

## Finding that ideal partner...

When culturally, ethically and operationally it fits like a glove, you've found your perfect match.



### The Situation:

When a former Virgin Mobile senior executive spotted a consumer dilemma to which no one offered an answer, he knew he had something the consumer champion brand would love.

Joe Steel, a key figure in establishing the Virgin Mobile business, noted how whilst we are all increasingly dependent on technology and love it when it works, when it goes wrong, we're totally lost.

Steel recognised that often it fails us through no fault of our own, but because technology providers don't make it easy to get the most out of what they sell us and that their support often leaves a lot to be desired.

“AVG brings Virgin Digital Help the brand of choice for those who know what's what in Internet Security along with a loyal client base of 110 million users created almost entirely through word of mouth.”

Tim Dowling, Marketing & Customer Operations Director,  
Virgin Digital Help



### CUSTOMER

Company: Virgin Digital Help

Sector: Technology

Country: UK

Website: [www.virgindigitalhelp.co.uk](http://www.virgindigitalhelp.co.uk)

### PROFILE

Virgin Digital Help is a new service that helps consumers keep all their technical equipment running smoothly. They offer a number of packages from a free downloadable Desktop Helper to answer 40% of the most common computer related problems through to a freephone telephone support service and even home visits to sort out the trickier problems.

### THE NEED

Virgin Digital Help had a great proposition, but to complete their product offering they also needed an internet security provider on board that would deliver great protection, that wouldn't frustrate the end-user and could offer a basic service for free.

### THE SOLUTION

AVG and Virgin Digital Help represented a great cultural fit, sharing a similar business model and a common desire to outmanoeuvre the competition. AVG were able to move at pace in order for Virgin Digital Help to get to market first and earlier than anticipated.

### THE EXPERIENCE

Both AVG and Virgin Digital Help benefit from each other's brand equity and reputation. As a result of the partnership, there is also the opportunity to co-market to existing client bases of both organisations and provide end-users with the choice of the free or premium services they need. It's a win-win situation.



## The Opportunity:

Getting support for all your technical equipment isn't easy. Going to every individual manufacturer when you are trying to make sense of a huge amount of interconnected gear is at best tricky. The next option is to buy a support package from technology retailers and often that support is either limited in scope or expensive.

"The issue seems to be that it is no one's core business. To retailers support is often a tool to upsell or cross-sell product lines. To the manufacturer it's more of a necessary evil," explains Tim Dowling Marketing & Customer Operations Director of Virgin Digital Help, "We thought that if we could provide independent, comprehensive support from the brand known as a consumer champion, consumers and businesses would have a genuinely new option to solve their problems".

## The Need:

Virgin Digital Help had a great proposition. They had the infrastructure to provide 24-hour telephone support. They also had a highly accessible business model – a basic service that provided online support free of charge, with premium options for those whose need was greater.

But with a proposition that promises people that they will get the most out of their technical gear, they also needed an internet security offering that would deliver. This meant that internet security had to be in line with Virgin Digital Help's 'giant-killer' brand position and would deliver great protection; that wouldn't frustrate or delay the end-user, and which could offer a basic service for free.

Whoever they chose, the partner would also need to move at pace. The Virgin Digital Help team were keen to get to market first.

## The Solution:

The AVG/Virgin Digital Help partnership was a match made in heaven.

"The cultural fit between the businesses was obvious... AVG are a respected global brand and yet are still entrepreneurial, disruptive, dynamic and consumer-focused in nature. We also share a similar business model and a common desire to out-think and outmanoeuvre the competition. Working with an AVG project team who are empowered to make decisions has allowed us to make this happen."

And what about the fundamentals – the quality of product? Dowling is clear, "AVG brings Virgin Digital Help the brand of choice for those who know what's what in internet security, and a loyal client base of 110 million users created almost entirely through word of mouth. Of course we also completed a rigorous technical evaluation and that just served to confirm why so many people vote with their feet and choose AVG."

"We both benefit from each other's brand equity, we co-market to a huge existing client base and provide end-users with the choice of the free or premium solutions they appreciate. Everyone wins."

## A model to be repeated?

AVG's Graham O'Reilly, Business Development Director, is keen to repeat the experience.

"Virgin Digital Help is a genuinely exciting project. It's visionary, it's fast moving and it's all about a can-do attitude. That's precisely the sort of need our responsive, flexible approach is designed to answer.

Virgin Digital Help is a great illustration of the AVG strategy of targetting occasions where our service is highly relevant – where end-users need effective, affordable protection that won't get in the way - for instance when buying new technology or removing viruses .

In short when we're relevant, we want to be present."



## 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.