

ANTI-VIRUS PROTECTION, FRESH OUT OF THE PAN FOR IMAGE ON FOOD

“We were pleasantly surprised to find a business solution that was not only competitive on price but also backed-up by effective technical support, in the UK and not so far from our business premises in Market Drayton,” said managing director, Tim Hopcroft.

When it came to renewing its anti-virus solution, gingerbread specialists, Image on Food took the opportunity to look for an alternative to the big brand product it was using at the time. The company’s search resulted in the decision in April, to switch to BitDefender’s Client Security solution for business networks.

THE CHALLENGE

Image on Food employs 28 staff, of which 18 have access to the Internet through two file servers. Information is uploaded and shared by sales staff using mobile devices. The company operates an e-commerce trading website, and like most businesses today, it relies on e-mail communications.

“Availability of our Internet facilities is crucial to the business,” explains Hopcroft. “We are in continual communication with key accounts for our trade and wholesale customers, that very often place or update orders at short notice. We are also taking orders directly via the website.”

THE SOLUTION

“Apart from managing spam, the biggest benefit delivered by BitDefender is the ability to set up our system to do a weekly scan – checking for any file infections. It’s a simple routine; every Tuesday our staff leave their computers switched on and BitDefender turns them all off automatically after it has completed the scan.” Hopcroft continues “And this adds to our ‘green’ credentials for employing sustainable operating procedures. We have also gained in terms of improved productivity by cutting down the time wasted sifting through junk mail.”

THE RESULT

“Since switching to BitDefender we have reduced junk by 58%. Unsolicited messages are all forwarded to a spam e-mail box, which can be checked if necessary, for any mistakes. We are using the safe lists facility for screening and so far we have not had any instances of genuine mail being blocked,” says Hopcroft. “As a measure of the magnitude of the problem, even for a small business, the Spam box has amassed some 22,000 e-mails in less than six weeks, since it was last checked and emptied.”



Image on Food took the idea of the hand decorated gingerbread man and created a thriving business supplying novelty biscuits for various outlets, including local farm shops, delicatessens and a top supermarket chain. Designer shapes are very appealing to corporate organisations looking for creative promotional ideas for trade events. And since they are so easily customised, gingerbread “love hearts” and shapes, are also a popular choice for wedding and celebration favours.





ABOUT IMAGE ON FOOD - THE GINGERBREAD PEOPLE

Catch me if you can – BitDefender provides malware protection for Image on Food - a confectionery manufacturer specialising in ginger bread products. Our products are all lovingly created using traditional ingredients and skills and are combined with state of the art technology to allow us to create any shape, logo or design that our customers require for any event or season. We employ some of the best decorators around to ensure that all of our products are consistently decorated and finished to a high standard.

This ethos has ensured that we have built up a great relationship with our customers. From local farm shops to major coffee chains all customers are looked after by dedicated account managers who ensure that their customers receive the best possible service. This care alongside our great products has meant that our customers come back to us time after time and even the small farm shops we started business with over twenty years ago are still regular customers. We pride ourselves on meeting all customer requirements and our products are well received in all areas of business including and not limited to: retail sales, food service, promotional and corporate gifts and the wedding and celebration favour market.

More information about Image on Food is available at <http://www.imageonfood.co.uk/>

ABOUT BITDEFENDER

BitDefender is the creator of one of the industry's fastest and most effective lines of internationally certified security software. Since inception in 2001, BitDefender has continued to raise the bar and set new standards in proactive threat prevention. Every day, BitDefender protects tens of millions of home and corporate users across the globe - giving them the peace of mind of knowing that their digital experiences will be secure. BitDefender solutions are distributed by a global network of value-added distribution and reseller partners in more than 100 countries worldwide.

More information is available at www.bitdefender.com

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