



Simple operation and Made in Germany – a winning combination

G DATA and TARADOR – a business partnership at eye level

Partner

- Industry: EDP/IT
- Country: Germany, Potsdam
- Products: IT Security, IT Operations, Backup & Storage, Mail Archiving, Anti-Virus, IP Telephony

The challenge

- Find an IT security vendor that offers a centralized and easy-to-use management console for its software
- Develop an ability to provide our own employees with extensive IT security know-how
- Participation at and implementation of trade fairs and events

The solution

- Inclusion of G DATA solutions in TARADOR's product portfolio
- G DATA partner portal for more expertise and higher competence
- Financial and organisational support at trade fairs and events

Advantage

- IT-Security "Made in Germany", easy-to-use management console
- Training of employees and permanent access to current information
- Higher visibility with business customers



The IT system house TARADOR GmbH, which specialises in services in the IT security environment, has existed since 2010. The Potsdam-based company is a platinum partner of G DATA CyberDefense AG and has chosen this partnership primarily because of the "Made in Germany" seal of quality.

A new start with G DATA

IT security is a very comprehensive topic that is becoming increasingly complex. Business customers therefore rightly demand the simplest possible operation via a central interface. IT system administrators expect a clear management console that makes their work easier. Sebastian Lindner, Managing Director of TARADOR GmbH, found it was just not possible to solve exactly this problem with a competitor of G DATA. "We were not happy about the processes within competitor products and therefore decided to look for an alternative solution," says Lindner in retrospect. "We looked at three relevant providers. One of them was G DATA. Thanks to 'Made in Germany', we liked G DATA right from the start." The Lindner team put G DATA's security solution through its paces. During the in-house evaluation, the colleagues came back from the laboratory with their eyes shining after just a few tests. It turned out that the management console, that we had criticised with the competitor's products, met our

expectations exactly. At the end of 2015, a business partnership with G DATA began at eye level," says Lindner enthralled.

Additional offers are used extensively

G DATA stands for long-term business success of both partners. That is why fair, trusting and honest dealings with each other are the guarantee for a stable long-term relationship. As in real life, the partners should ideally strengthen each other. TARADOR therefore uses the G DATA partner portal and the additional services it contains, such as the new certification system. This strengthens TARADOR's own knowledge and the certification sends a signal of competence to the market. Lindner: "We regularly use the G DATA partner portal. For example, we have a colleague who exclusively takes care of license management. She uses the partner portal to call up the prices for a license extension or a license upgrade," says the TARADOR managing director enthusiastically. "Furthermore, we are very happy to

use the webinars, which are very descriptive and also technically convincing, for our new technical arrivals.”

Not only the virtual and at the same time informative support by the partner portal is necessary for a flourishing business relationship and therefore Lindner also praises G DATA for its outstanding hands-on mentality: “Marketing campaigns are very important to me. With the support of G DATA, we jointly set up a Security Day with 120 participants. Among them were potential customers from IT management and from management area”, Lindner recalls happily. He was also pleased that G DATA also contributed financially to the costs. “An event like this is a huge cost that first has to be met. The same applies to trade fair participation. For the second time we are co-exhibitor at the it-sa in Nuremberg at the G DATA booth. I simply expect such a thing from a good partner like G DATA, who is regarded very high quality by us”.

Large solution portfolio with clear unique selling points

IT security “Made in Germany” means that the development of the IT security solution takes place exclusively in Germany. There is a reason that the claim of G DATA is “Trust in German Security”. As a pioneer in the IT security industry with over 30 years of

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experience, the B2B portfolio of G DATA has received several awards. Lindner sees three key unique selling points of G DATA as decisive: “Virus protection is now a convenience product, so soft factors or additional services often play an increasingly important role in the IT security landscape,” says Lindner with his experience as managing director. “A large, positive factor is therefore ‘Made in Germany’ and German support. These two points make it easier for us, especially in the public sector, to bring the security solutions to our customers. As a third point Lindner mentions the outstanding services of G DATA Advanced Analytics. The subsidiary of G DATA offers numerous security services. In addition to the classic core competence in in-depth malware analysis, these include in-depth analysis of IT infrastructures and management of acute IT emergencies. Lindner: “We therefore regularly offer our customers IT security

training courses at G DATA Advanced Analytics or penetration tests to check the company network,” says Lindner.



G DATA Security Business solutions



Antivirus Business



Client Security Business



Endpoint Protection Business



Managed Endpoint Security

Rewarding partnership

TARADOR as a Platinum Partner of G DATA benefits from the partnership. The company opted for the Bochum-based IT security solution provider because of its easy-to-use management console. Another reason was the seal of approval “Made in

Germany”, the German customer support available 24 hours a day, 7 days a week as well as the G DATA subsidiary G DATA Advanced Analytics with its service portfolio and additionally the general marketing support. Taken together, these criteria were decisive

for TARADOR to enter into a long-term partnership with G DATA. Intensive support on a broad level and communication at eye level will ensure a trusting relationship and a rewarding partnership between the two companies in the future as well.



More information:

www.gdatasoftware.com

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