

Case study

NerdService.Net helps protect customers with powerful cybersecurity from Avast Business

Established in 1999, NerdService.Net (originally named Brainstorm Electronics) was started by a fire alarm technician who specialized in programming networked fire alarm systems. Today, they provide a wide range of technology services and solutions.

We sat down with NerdService, based in Louisiana, to share their experience with our suite of cybersecurity products and talk about the role Avast has played in helping their customers keep their sensitive data protected online.

How did your business start out, and what are your objectives today?

We are “fix it” people, we love to take gadgets apart, learn how they work, and help them come back to life - during our early days, we started out servicing VCR’s and older computers, such as the Commodore 64 and 128, as well as IBM PCs.

However, our business model quickly evolved to one that encompassed a broader depth of technology services, because businesses need solutions. So now we focus on hardware, software, warranties, endpoint protection, antivirus, all of those things. So we’re really trying to transition to more of a sales model where we sell services – that’s really where the future is moving to. We’d rather sell our customers the software to protect their data than to sell them a bunch of computers, because then we’d have to have a whole staff of people to support the warranty process if and when there’s a breach.

“Trying to keep computers protected up front instead of trying to pick up the pieces from a catastrophic data breach is always the way to go, it’s just simpler and more logical.”

WEBSITE:

nerdservice.net and
nerdservicestore.net

INDUSTRY:

Technology consulting services

SECURITY NEED:

To help protect the sensitive data of the organizations they support

SOLUTION:

CloudCare, CCleaner

RESULTS:

Delivered cybersecurity that’s powerful yet easy to use, helping provide peace of mind for these organizations

Tell us about the organizations you support and their biggest needs

We mostly support small home offices right now, but we're currently working on some initiatives to grow and expand our customer base. Our customers are busy people and they are most focused on keeping their sensitive information safe and secure, so they can seamlessly run their business with peace of mind.

Give us some insight on how you're managing everything with just a small team

At one point in time, we had subcontractors, and we would subcontract the service calls out to them. But since we've shifted to more of a sales model where we sell services, we don't have to have a large staff (and have to deal with the things that go along with managing employees). When we do get really busy, we have associates that we can rely on and we pull them in to take care of certain things if we need to.

Why is cybersecurity so critical for these organizations?

Our customers have a lot on their plates – they can't afford to be hit with a costly data breach that's not only going to destroy their data but could also bring down their operations completely.

What are their biggest security challenges, and how do you help educate them?

Right now, email phishing is huge for them, it's really rampant. We tell our customers, "If you get an email and you don't recognize it, do not click on anything in the email. Plus, look at the email address - if you don't recognize it, throw it in the trash." But some people, if they don't know that it's malicious content, they start clicking and wind up in a bad spot.

How do Avast solutions help meet your customers' needs?

With CloudCare, our customers have peace of mind because they don't have to call a major corporation if something goes wrong or they have questions about what's going on with their network – we serve as their personal point of contact. They know they can call us if something pops up on the screen – they see it, and we get an email. Or sometimes, we get the email and we call them – it's happened many times. We'll call and say, "Hey, we saw you had a threat, did you notice anything strange?" We can even remotely access their system and help them run a scan. That makes them feel safe.

Are there any roadblocks you have to overcome when educating your customers about cybersecurity?

One of the roadblocks we sometimes encounter is if our customers are using a free antivirus product and they feel it's basically "good enough." They may have been using it for years without any issues. However, often times we will run a scan on their systems with Avast, just to give them a demo, and it finds something that their software missed – that can help break down the barriers and open their eyes. Plus, we want our customers to have protection that's more tailored for their small business.

Which Avast Business solutions do you provide for your customers, and what are the biggest benefits that these products have provided for you and your customer?

We use CloudCare and CCleaner.

With CloudCare, we like the fact that we get alerts when something happens, like if the antivirus doesn't run on a machine, if a machine has been offline for a while, if a threat comes in, etc., then we can go into the dashboard. It's great, it kind of looks like an old Star Trek panel, with all these different colors so we can easily focus on issues that require our immediate attention.

With CloudCare, we can be an advisor for our customers. We tell them, "Unlike dealing with a provider far away that you don't know, we can see what's going on with your computer as far as viruses are concerned." We let them know that we can see it, and we can help. When something weird is going on, we can send them a quick note to say, "Hey, what's going on? We saw an alert pop up. Can you reboot your computer?" And that really helps us sell the value on it.

We tell our customers with confidence that Avast is a "business-class antivirus." So as soon as we explain it that way, it helps them see that they're getting a ton of value for their hard-earned money, and at a great price.

How has your experience been doing business with Avast?

We feel supported with Avast. They have one of the best support teams we have ever run across, one of the absolute best, really. When we call in for technical support, the engineers go on the back end and they'll do things without necessarily forcing us to do something we may not have time to do. It works great. We don't have customers complaining that they've been hacked, we really don't. It just doesn't happen.

How has Avast helped you grow your business?

We sell used computers, and we consider antivirus almost like a combo meal at a fast food restaurant. If you get the computer, you definitely need to buy the antivirus, we definitely want our customer to add on the antivirus when they get a used computer. They may not want it, but we're definitely going to offer it, because we know it's going to help protect them for the long haul. It just makes sense if you're making that investment, we know they want to keep their device and their personal data protected. And if they purchase the cybersecurity, we'll help them set it up, as well. So Avast gives us the power to add more value to our customers' purchases.

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When you're recommending Avast products to your customers, what gives you that confidence that they're going to keep them protected?

Many of the computers that we use in our shop have Avast CloudCare on them, and when we sell a new computer, we typically add it on there, as well – we have total confidence in this product, so naturally we're going to trust it to help keep our customers protected, too.

Would you recommend Avast to other partners?

We would definitely recommend Avast to other partners. We think Avast has a good, solid reputation, and they make a great product. Even on the consumer end, we use a couple of Avast's consumer products on our phones, we really like them.



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About Avast Business

Avast delivers easy-to-use, affordable, and award-winning cybersecurity solutions for small and growing businesses. Avast provides integrated security services to protect your devices, data, applications, and networks. Backed by 30 years of innovation, we have one of the largest, most globally dispersed threat detection networks in the world. Our cybersecurity solutions are built to provide maximum protection so that you can worry less about cyberthreats and focus more on growing your business. For more information about our cybersecurity solutions, visit www.avast.com/business.