



:: Case Study

Value Added Reseller – Network Security Group, Inc

ESET NOD32® Antivirus – Business Edition

Channeling the Power of ESET



Network Security Group, Inc. is a network security solutions provider and full service network security VAR focused on small- to medium-sized businesses. It works on everything from software, hardware, services and installations, to PCI and HIPPA compliance.

Peter Streips founded the company in 2004. A former Sophos employee, Peter was well-versed in security products and in particular, antivirus software. He was looking for a technologically superior product with a light footprint and minimal impact on network speed. Since he had already been in the business, he consulted David Feligno, his sales director. David suggested ESET.

On a Friend's Recommendation

"David highly recommended I at least take a look," said Peter. "As I did my due diligence, I was impressed with ESET's credibility around the Internet. System administrators, tech coordinators — people who actually handle software day in and day out — had very nice things to say about the company and its products."

He continues, "But, being a smart owner, you want to make sound business decisions — not just product ones. After I talked to the channel manager, I was sufficiently impressed that ESET not only had good products, but it had the potential to grow my business as well. It turned out to be a sound decision."

Not All Partner Programs are Alike

"From the beginning, I was impressed with the ESET Partner Program. It's not a 'what can you do for me?' but rather 'what can we do together?' " said Peter. "ESET is very hands-on and aggressive with training, tradeshow and lead closure. It was a stark contrast to what I had become accustomed. I suddenly realized it doesn't make sense for me to partner with the big names like McAfee or Symantec for three reasons: Their programs are saturated, margins are slim and there is no spirit of teamwork. Everybody is on their own."

Quick Facts

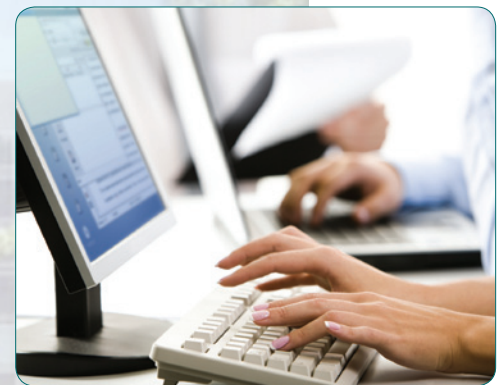
Company name:	Network Security Group
Location:	Beverly, Massachusetts, USA
Industry:	Network Security Solutions Provider

In fact it was ESET's Partner Program that was the main selling point for Peter. "We used to be a Symantec shop, but didn't get nearly the attention we do now. From a training perspective, I like the fact I can work directly with the sales team to win business. I also appreciate ESET's responsiveness, aggressive margins, and ability to work with us at trade shows."

As both Network Security Group and ESET have grown substantially in recent years, the relationship has benefited both parties. Especially as competing solutions have faltered along the way. "There are customers out there who are

having a tough time with 'bloatware' and the problems it presents. By comparison, ESET's light footprint and speed make it easy for us to be successful with clients."

Customer service also plays a role in Network Security Group's success. While Peter concedes that it is a function he'd like to move completely in-house, he appreciates the breadth and depth of service he receives, in the form of the partner portal, sales support and even online assistance through the Wilders Forum (www.wilderssecurity.com). "And because of ESET's certification program, our engineers can also do pre and post sales calls."



ESET @ work

Customer Problem	ESET Solution
Bloated software consumes significant CPU resources	Lightweight system footprint, minimal CPU usage
Slow performance, cost factor for the team	Dramatic improvement in performance
Computers "still not acting right"	Detected malware left resident by other AV product scans

Any Advice?

What would Peter tell a prospective VAR about the ESET product line? ..."It works!"

"ESET's Partner Program is not a 'what can you do for me?' but rather 'what can we do together?'"

— Peter Streips



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