

AVG Reseller: **Advanced MicroSystems, Inc.**

Clients: **70**

Website: **www.amsmaine.com**

AVG solution: **AVG CloudCare™**

Life Simplified With AVG CloudCare

Resellers, Take Note!

“We would very much encourage other resellers to take a look at AVG CloudCare. It does not take very much time or effort to see how AVG CloudCare can quickly and easily be added on to your service offerings and generate recurring revenue that you can count on each month. For us it has helped us smooth out the highs and lows associated with yearly-based subscriptions. Prior to AVG CloudCare, we had several clients coming up for renewal one month and then none the next month. Now we can count on a certain amount of revenue from antivirus subscriptions each month. The best thing is that because AVG CloudCare makes our job so easy, we are able to sell more and the numbers have only been increasing each month. Thanks to AVG CloudCare, our antivirus revenue stream is now on autopilot.”

– Kevin Landry, Advanced MicroSolutions, Inc.

Profile:

Kevin Landry is the CEO of Advanced MicroSystems, a full-service IT consulting company that has been in business since 1996. The firm has 7 employees and serves about 70 clients on an ongoing basis, who have approximately 1,100 workstations and servers. The average client is a small business with around 15 to 20 employees. Niche markets include law firms and nonprofits. While the majority of clients are located within an hour's drive of Advanced MicroSystems' office in Lewiston, Maine, some clients have multi-state locations.

The Situation:

Like many break-fix resellers, Advanced MicroSystems used to spend a lot of time on site at its clients' offices troubleshooting individual settings on their workstations. Now, says Landry, "With cloud-based services, we spend far less time troubleshooting tiny little problems and can focus on preventative maintenance and larger projects. We can service our clients much more efficiently – especially with remote deployment of services such as AVG CloudCare."

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 medium-sized businesses. With AVG CloudCare, small businesses can enjoy the benefits of simplified IT management, pay-as-you-go services and increased productivity.

The Benefits:

Since adopting AVG CloudCare in December 2012, Landry reports on-site visits have been halved. "The vast majority of our work can now be done remotely, which saves both time and money. We can service a far greater amount of clients with the same number of employees and spend just a fraction of the time we used to on the road traveling to client sites. Now we see our clients once in awhile for face time."

Landry expands on the benefits: "By having AVG Remote IT included for free with the AVG CloudCare subscriptions, we can easily connect to our clients' PCs while working in the AVG console. There is no need to launch and/or configure a separate remote access piece of software. It's as simple as clicking a button -- and we're connected and working on our client's workstation. But best of all, everything is located in one single free console, including problem alerts and sales opportunities."

Ramping Up:

"AVG CloudCare has helped us to grow the number of customers we can serve from 0 to 400 in a very short period of time as well as service them more efficiently and cost-effectively," added Landry. "AVG Remote IT is a key enabler. It's already saving us thousands of dollars a year by minimizing on-site support, while adding to our customer satisfaction."

The AVG Experience

"Adopting AVG CloudCare has been an incredibly easy experience for us. It's not often that we can say that in IT," says Landry. "AVG CloudCare just works -- it really does! Whenever we can simplify our lives, and still have reliable, positive results, believe me, we jump at the chance. The AVG CloudCare console is so intuitive, we needed zero training on it."

An AVG AntiVirus reseller for the past five years, Landry says a key reason he chose AVG years ago was customer service. "It seems like such an easy thing, but our calls and emails are actually returned, which is much more than I can say about a lot of other customer service teams. But it goes WAY beyond that. We truly get the sense that they genuinely care about our success."

Customer Satisfaction

“AVG CloudCare just works -- it really does!”

Landry says he hears nothing but praise from Advanced MicroSystems' customers regarding the AVG service. One of the top benefits is the ability of AVG and Advanced MicroSystems to help customers grow according to their needs.

One of their customers, Isaacson & Raymond, P.A., made the switch to AVG CloudCare from a competing antivirus product on Advanced MicroSystems' advice. The 22-person general practice law firm found their previous AV product was a resource hog which bogged down the network of the law firm.

"Along with very competitive pricing, one of the other great things about AVG CloudCare is that we are only required to purchase the exact number of licenses we need. We don't have to round up to the nearest five or 10 licenses," said Lisa Dumont, office manager, Isaacson & Raymond. "We are getting enterprise level antivirus protection with the flexibility to add or remove single licenses as needed. We only pay for what we use."

And there is also a feeling of expert care and security. Added Landry, "Our clients tell us that they feel as though they are getting enterprise level virus protection along with the comfort of knowing they have the option to purchase add-on services such as content filtering and email security services should they need it down the road."

And this Translates to....Real Value and Results

Landry says all the benefits he receives from AVG CloudCare have a direct impact on the bottom line. "Thanks to AVG CloudCare, we have more than quadrupled the profits associated with selling antivirus subscriptions. Prior to AVG CloudCare, we had a healthy 40% margin on antivirus renewals. Now with AVG CloudCare, since the perception is that the monthly fee is a minimal expense, we are able to add recurring revenue and improve our margins considerably and still remain extremely competitive. We'll soon reach the highest discount tier and the added discounts will go straight to our bottom line."

And there is also a feeling of expert care and security. Added Landry, "Our clients tell us that they feel as though they are getting enterprise level virus protection along with the comfort of knowing they have the option to purchase add-on services such as content filtering and email security services should they need it down the road."

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.

Try AVG CloudCare™ FOR FREE!

Contact your AVG Rep for more information at **866.833.5727** or email reseller@avg.com or visit www.avg.com/cloudcare