



Avira Success



“Keep a clean sheet”: DFB Medien relies on Avira

DFB Medien provides its 6.5 million members of the German Football Association a web-platform, called DFBnet, designed to organize the games and for communication purposes among the federations. Avira protects the gateway of the modular software-as-a-service application against viruses and malware as a ‘virtual’ defense player.

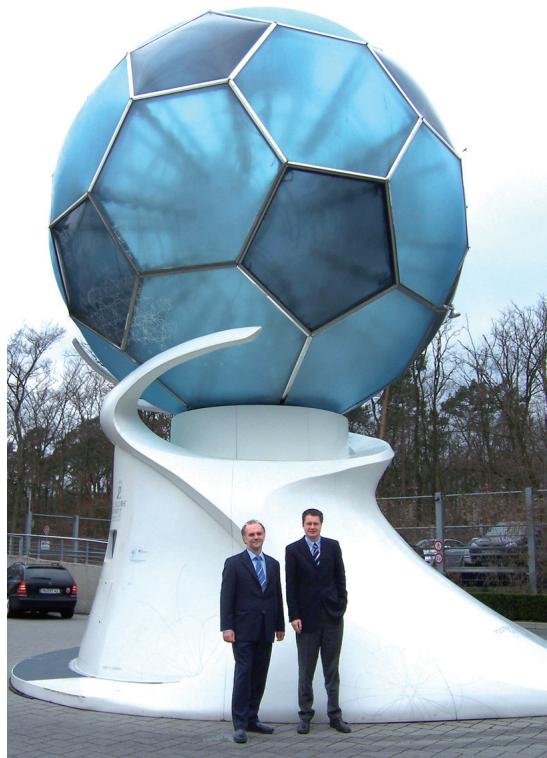
Avira protects company networks against digital intruders just like a successful goalkeeper stops goals: With the German IT security expert on board, viruses and malware have no opportunity to score a goal. DFB’s subsidiary protects its in-house network with the SmallBusiness Suite Mixed that includes the following products from Avira: Workstation, Server, MailGate and WebGate. The Avira AntiVir GateWay Bundle protects the entire communication of the DFBnet - a web application that was especially developed to manage the soccer organization technically. The Avira GateWay protection directly blocks digital attacks such as viruses, worms, Trojans,



adware, spyware and dialers. DFB Medien, DFB’s retailer, has renewed and enhanced the partnership with Avira, which dates back to 2004.

“DFB has established a basis with the introduction of the DFBnet a service and communication network for German amateur football”, says Ingo Thomann, Director Marketing and Communication of DFB Medien. “For this, reliable gateway protection is a must. With 70,000 registered users and up to 3,000 parallel users and peak loads on Sunday afternoon, the probabilities for failures are very high.”

The 26 national and regional associations organize the game operations with approximately 26,000 German football associations. More than 3 million active players compete in over 180,000 teams that are refereed by around 75,000 arbitrators. The Internet platform DFBnet administers the championships operation of the German amateur soccer on the base of software-as-a-service. With 6.3 million members, the DFB Kurt Gärtner (left), CEO



Kurt Gärtner (left), CEO of DFB Medien, and **Ingo Thomann**, Director Marketing and Communication of DFB Medien.

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of DFB Medien, and Ingo Thomann, Director Marketing and Communication of DFB Medien do without electronic resources to organize the games. “We are working on the improvement

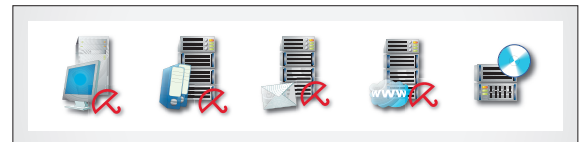


of the administration processes together with the associations”, explains Kurt Gärtner, CEO of DFB Medien. “With more than two million games every season, it is still possible to optimize the process radically, provided that the right software is to hand”.

“DFBnet, among other things, simplifies and speeds up the administrative processes of the gaming operation, organization of referees, information on the results and the creation of score sheets. It is possible to announce the results of the games concerning DFBnet on the Internet, telephone or SMS and make them available to the fans at www.fussball.de. “A web-based communication platform is also part of the DFBnet with electronic inboxes for the function owners from the associations and federations”, explains Gärtner. “A great quantity of rather boring tasks which were processed by post mail in the past, are now processed electronically.” The inbox of the DFBnet is strictly used to communicate with the members of the association and it blocks emails from unknown senders. Consequently, the delivery of docu-

ments such as invoices, invitations, rules and even sports court notifications are a matter of course. “The electronic inbox system is used by approximately 50,000 members”, estimates Gärtner. The Swabian IT security expert Avira examines the entire communication against viruses and malware round the clock.

“The products of Avira have two functions at DFB: Firstly, we protect our entire server infrastructure with the GateWay bundle of Avira. Secondly, all our workstations of our 40 employees are equipped with Avira AntiVir“, explains Thomann. “We very much appreciate that the Avira solutions remain in the background in a both elegant and modest way”: The update packages with the up-to-date virus definition files require very little memory space and the software can be administered from a central location requiring very little effort.” The reasons why DFB decided to take Avira in the evaluation process where the high reliability of the software and the favorable maintenance costs. The compatibility of the solutions with the IT infrastructure of the DFB retailer was an important



Complete protection of all network components: The **Avira SmallBusiness Suite** composed of Workstation, Server, MailGate, WebGate and the Security Management Center can be obtained for Windows as well as mixed version for Windows and Linux/UNIX

factor as well: DFB Medien is using the Oracle Collaboration Suite as a standard application on Linux operating systems.

“The cooperation with Avira has proved to be absolutely trouble-free and efficient”, says



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Gärtner. “The flexibility and readiness of the employees and the smooth implementation of the Avira software have confirmed that we made the right decision.” Avira came out on top thanks to its user friendliness, the excellent development and the “Made in Germany” seal of quality. “The social dedication of Avira with the Auerbach Foundation was also a moving factor”, adds Gärtner. “After all, the DFB largely depends on the dedication of its voluntary employees. It is incredibly fascinating how many people spend their energy and spare time to do something positive for society.”

Besides the organization of games, DFBnet offers more services to optimize the adminis-

tration processes, such as the DFBnet passport entity, DFBnet sports court, the license administration for trainers and referees and Pass Online for the associations. With the DFBnet association, the soccer teams have powerful and multifaceted online administration for their members. “Modern communication media and technologies support the processes and provide a basis for an open and transparent structure for German amateur soccer”, explains Thomann. “All the people involved have more time to enjoy the most popular sport of Germany.” Big soccer events are the best opportunity for virus writers to put malware in circulation: “At the European Champions league, for instance, the whole of Europe was in football fever, hence emails with such a reference spread rapidly”, underlines Tjark Auerbach, founder and CEO of Avira. “Viruses and malware are absolutely ‘aside’ for people who use Avira.”

About Avira

Avira is a worldwide leading supplier of self-developed security solutions for professional and private use. With more than twenty years of experience, the company is one of the pioneers in this field.



The security expert has several locations in Germany and partnerships in Europe, Asia and America. At its headquarters in Tettngang near Lake Constance, Avira is one of the region's largest employers with more than 180 employees. Worldwide more than 250 persons are employed and their work regularly wins awards. Avira AntiVir Personal, used by millions of private users, represents a significant contribution to security.

Avira's national and international customers include renowned corporations listed on the stock exchange but also educational institutions and public authorities. In addition to protection of the virtual environment, Avira also provides for more protection and security in the real world by supporting the Auerbach Foundation. Established by the founder of the company, the Auerbach Foundation promotes charitable and social projects as well as the arts, culture and science.



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