

Increase in retail sales improves AVG's local market share

The growth AVG's products have seen in South African retail stores has pushed the brand to the second most popular in the security space overall, with 19% of the market.

Most well-known for its free offering, AVG offers consumer products such as internet security, anti-virus and mobile security for the protection of mobile devices, as well as a comprehensive range of products for small, medium, and large businesses.

"We are seeing tremendous growth in the uptake of AVG products, with retailers such as Incredible Connection reporting increasing sales month-on-month," says CEO of specialist security publisher and distributor Phoenix Distribution, Simon Campbell-Young. "We believe this is the result of a growing appreciation of the value AVG offers, as well as our concerted push to grow the brand."

Phoenix Distribution's specialisation within the retail security software space has provided the company with the knowledge and expertise needed to enable this growth. Together with its retail partners, the company has taken AVG from less than 5% market share to 19% in just three years.

Emphasis on corporate sector

The company's channel division had also been placing emphasis on growing AVG within the corporate space, with similarly good results. "It is vital to understand customers' accounts intricately. We leverage our knowledge of our customers, our understanding of the market, and a tailored, channel-specific partner programme to grow our vendor brands, and we are seeing exceptional growth in AVG market share as a result," says Campbell-Young.

In addition to the usual partner benefits, Phoenix Distribution SMB resellers and value-added resellers also get reseller-specific, customised training on the AVG products, onsite training and demonstrations, and pre-sales consulting, scoping and advice. Combined, these benefits provide a winning combination for AVG, Phoenix Distribution, and its reseller base.