avast business

Rain Networks adds Avast Business CloudCare to distributor portfolio and boosts client base by 200%

The Company

Seattle-based Rain Networks began operations in 2003, selling antivirus software solutions to vendors that were trying to build a North American presence. Rain Networks originally targeted small computer repair businesses but soon after, transitioned to its role today as a Value Added Distributor (VAD) focused on selling data security solutions to Managed Service Providers (MSPs). The company works with more than 3,500 partners, mostly MSPs, throughout all of North America.

As Co-Founder and Chief Technology Officer Nathan Ware explains, "We bring very strong technical, operating, and sales knowledge of the VAR and MSP worlds, and this enables us to go beyond the traditional distributor role. We onboard our MSP customers to the product platforms we sell and also help them market, sell, and manage the technology for their end users. This gives us a special differentiation and helps us create long-lasting business relationships."

The Challenge

Ransomware and phishing are the biggest security concerns facing Rain Networks' customers. "As a cybersecurity-focused distributor with a specialty in anti-ransomware, solutions that detect and block ransomware are a core component of our business plan and we work primarily with vendors that have prioritized this in their product portfolios."

With this in mind, Nathan explains that his partners must offer enterprise-grade, easy-to-use solutions that deliver endpoint, email, anti-ransomware, and backup security all in one platform.

The Solution

A long-time AVG-Avast reseller and now an Avast Business distributor, Rain Networks recently evaluated Avast Business CloudCare. After ensuring CloudCare met the company's specific criteria, Nathan and his team added the solution to the company's distribution portfolio.

WEBSITE
www.rainnetworks.com

INDUSTRY
Cybersecurity-focused
Value Added Distributor

BUSINESS NEED
Driving business growth through a competitive, anti-ransomware-focused portfolio that delivers service and price efficiencies

SOLUTION
Avast Business CloudCare

RESULTS
- Gained market advantage through CloudCare's single platform for critical security services, its simple billing model for MSPs, and Avast Business technical support
- Onboarded seven new CloudCare customers in first four weeks using CloudCare's efficient web tools for quick and easy onboarding
- Increased customer base by 200% in 90 days
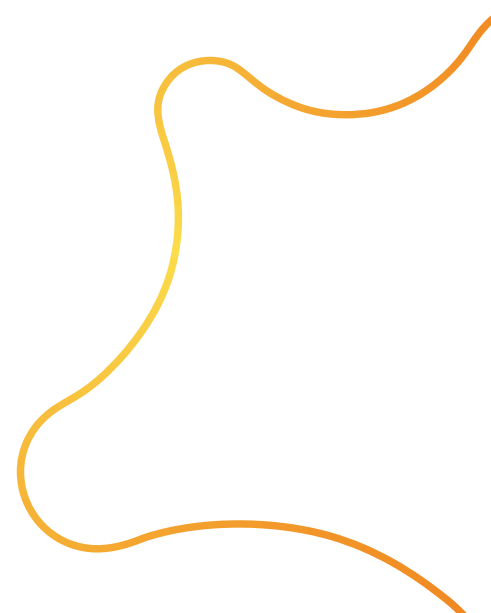
"CloudCare is a perfect fit for us because the solution offers endpoint, email, anti-ransomware, and backup security services in one platform. Other endpoint security vendors we've looked at don't have all of these four elements," says Nathan. "With CloudCare's management platform and range of advanced services, the solution is ideal for our customers."

Rain Networks is distributing the full range of CloudCare endpoint and network security services – Avast Business Antivirus Pro Plus, Content Filtering, Online Backup, Remote IT Control, and Email Security that includes Antispam, Email Archive, Archive Lite, and Encrypted Email.

"Our customers want to log in to one place to manage everything, which is the upside of CloudCare," he adds. "The platform is easy to use, provides strong security, and our customers can manage their end-user clients from one place."

CloudCare also gives Rain Networks an immediate competitive advantage. "We can target new resellers and MSPs and quickly displace solutions that don't have CloudCare's great combination of services or lack a feature-rich management console."

Nathan has Avast Business Secure Web Gateway on his radar next, now available to Avast Business distributors and deployed right from the CloudCare platform.

The Results

For Nathan, CloudCare aligns well with Rain Network's business model. "The Avast Business story is very compelling and our customers can identify with it," he adds. "Avast has deep roots in threat protection and also recognizes that businesses need security that is easy to use. With CloudCare, our customers gain an enterprise-grade, all-in-one cloud platform to serve their clients efficiently and demonstrate value as security providers."

Nathan estimates his team has already grown its customer base by 200%. "We just brought on board seven new CloudCare customers and we're targeting close to 1,000 other resellers that could benefit from CloudCare's great range of security services and licensing model."

The Avast Business account management also seals the deal. "Our account manager Jessica Turner is a strong component to our success. She provides a critical point of contact that helps us continue to move our business forward across all aspects."

> " We chose Avast Business CloudCare because the solution provides strong endpoint, email, anti-ransomware, and backup security in one cloud platform. This alone sets CloudCare apart from the competition and coupled with an easy-to-use dashboard and licensing options that are easy to add or change, it's a perfect fit for our customers. "

Want to see how the Avast Business product portfolio can help you differentiate your business, save money, and win new customers? Visit **www.avast.com/business**.