

Bike Rack Rides with Webroot for Small Business Internet Security

For Midwest cyclists, Bike Rack is a classic source for all things biking. One of the largest independent bike stores in the country, the bicycle retailer's Omaha and Lincoln, Nebraska locations offer bicycles, parts and accessories, clothing, exercise equipment, repairs and practically anything else related to the sport.



Bike Rack's computer network performs customer transactions at point-of-service (POS) terminals, allows employees to check inventory across stores and assist customers with their shopping needs. As a trusted bike retailer, Bike Rack must protect itself from viruses, malware and other malicious programs that not only disable computers, but also provide a breach that hackers can use to access customer information and credit card numbers. Bike Rack now uses Webroot® on the desktop for small business internet security to protect its network and customers against these potential Internet threats.

THE PROBLEM

Bike Rack had a mix of old and new PCs across two locations, and just one IT manager, Shane Spence, to handle all of the company's technical needs, including POS security, small business antivirus software management, and networking. While the security software from McAfee® managed, for the most part, to keep malicious programs off of desktops and out of the network, the software was unwieldy, delivered intrusive and confusing pop-up reminders, and required manual updating. It also took up valuable system resources, slowing down customer service operations and PC performance.

"I got tired of the pop-ups from the other programs telling us that we needed to do this or that with our security," says Spence. He was looking for a user-friendly alternative that could provide comprehensive small business internet security while freeing up computing resources.

Companies handling customer data, like Bike Rack, must also be sure they are providing POS security, have adequate small business antivirus security and are completely protected from various malicious programs and Internet threats. Spyware and other viruses provide an easy opening for cybercriminals to enter a business network in order to steal proprietary information, or more critically, customer credit card numbers.

"The PC is the gateway for potential threats," says Spence. "It's easy for a virus to spread throughout the network once it's in and we can't let that happen—providing POS security to our retail terminals is as important as the PC or corporate Web server."

WHY BIKE RACK CHOSE WEBROOT:

- ✓ Malware and virus detection and blocking
- ✓ Ease-of-use
- ✓ Cost
- ✓ Streamlined, comprehensive security
- ✓ Superior support

THE SOLUTION

As Bike Rack's McAfee security software licenses expired, Spence began looking for and testing various small business antivirus alternatives. He tested Norton's solutions, among others, and also recalled being impressed with Webroot's free trial security program he'd used as a consumer several years before. "I hadn't used the pay version, but thought I'd first give it a try on my computer to test it out," says Spence, who did that initial install in January 2010. Webroot quickly proved effective and by February, he began rolling out the small business internet security solution as licenses expired on other company machines. Shortly, Webroot will protect every PC on the network.

"Webroot doesn't take up nearly as many system resources so it doesn't slow anything down," says Spence. "Once Webroot is installed, you don't need to do anything—it's more streamlined and user friendly."

When activated, Webroot small business internet security begins scanning for malicious programs, and unlike many other security solutions that require manual updating and maintenance, the software auto-updates quickly and efficiently, without impacting the end user. "With McAfee, you couldn't even do an auto-update," notes Spence.

More importantly, Webroot provides all of the POS security necessary to not only shield the corporate network from viruses, spyware and other malicious programs, but also keeps customer information like names, addresses and credit card numbers out of the hands of hackers and other cybercriminals.

"Other small business antivirus security offerings rely more on their name than the quality of product," says Spence. "Webroot actually has the higher-quality solution and does a more comprehensive job."

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SHANE SPENCE,
IT MANAGER, BIKE RACK

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