

Avira Business Bundle helps MacroWell to safeguard its IT security and protect their 8 million online game players

“Avira is highly compatible with our game programs and has extremely low memory consumption. As a result, our IT system can achieve its best overall performance. Thanks to Avira’s security solutions, we now have a information system that is more secure and easier to manage.”

*Jeremy Huang
IT Department Manager, MacroWell*

In Taiwan, online games have become one of the most popular streams of digital entertainment. MacroWell OMG Digital Entertainment is the leading provider of online games in

Taiwan. In the last 12 years, the company has offered more than 20 popular online games and is currently operating four big game communities with 8 million registered members. Its game communities are praised for their quality designs and value-added services. MacroWell now has around 250 employees and its sales revenue exceeded NT\$850 million (around US\$27.3 million) in 2009.

Hijacking game players’ accounts and stealing their valuable in-game assets are the foremost security issues in the game industry. For game developers and platform operators, their utmost priority is to protect their internal systems against viruses, Trojans, backdoors, worms, and other malware, as these threats will deprive privacy rights of game players’. To further strengthen its Internet security,



the IT Department of MacroWell has a security policy that defines different levels of sensitivity and uses advanced anti-virus software to fend off online threats.

Centralized management to comply with operation needs

“Buying anti-virus software is like buying an insurance policy,” says IT department manager Jeremy Huang. “If we are not sure whether the software really works, it’s like having no insurance at all.” Huang said they had used two other brands of anti-virus software in the past. The first one did not offer a central management function, leaving the IT department in the dark about whether their end-users had actually updated the virus signatures. The department was troubled by the fact that there were unexpected infections even though they had already installed anti-virus software. The company then changed to another brand that offered a central management function. Although the protection and the control over end-users’ updates were improved, the software had fairly high memory consumption. It also was not fully compatible with the game programs, leading to problems in game testing. So when the license was about to expire, the IT department started to look for a new security solution. After reviewing a number of anti-virus software packages, they found Avira - the best solution to the operation needs facing the game industry, and their company.

Excellent detection rates offer greater security

Huang has long used Avira AntiVir Personal, Avira's free software, to protect his computer files. Taking note of the views of other game practitioners, the media, and the market's response, Huang decided to test Avira's products. But what



Jeremy Huang, IT Department Manager, MacroWell

made Huang choose Avira in the end? He explained, "In purchasing software, we always look at its game compatibility, scanning performance, and system impact. We also conduct evaluations and tests on various anti-virus products. Avira wins out when looking at these important factors."

After a thorough analysis, MacroWell introduced Avira Business Bundle as a part of the company's security system in January 2010. Huang shared with us some examples that demonstrated that Avira was indeed the best option. Firstly, the staff frequently browsed a URL for which no software had ever identified any threat until they switched to Avira, whose powerful WebGuard spotted the security risk. Secondly, end-users of Outlook who faced malware threats like Trojans and backdoors, no longer intruded to our system with Avira, which filtered out all spam and suspicious at-

tachments. Huang added: "Our company implements Window Update internally plus an IT security policy. Everything is so much better with two systems working alongside each other."

Low memory consumption raises system's performance

Huang is also very impressed by the small impact Avira has on computer performance. At MacroWell, virus scans are normally conducted during lunchtime. In the past, workers who stayed in the office could not use their computers as the scans severely slowed down the system. For those who ate out, they would find the scans still in progress when they came back after lunch. With no other option, they had to cancel the scans. With Avira, the IT department finds the problem solved. Avira offers a fast scanning engine that consumes very little memory. Virus scans no longer affect computer performance.



Game designs and tests at MacroWell

Currently, all workstations and 15 Window-based file servers at MacroWell have installed Avira anti-virus software. Avira Business Bundle provides a comprehensive security solution that protects end-users, file and mail servers, and Internet

secure servers. The support it offers to other operating systems like Linux also gives users more flexibility in future applications.

Fast and instant customer support

Customer service is another important factor in selecting anti-virus software. Avira's fast customer support is a good fit for the game industry. Recently, Avira software successfully identified a threat in a file when MacroWell updated one of its game products. The IT department then sent the file to Avira for verification via the report system on Avira's official website. Within two days, Avira had sent their answers and recommendations to MacroWell, and the problem was solved immediately. "We've only had to ask Customer Support for help once or twice. And obviously we didn't want that to happen very often," said Huang. "In this case, we were very happy with the service we received."

"My comments to Avira was "outstanding"," says Huang. Avira has struck the right balance between security and efficiency, which indirectly supports constructive development between the



MacroWell aims to create exciting game experience

game industry and game players. On this, Huang speaks frankly: "The game industry can only make money if game players can go online effortlessly. We therefore recommend that all our registered members use Avira. Avira is an excellent option for a security tool."

Avira Security Management Center

Your one-stop control center for security solutions

- Provides remote management, license, allocation, updates, and control
- Considerably reduces the administrator's workload through an effective central management function
- Provides an overview of security status and fast response time
- Saves time and offers comprehensive Internet security management

Avira AntiVir Exchange

Safeguard your company email network

- Reliable and award-winning AntiVir technology
- Our modern anti-virus laboratory reacts quickly to new threats
- Integrated spam blocker and content filtering
- Reduced workload for servers and networks through fast and memory-saving scanning technologies, prolonging the life of current systems

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