

Reputation on the line?
Then walk carefully.



“For small business it has
to be ‘fire and forget’.
Our clients are running a
dental practice, not NASA”

Pam Rodgers, Managing Director
PRR plus



CUSTOMER

Client: PRR Plus
Sector: Dental Industry
Country: UK
Users: 18,000+ across 800 dental practices
Website: www.prrplus.co.uk
AVG solution: AVG Internet Security 9.0



PROFILE

PRR Plus specialise in IT support for the dental industry. 800 UK practices now rely on PRR Plus to keep their practices operating. These busy medical professional end users have little interest in or patience for IT and it's complications.

THE CHALLENGE

Most modern dental practices simply cannot operate without efficient IT. From accessing dental records to communicating with patients and buying medical and administrative stock, the Internet is central to their operations.

But when a lack of end-user in-house technical expertise meets complications or delays, users often switch off protection or ignore threat alerts they don't understand

THE SOLUTION

Over the years, PRR Plus has used many competing Internet security products. They've found AVG to be not just more affordable but often more effective in threat prevention as well as faster and less demanding of the end user and their PC. As a result AVG is not only the Internet Security they recommend for their end users, it's the solution PRR Plus use to protect their own.

THE BENEFITS

When asked why PRR Plus believes that AVG is better suited to small businesses, the answer is clear. The team point out that between 50 and 60% of the features included in other enterprise born products are of no real-world use to the small business. The fact that AVG has helped significantly reduce approximately 37% unscheduled downtime has freed both customer and reseller to get on with the business of business.

The Situation

When your reputation is only as good as the technology and support you provide you have to choose carefully. With IT support specialist PRR Plus this is a very real issue.

PRR Plus is the IT specialist British dental practices turn to to keep themselves operational day in day out. The 17 strong Blackburn based team provide a turnkey service – hardware, software and on-going support. In all senses the buck stops here should things go wrong. And if they do go wrong, there's a lot at stake for everyone involved.

That's over 800 practices trusting their daily operation to PRR Plus and a typical practice may have between 5 and 10 PCs and a server.

From traditional family owned practices through to ambitious, entrepreneurial businesses running multiple local surgeries there is a heavy reliance on IT, but a distinct lack of in-house expertise.

The Implications

IT ... low interest, high importance

Today's dental practice is dependent on digital communications. It is a requirement that no patient procedure can commence without access to the digital dental records of the patient and no payment will be made without completing the on-line reports.

As a result unscheduled downtime means empty chairs. Each empty chair can mean up-to £3000 lost per day. Each practice may have multiple chairs. The sums can rapidly become frightening.

What's also at stake is confidential medical information – the personal details of many hundreds, often thousands of patients over which the practice has a duty of care. Security is vital.

Of course, in common with most small business each practice uses the Internet extensively. Not just for communicating with the NHS, but for communicating with patients, buying medical and administrative stock on line and much more. All this activity naturally opens up clients of PRR Plus to cyber attack.

But like many professions, whilst the PC and the Internet are important tools, their users are far from interested in how security works. Until it goes wrong.

The Need

Protecting every client, one at a time.

Whilst Internet Security is a modest element of the PRR Plus revenue, it is a high priority item. Managing Director Pam Rodgers explains "We simply will not support a practice that does not have comprehensive and up-to-date Internet security in place. Data integrity and security is vital to them and to us too. At the end of the day our reputation is only as good as the performance of the IT solutions we put in place, and the greatest threat to that performance is cybercrime".

Our clients are highly intelligent and focussed professionals – IT is a tool and they just expect it to work... always. There is a distinct sense of humour failure when it doesn't."

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

So, why AVG?

Over the years PRR Plus has used a variety of competing Internet security products, contrary to popular belief all are not equal. Pam explains, "We've used or experienced all the major brands. It's been a real eye-opener about the importance of software simplicity, ease and speed.

We've found systems riddled with viruses, malware and even systems that are being used as storage for online poker sites. Often it's not because the software wasn't able to stop them, but because they haven't understood the messages or have been frustrated with delays. As a result the end user will have simply ignored messages or even switched off the protection."

So what makes AVG different? Pam Rodgers explains "We found that AVG simply did everything that the complex, resource heavy, more expensive enterprise class packages did and often more, but it simply asks less of the end user and their PC."

"The first point of engagement with AVG came in the search to replace our existing vendor – we had simply run out of patience with the headaches caused by the over-engineered and under-supported incumbent. It was causing us enough headaches on our own network, let alone for our non-technical end users. We trialled AVG and the contrast was amazing – much faster scan speeds, far fewer interruptions and much lighter on resources... it was also more affordable. So we became an authorised reseller. As we installed it on an increasing number of practices AVG was picking up on viruses the previous software had let through."

The Experience

"Our clients are running a dental practice, not NASA"

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Pam explained "It seems all this functionality does is to slow the system down and charge you for the privilege. We spent a lot of time with new clients who had legacy Internet Security software disabling a high number of elements just to make their software liveable with. I can understand major corporations wanting the option of using and customising to the nth degree, but for small business it has to be fire and forget. Our clients are running a dental practice, not NASA".

For Pam and the team at PRR Plus it boils down to a simple operational imperative. Downtime is something that has to be scheduled if it isn't going to cost money and reputation. The fact that AVG has helped significantly reduce approximately 37% unscheduled downtime has freed both customer and reseller to get on with the business of business, not crisis.

Download AVG Software Today

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.

Visit <http://www.avg.com/download> to download today.

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 testament 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

