform with "pay-as-you-go" services that simplifies the management of small business IT.

It delivers partners the opportunity to grow a managed security services business from a free platform that delivers many of the key functions of expensive enterprise IT management tools.

For more information visit **www.avg.com/cloudcare**