

COMPUTER CONCEPTS USA

HOW MALWAREBYTES HELPED A REPAIR SHOP SET
THEIR SIGHTS ON BECOMING AN MSP

“ Reselling Malwarebytes has been a great addition to the business.
The margins really helped me increase a new line of business. ”

LORI TISINAI, PRESIDENT OF COMPUTER CONCEPTS USA

CHALLENGE

- Other solutions were slowing down customer’s computers
- Customers were experiencing problems with slow hard drives, crashes, and bloatware
- Needed a cybersecurity product to sell to Mac users

SOLUTION

- Joined the Malwarebytes Techbench program
- Started using the Malwarebytes Toolset to diagnose problems
- Relied on Malwarebytes Techbench support to get up and running

RESULTS

- Customers are happy
- Increased a new line of business
- Starting to expand into becoming an MSP

INTRODUCTION

Founded in 1999, Computer Concepts USA is a computer repair shop in Lake Bluff, Illinois, just outside of Chicago. In addition to repairs, they also provide network maintenance and training services to help businesses educate their employees.

CHALLENGE

Lori Tisinai, President of Computer Concepts USA, needed a new cybersecurity offering for her customers. She’d seen plenty of products that had the ability to prevent online threats, but they all came with unwanted side effects. “I was tired of other solutions that would slow down a machine or try to take it over,” said Tisinai. She needed a product that could protect her customers without causing as many headaches as it solved.

Meanwhile, many of Computer Concepts USA's customers started to complain about slow hard drives and crashes. Tisinai suspected a correlation between these problems and the amount of bloatware on people's machines. The problem was, she could never be quite sure what was bloatware and what was software the customer installed on their own.

Tisinai also noticed that more and more of her customers were switching from Windows to Macs. While there were lots of decent security products for Windows, she needed something to offer her new Mac customers.

SOLUTION

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Tisinai joined the Malwarebytes Techbench Program a few years ago and started reselling Malwarebytes to her customers. Malwarebytes' ability to protect machines without bogging them down was enticing. She also liked Malwarebytes' full-featured application for Macs. In the end, what really sold her was the support from the Techbench team. “I was excited to have a place where I would not be a number. If I had a question, I could ask it. If I had a concern, it was addressed immediately,” said Tisinai. With Malwarebytes Techbench support behind her, she found it easy to get started as a reseller.

The Malwarebytes Toolset has also been invaluable to Tisinai. The computer repair side of her business had plenty of tools for diagnosing problems before Techbench came along, but most of them were only good at one or two things. With the Malwarebytes Toolset, Tisinai and her technicians no longer had to jump between different tools or try to diagnose issues manually. “I like that it is all in one place. It is a good first tool to run on machines coming into the shop,” said Tisinai. With the help of the Malwarebytes Toolset, Computer Concepts USA could diagnose and solve issues with greater efficiency. One feature that stood out to Tisinai is the toolset's ability to remove bloatware. “The anti-bundleware tool was amazing to start using. I know that it has saved me time,” said Tisinai. Suddenly, one of her most common and frustrating repairs wasn't so frustrating anymore.

RESULTS

Tisinai has been in the Techbench program since the beginning. As a reseller, she describes her experience as “excellent.” Her success in the program even helped her set her sights on expanding her business. “Reselling Malwarebytes has been a great addition to the business. The margins really helped me increase a new line of business,” said Tisinai. “I am starting to become an MSP” Expanding a business can be nerve-wracking, but Tisinai has been able to rely on the Techbench team for support. “Malwarebytes support is always very responsive. I have contacted the team many times by direct email and always get a quick response,” said Tisinai. Between the Malwarebytes Toolset speeding up repairs and the added revenue from reselling Malwarebytes to her customers, Tisinai feels ready to take on the new challenge.

TO LEARN MORE ABOUT THE MALWAREBYTES
TECHBENCH PROGRAM FOR REPAIR SHOPS AND MSPS,
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