



Anti-virus protection, fresh out of the pan for Image on Food

The company

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.

"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 Tim 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."

"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 Tim 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.



Catch me if you can – BitDefender provides malware protection for Image on Food - a confectionery manufacturer specialising in ginger bread products.

See super gingerbread man do his stuff on Youtube.

<http://www.youtube.com/watch?v=Dc6-5aDQaFA>

About BitDefender®

BitDefender is a leading global provider of security solutions that satisfy the protection requirements of today's computing environment. The company offers one of the industry's fastest and most effective lines of security software, setting new standards for threat prevention, timely detection and mitigation.

BitDefender delivers products and services to over 41 million home and corporate users in more than 180 countries. BitDefender has offices in the United States, the United Kingdom, Germany, Spain and Romania. Further information about BitDefender can be obtained by visiting: <http://www.bitdefender.co.uk>

BitDefender
UK and Ireland
Brampton Business Centre
10 Queen Street
Newcastle,
Staffordshire, ST5 1ED

Phone: +44 (0)8451 305096
sales@bitdefender.co.uk
www.bitdefender.co.uk